ANNUAL SPRING NUMBER

# DRY GOODS REVIEW

Vol. XXXIV. No. 1 THE MACLEAN PUBLISHING COMPANY, LIMITED PUBLICATION OFFICE: TORONTO, CANADA JANUARY, 1922





Steamship



Golfer



Sports



Owl



Good Luck

# Playing Cards will Increase Your Smallwares Sales

### *Sports Series*

SPORTS
OWL
GOLFER
PRINCESS
COLONIAL BRIDGE

### *Consolith Series*

GOOD LUCK
ST. LAWRENCE
STEAMSHIP
OAK LEAF
MAGICIENNE
ROYAL BRIDGE

### *Patience Cards*

Most people who are in your store from day to day use Playing Cards.

Make it easy for them to buy from you by a prominent display of our medium-priced cards.

We have been manufacturing these cards in Canada for the trade for over 30 years.

**On request, we will send you our latest show card, which will assist you in your displays.**

## CONSOLIDATED
## Lithographing and Manufacturing Co. Ltd.

## MONTREAL, CANADA.

# Carpets, Oilcloths ,Linoleums and Draperies

## ——for Spring 1922——

We have on hand now in such goods, the largest and most complete range it has ever been our privilege to offer to the trade.

Our showing comprises the very newest designs and colorings and we make it a point to see that our values are not bettered anywhere.

You may see samples with our representative, or a letter will bring them by return, or a visit to our warehouse would pay you well



**John M. Garland, Son & Co., Ltd.**

Ottawa - Canada

*Wholesale Dry Goods*

# MORTON·SUNDOUR·FABRICS·LTD.

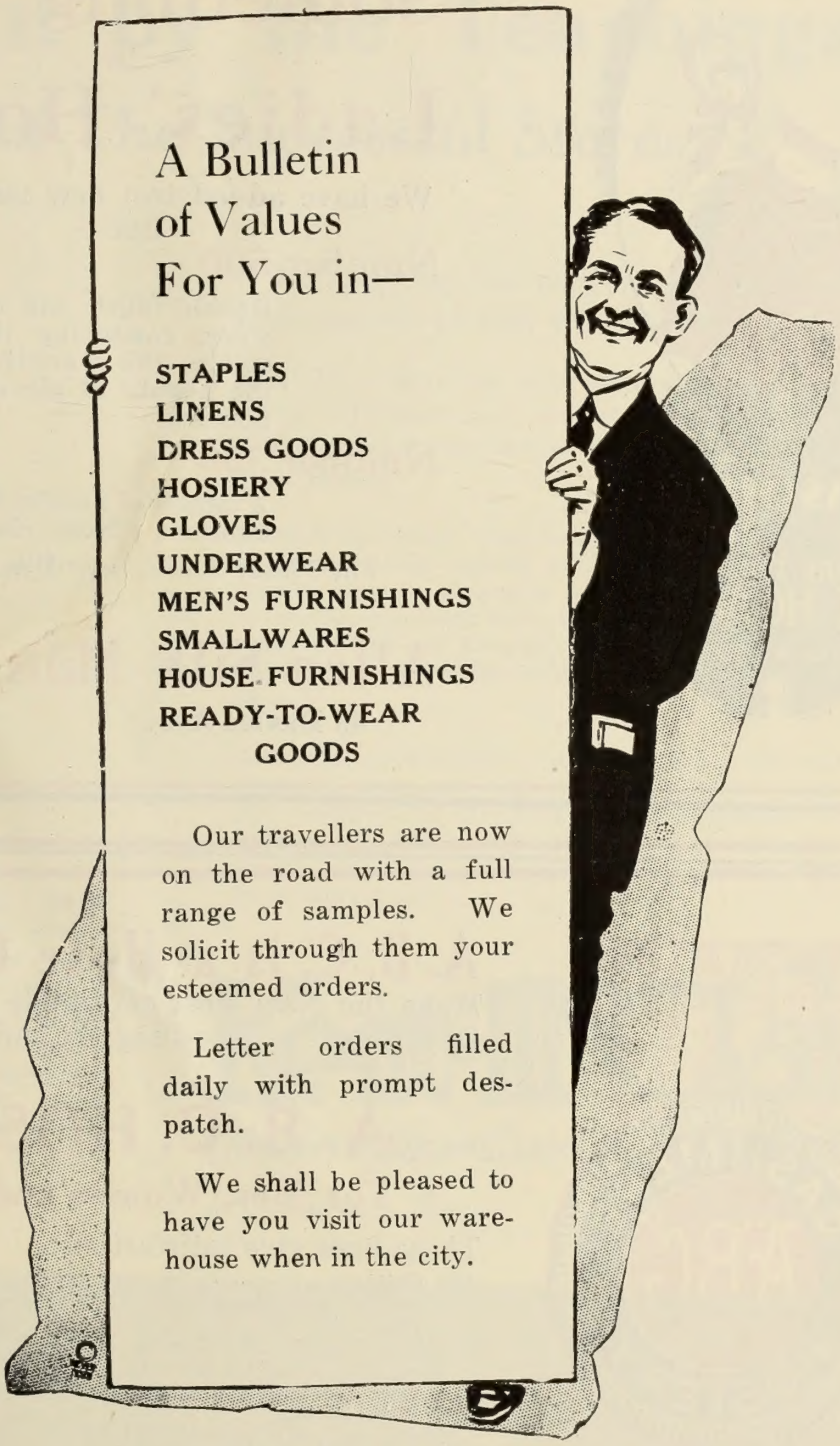
WORKS
CARLISLE England
DARVEL Scotland
Etc. Etc.

Productions
GENERAL FURNISHING FABRICS
Including
SUNDOUR TAPESTRIES
SUNDOUR CHENILLES
SUNDOUR REPS
SUNDOUR MADRAS
SUNDOUR CASEMENTS
SUNDOUR RUGS

*Guaranteed absolutely fast to sun and wash.*

The Colour element in these World-Known Fabrics is indestructible, and the finished product - from coal tar anthracene to colour and from raw material to finished fabric - is our own throughout.

TO THE TRADE JANUARY 1922




# JOHN MACDONALD & CO., LIMITED

## TORONTO




# Something New in Ladies' Hosiery

We have added two new numbers to our line—

**Number 500**

Double fabric silk hose for winter wear, combining the comfort of cotton, the warmth of wool, and the beauty of glove silk. Patents pending.

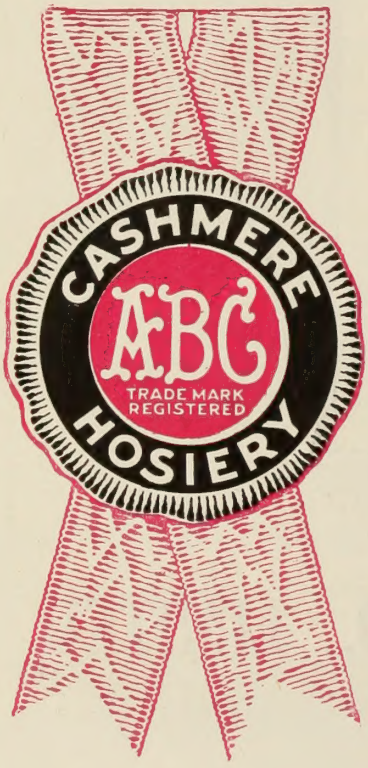
**Number 350**

A beautiful novelty in silk and wool two-tone effects; clocked.

***The Finest Trade buy "Winsome Maid"***

## Allen Silk Mills Limited

**43 Davies Ave.** Toronto




# A. B. C. is a Hose Guarantee

Make the New Year profitable in your Hosiery Department by handling the universal favorite—

## A. B. C. HOSIERY

### For Men, Women and Children

These lines give satisfaction:

**For Children—**

Beautiful pure thread silk, 1 and 1 rib.
Silk and wool, 1 and 1 rib.
Cashmere in heather mixture, three-quarter length sock with roll top.
Cashmere, plain weaves and new shades in heather.

**For Men and Women—**

Silk and wool mixtures, many combinations of colors.
Cashmere—plain weaves and new shades in heather.

**All seamless, with reinforced heels and toes.**

## Allen Bros. Co., Limited

**883 Dundas St. E.** **Toronto**

# Profit by the Teachings
## of The Successful Stores

—by applying the proven principles of their success to your own business.

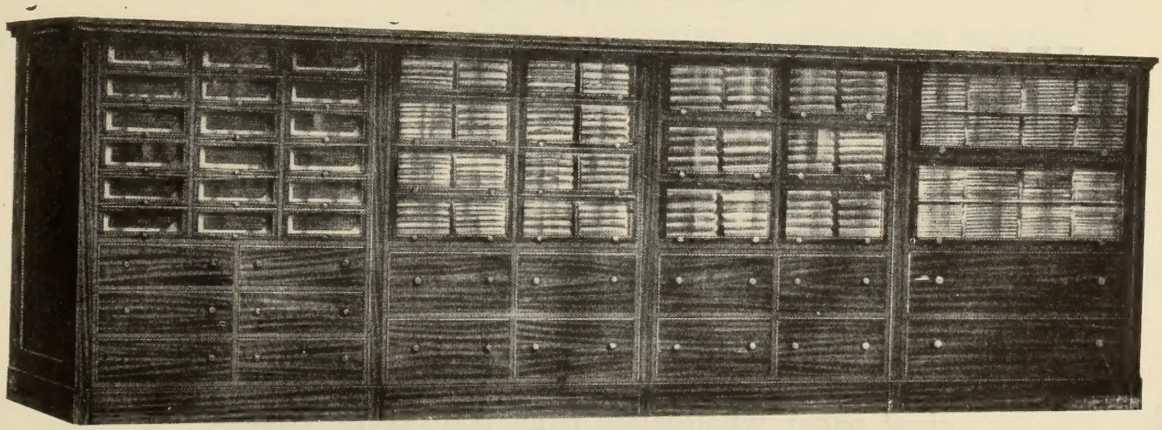
A careful study of the more successful Dry Goods stores will reveal many important factors of the utmost value in the successful managing of your own business.

Outstanding among these many business "principles of success" is the absolute necessity of an attractive, expertly planned, adequately equipped store interior—an interior equipment that utilizes every foot of floor space, that affords unlimited display, and from every angle is an irresistible invitation to buy and "call again."

Knowledge, painstakingly accumulated in planning and equipping many successful Dry Goods stores, awaits your command in the Kent-McClain organization—whether it is but a single show-case you require or special plans and equipment for an entirely new, outstanding store.

"INTER - PLACE - ABLE UNITS" *permit the gradual evolution of a truly modern store interior at a small initial cost, and are described and illustrated in a special catalog for Dry Goods and Men's Furnishing stores, which is yours for the asking.*

**Kent-McClain**
(TORONTO SHOW CASE CO.) **Limited**
*183 Carlaw Ave.* *Off Queen St. E.*



**"Inter-Place-Able" Units.**

# WAYAGAMACK PURE KRAFT




**Owing to the progressive policy of the manufacturers**

## Wayagamack Pure Kraft Papers

**Glazed and Unglazed**

have in the short space of eight years earned a

## World-wide Reputation

YOU protect yourself only if you demand an article that has always given satisfaction.

There are, of course, many imitations, therefore when ordering wrapping paper, paper bags and paper containers of all descriptions

**Insist on being supplied with**

## Wayagamack Pure Kraft

**which means**

## Strength and Security

It is stocked by and can be obtained from all the principal paper wholesalers from Halifax to Vancouver.

# WAYAGAMACK PURE KRAFT




## A Few of the Uses to which
# Wayagamack Pure Kraft
## may be put

As a Wrapping Paper for:-

GROCERIES
PROVISIONS
MEATS
BREAD
FRUIT
FLOWERS
FANCY GOODS
STATIONERY
DRY GOODS OF ALL DESCRIPTIONS
DRUGS
SMALLWARES
COTTON PIECE GOODS
WOOLENS
SILKS
CLOTHING
FURS
JEWELRY
EXPORT BALES
BOTTLED GOODS
GLASS
MACHINERY
LAUNDERED ARTICLES
UPHOLSTERY
HARDWARE OF ALL DESCRIPTIONS
BEDSTEADS
CARPETS
FURNITURE
CYCLE TIRES
MOTOR TIRES
BICYCLES
PLUMBING SUPPLIES
ELECTRICAL SUPPLIES

## Bags Manufactured from
# Wayagamack Pure Kraft
## are invaluable as containers for:-

TEA
COFFEE
SUGAR
FRUITS
NAILS and GENERAL HARDWARE
NOTIONS
CEMENT
LIME
FERTILIZERS

As Covers for:-

AUTOMOBILES CASKETS PIANOS FURNITURE PHONOGRAPH RECORDS

Also used largely for:-

Backing for Picture Frames
Linings for Barrels
Linings for Sugar and Salt Sacks
Linings for Railway Cars
Linings for Packing Cases
Envelopes
Moth Proof Bags
Laundry Bags
Newspaper Wrappers

## Insist on being supplied with
# Wayagamack Pure Kraft
## which means
## Strength and Security

SHOWING BETTER VALUES, BIG ASSORTMENT

1922

We Are Specialists

Mona Lisa Veils—
All shades. From $18.00 per gross up.
Buy in quantities. Stock limited.
You will sell more at the new price.

VEILINGS, FANCY VEILS, LACES

Stoffel's Organdy and Dotted Swiss—
The daddy of them all.
72 newest shades—twice as many as shown by any other manufacturer, and each one correct —Colors must be seen to be appreciated.

Dynamo Maline—
All shades. Reduced prices.

*Buy From Headquarters*

Our salesmen are the only ones showing complete range.
A card will insure you seeing these goods.

*Write Us Immediately*

CANADA VEILING CO., LIMITED
84-86 Wellington Street West, Toronto

# STOFFEL & CO.

*The Largest Manufacturers of Cotton Fabrics in*

## SWITZERLAND

## TRANSPARENT ORGANDIES

**Batistes** **Nainsooks** **Jaconas** **Fancies**
**Fine Muslins** **Voiles** **Crepes** **Dotted Swisses**

"IT IS STOFFEL'S"

*---the finest praise that can be bestowed upon an Organdie*

STOCK CARRIED IN TORONTO IMMEDIATE DELIVERY

To the Wholesale and Manufacturing Trade only

## HERON & TAYLOR

77 York Street - Toronto

SOLE AGENTS FOR CANADA

# PROFITS

*In*

GIRDLES - BELTS - BEADS

SWISS ORGANDY
DOT MUSLINS
VEILS - VEILING

***"CANADIAN BEAUTY"***

Double or Single Mesh

**REAL HAIR NETS**

SWISS BABY DRESSES
MADEIRA CENTRES —
NECKLETS —

MILITARY BRAIDS - TASSELS

***Mail Orders Promptly Attended To***

*The*
**H. G. Tod Company**
**78 Bay Street, Toronto**

## ALL OUR ENERGY

Is concentrated on the supplying of distinctive

VEILS
VEILINGS
BEADS
NECKLETS

as well as

LACES and BLUE BIRD HAIR NETS

*Travellers are now on the road with new Spring Samples. Be sure to see our line.*

THE ADAMS-BARRETT CO.

324 Empire Building
64 Wellington St. West
TORONTO



# TRUE IRISH LINEN

## Ask for the Linen Hallmark!

You are **entitled to a guarantee** when you pay for True Irish Linen made of pure flax yarn.

Not only you — but your customers too.

The Irish Linen Society adopted the use of the Linen Hallmark for this very purpose.

Any member of the Linen Society may use the Seal on pure flax goods—in addition to private brands or trade marks.

TRUE IRISH LINEN
IRISH LINEN SOCIETY
MADE FROM PURE FLAX





# TRUE IRISH LINEN

You can feature, display and advertise the use of the Seal to your customers without any suggestion of pushing one manufacturer's individual brand.

The Hallmark is as impersonal—and in its relation as valuable—as the Dominion government's imprint which makes legal tender out of otherwise meaningless bits of metal.

Tell the next linen salesman who calls on you that you want the Linen Hallmark on all pure flax goods.

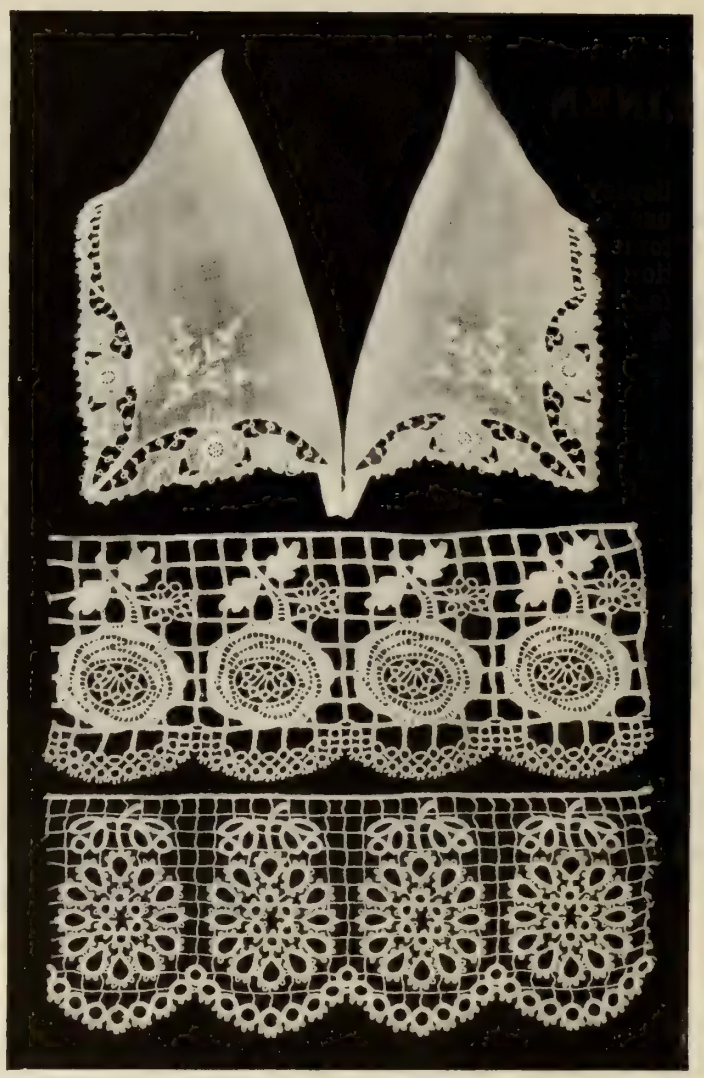
The IRISH LINEN SOCIETY
BELFAST IRELAND

American Office, 1231 West 39th Street
New York City



# Buy What You Can Sell Quickly

*Metallic Laces*
*New Designs*
*New Prices*



*Handkerchiefs*
*New designs will be ready shortly.*

*New friends are made for your store by offering Better Value than your Competitors.*

You will be interested in the lines being shown in our new department which is now in an outstanding position to give you excellent service in all the latest European novelties in: Radium, Metal and Chantilly Laces, Sequin and Bead trimmings, Fancy Voiles, Dotted Swiss Muslins, plain Organdies and Swiss Neckwear.

## H. P. Ritchie & Company

**Manufacturers—Metallic Laces—Handkerchiefs—**

# "Buy From the Maker"

*Write or Wire for our Salesman Now*



*"Merre Maid" the dress that is different. For children two to six.*

*"When Customers come back again"*

There is something in the Ritchie Silk Range that keeps the trade coming throughout the year.—Camisoles—Envelopes — Night Gowns — Negligees — Step-ins—Bloomers—Underskirts.

## Brassieres

The number of Ritchie customers who have repeated their order is one evidence of the splendid quality and value offered.
The Ritchie policy of seeing that you are satisfied still and always will hold good.

# 38-42 Clifford Street, Toronto

**—Embroideries—Silk Lingerie and Children's Dresses**



BLEACHED BY THE SUN

THE demand for "Old Bleach" Pure Irish Linen and Linen Damaska has grown steadily during the holiday season and the outlook for Spring retail sales is very promising.

A special interest is being shown in "Old Bleach" embroidery linen throughout the Dominion.

Make a store display of "Old Bleach" merchandise. It will attract many potential customers, and help to build a bigger turnover in your Linen Department.

"The OLD BLEACH" LINEN Co Ltd
Reg'd Trade Mark
23-25 East 26th Street New York
J.R. LAMONT MANAGER

CANADIAN REPRESENTATIVE
W. H. Steley, 22 West Wellington Street, Toronto, Ont.

The Trade Mark "Old Bleach" is stamped on every article except Table Damasks, which have the above mark woven in four corners.

The Gloves and Hosiery House of Canada

# Gloves, Hosiery & Underwear

## For Fall 1922

**Gloves:** Silk gloves will not be any lower in price as the season advances. A glance at the chart shown on an editorial page of this issue illustrates the trend of prices in raw silk. As raw silk purchases will only cover production for a very limited time the wise merchant will see the necessity of placing his requirements early. Silk lingerie is similarly affected.

**Hosiery:** Increases on raw material made necessary a stiffening of prices on all lines of hosiery on December 1st. Cashmere hose increased 2 to 10 per cent. Silk 10 to 15 per cent. With the tendency toward improved conditions any retrograde movement is unlikely. Furthermore, there is a marked scarcity of cashmere yarns and heather combinations bid fair to be just as popular for next fall.

**Underwear:** Though perhaps not as marked as in hosiery there is a noticeable increase in underwear prices. However, next fall will come with very small stocks carried over because of the light placing done this past season.

Therefore, an intelligent observation of conditions indicates the advisability of placing requirements at the first opportunity.

Representatives will shortly be on their territories for Fall 1922 placing.

## Richard L. Baker & Co., Limited

TORONTO

*MILL SELLING AGENTS:*

S. LENNARD & SONS, LTD. AVON HOSIERY, LTD. ST. CATHARINES SILK MILLS, LTD.

GRIFFIN GLOVES, LTD. VENUS SILK HOSIERY MILLS, LTD.

LONDON HOSIERY MILLS, LTD.

Sole Selling Agents
Richard L. Baker & Co
LIMITED
84 Wellington St West
Toronto

The Gloves and Hosiery House of Canada

## The Success of

## Queen Quality

# Silk Gloves

ACHIEVED in the short period of seven years has been more than gratifying. We believe it has been due to two things primarily; first: the strict adherence to a standard of quality that permitted of no compromise on even the smallest detail. Second: a recognized leadership in style and novelty of design.

Success has been the lot of merchants who depended on Queen Quality for their glove department.

*Make sure of your share for Fall 1922.*

## Queen Quality

# Glove Silk Lingerie

IS MADE OF the same fabric as Queen Quality gloves. Thus its extraordinary lasting qualities.

This beautiful silk fabric lends itself to many beautiful designs whose appeal to women on the score of daintiness is only equalled by their practicability in milady's toilette. The utmost comfort in wear with the quality of allowing the gown to fall in perfect lines is an added attraction it is well to feature.

*SPRING 1922 SORTING*
*FALL 1922 PLACING*

lines are in the hands of our representatives who will be on their way shortly.

## ST. CATHARINES SILK MILLS

**Limited**

**ST. CATHARINES** **ONTARIO**

Sole Selling Agents
Richard L. Baker & Co.
84 Wellington St. West
Toronto

The Gloves and Hosiery House of Canada

# Griffin Glove

means

Chamo Suede
REGISTERED

CHAMO Suede means fabric gloves of attractive original design in a wide variety of shades and contrasting effects, perfect fit, long wear, washability, economy.

This all means business with a capital B for the glove department that is well supplied with Griffin Chamo Suede for Fall 1922.

We are showing new designs and effects that are in themselves a reason for seeing the full range at the first opportunity and securing your requirements.

Griffin Gloves
LIMITED
TORONTO

Sole Selling Agents
Richard L. Baker & Co
LIMITED
84 Wellington St West
Toronto

The Gloves and Hosiery House of Canada



BRAND Venus

PURE SILK HOSIERY

# Venus Clocked Hosiery

THOUGH it made its bow late this fall, it met with such a reception that production in this line as well as regular Venus hose in plain and ribbed tops was soon sold up. Venus reputation grows constantly, and as production must necessarily reach its limit at some stage, it is a case of the early bird gets delivery.

**Venus Silk Hosiery Mills**
Limited
**TORONTO - ONTARIO**

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# LONDON KNIT HOSE

## for Fall 1922

INCLUDES a beautiful assortment of the fancy lovatt's and heathers for men and women, and hosiery of quality in such variety of cotton, lisle, silk lisle, cashmere, fibre silk, for all the family that a London Hose Department will be a complete department.

Samples for Fall 1922 are with our representatives now. They are on the way.

LONDON LADY LONDON KNIT  LONDON LASS LONDON KNIT  LONDON LAD LONDON KNIT  LONDON MAN LONDON KNIT

Made in Canada **London Hosiery Mills** London Ontario

Sole Selling Agents
Richard L. Baker & Co
LIMITED
84 Wellington St West
Toronto

Hollins DAY & NIGHT WEAR

*The Mark of Fine Merchandise*

With Spring and Summer comes the renewed demand for

"Viyella" (Reg'd)
"Aza" (Reg'd)
"Clydella" (Reg'd)

Unshrinkable Flannels

for use in the ever-popular wash-blouse, sport-skirt, etc. Our Spring 1922 price list shows further reductions and is available on request, together with samples.

*Stock in Toronto*

WM. HOLLINS & CO., LTD
(OF ENGLAND)
62 Front Street W., Toronto

Wm. Hollins & Co., Inc., 45 E. 17th Street, New York

"Canadian Made"
COTTON BATTING

The higher grades of snow-white Cotton Batting are being demanded by retail customers.

VICTORY

Small Size Batts

POLAR BEAR

Comforter Size Batts are superior to the finest imported Batts and the price to the merchant is especially attractive in comparison.

*Your wholesaler will supply you with these lines, also the following*

NORTH STAR
CRESCENT
PEARL
— Small Style Batting

K. P.
— Comforter Style Batting

THE DOMINION WADDING CO.,
LIMITED
MONTREAL

Mother Land Trade Section

# Helpful Hints For the Silk Salesman

## Origin of Silk Goes Back to China—Broad Silks Woven in Europe in Fourteenth Century—Reached England in Sixteenth Century—British Silks Become Rival of Continental Productions—Artificial Silk and Its Various Uses—Where it is Manufactured

TO THE successful salesman of silks knowledge of the origin, texture and quality of the materials, is one of the essentials of successful salesmanship. In this article, these points are constructively dealt with.

The origin of silk seems in all ages to have been associated with China. Some authorities even tell us that the name "China" has been derived from the Chinese name for silk, 'Ssu.' From China it was brought westward through Persia and India and the Mediterranean, in the earliest times.

Broad silks were not woven in Europe much before the fourteenth century. It is possible that the religious institutions gave some attention to this branch of weaving—for it was these orders which introduced many of the trades as well as the arts—but silk weaving was not established on a commercial basis until about 1455. The industry was introduced into the British Isles by the Dutch and Flemish immigrants, who fled from the rule of Charles V. and Alva in the sixteenth century. Settling in London, Norwich, Manchester and Ipswich, they improved upon all the methods of textile weaving which were used in England. In the southern provinces of France, the silk industry had reached, at this time, even greater perfection. The French, with their aptitude for learning quickly, had made silks which rivalled the work of the Italians who taught them the trade. When the French Huguenots, who were for the most part the inhabitants of the southern provinces, emigrated to England, in the early seventeenth century they were received in that country with open arms. The direct result of their coming was that the silks of Britain now rival the productions of the continent. The raw silk imported into Britain during 1920 totalled over £35,000,000. Hand-weaving has given place almost universally in England, as in other countries, to machine work, but there are authorities who believe that the old method was, in many ways, superior.

### Artificial Silk

Artificial silk is the most recent addition to the world's important textile fibres. Although it has only been used commercially in America for about ten or twelve years, it is now a staple article among commercial fabrics. Artificial silk was, at one time, any product made to resemble natural silk; it is a term now applied only to the cellulose silk. This artificial silk is cellulose almost in a pure state and is obtained by dissolving vegetable fibres, of which cellulose in the chief constituent. The solution is forced through minute apertures into a fixing bath which coagulates the cellulose and removes all other matter. As the solution dissolves from each tiny hole and solidifies, a continuous filament is formed which can be reeled and combined with other filaments to form a thread. There are several processes used in making this cellulose material, which differ only in the fixing material used and in raw materials. Some use cotton as a base and others wood-pulp in making the cellulose.

Artificial silk is so unlike natural silk, both chemically and in physical appearance, that there has not been direct competition, so far between the two. The high lustre of artificial silk, which is generally superior to the natural product, and its lower price, have enabled it to fill a unique place between mercerized cotton and natural silk. It has of course, much less elasticity than the natural product but it is from 10 to 20 per cent heavier. Natural silk is practically unaltered by contact with water, while artificial silk swells rapidly and loses about 60 per cent of its strength, unless handled with great care. This weakness is, however, overcome by many manufacturers by combining the artificial fibres with other raw materials which can stand wetting. It is still impossible to guarantee perfect results in dyeing artificial silk.

### Present Uses of Artificial Silk

AT ONE time, this fabric was restricted to braids, millinery and dress trimmings because it was inflammable and perishable in water. Both of these defects have been so improved upon, that it is now used for hosiery, sweaters and in fact all kinds of knitted goods. It is woven with natural silk, cotton or other fibre, into dress goods, such as satins and fancy silks and into shirtings and tapestries. Plushes, carpets and imitation furs are now being made of artificial silk and many kinds of fringes, tassels and novelties. It is even valuable in the manufacture of gas mantles, elastics, shoe laces and other articles of minor importance. Powder bags and gas masks were sometimes constructed during the war with a combination of this and other materials.

So far, artificial silk has supplemented rather than competed with natural silk. The present condition of the silk market, however, offers the possibility of severe competition between artificial silk and the lower grades of natural silk. The field of mercerized cotton is also being encroached upon by artificial silk. The latter has not the wearing qualities but it has the silky appearance which favors its substitution.

### Great Possibilities for the Process Used

Since labor rather than raw material is the principal item in making artificial silk, manufacturers believe that in the future, when these costs have been reduced to a minimum by means of more perfected machines, other materials may be made. By increasing the size of the apertur throughe which the cellulose solution is forced, artificial hair may be produced. Artificial straw, leather, ribbons, and cloth are things to be expected of the process.

The chief countries in the world engaged in the production of natural silk are France, Belgium, Germany and Switzerland. Italy, England and the United States have now begun its manufacture in real earnest. Even Japan, the home of natural silk, is undertaking artificial silk on a small scale. The present big demand for this material is for hosiery, particularly in the United States and Canada.

# Canadian Buyers To Attend Fair

### Plans For British Industries Fair Are Progressing Well—Facilities For Overseas Men

That many Canadian buyers will visit the eighth annual British Industries Fair, to be held in London and Birmingham from 27th February to 10th March, was the statement made in an interview by the British Trade Commissioner in this district. Buyers believe that the market is more stable and that a renewal of their overseas purchasing visits is due. This Fair is Britain's annual display of her manufactures and industries and the trade buyers' opportunity of selecting goods for the ensuing season's trade.

A very large number of industries will be represented at the Fair and a descriptive pamphlet containing a list of such will be mailed to intending visitors, together with a complimentary admission card, on application to the British Trade Commissioners in Canada. Their addresses are:—248 St. James Street, Montreal; 260 Confederation Life Building, Toronto; and 610 Electrical Railway Chambers, Winnipeg.

The function of the British Industries Fair is to bring buyers and sellers together and to facilitate business between them. Goods can be inspected, prices compared and definite orders placed at the Fair.

The promotion of a successful trade fair cannot be achieved by good organization alone. Of greater importance are quality and price of the goods shown. In both London and Birmingham the management of the Fair has the advice of Committees which include the names of prominent busi-

(Continued on page 27)

Mother Land Trade Section

# The Cotton Trade in 1921

## Sir Charles W. Macara Summarizes Conditions in 1921—Believes That World Supply Adequate For 1922 And Price Tendency Will Be Upwards—Cost of Production Will Remain Higher Than In Pre-war Days—Difficulties To Be Faced

SIR CHARLES W. Macara is a noted world authority on cotton, and as this material is basic to many of the lines handled by dry goods and men's wear dealers his summary of the conditions affecting the cotton industry during 1921, together with a forecast of conditions in 1922 is well worth considering. He says:—

The year for cotton has been one of the worst we have ever known. In addition to a strike, we have experienced a long spell of short time, due partly to the extremely high prices to which cotton goods soared, causing an unprecedented reduction in consumption. It has always to be borne in mind that cotton **fabrics are the clothing of the poorest people all over the world,** and consequently the great rise in prices affected the people who could least afford to buy cotton goods.

Then, when trade might have begun to prevail, we had a campaign of "slump," which started in America at the latter end of 1920, and destroyed confidence all over the world. People were given the idea that great reductions in the prices of goods were bound to follow immediately upon reports of cheaper cotton, whereas, had they but known it, there could be no substantial fall owing to the high costs of production and the fact that much time must elapse before the raw material becomes the finished article. In the case of the finer goods, the processes often extend over a period of twelve months or more. These stupid slump reports, therefore, were responsible for leading the trading community and the consumer to cease buying, and many of those in the trade, equally misled, declined to take up goods that had been ordered from the manufacturers and merchants. The result has been chaos, and many noted firms, which from the nature of their business are obliged to carry large stocks and have heavy commitments, have incurred serious losses.

For some time to come, we are not likely to be in any special difficulty with respect to the over-production of machinery; what is troubling the cotton spinner and manufacturer just now is the **instability of the prices of the raw material** and the uncertainty there is as to the growing of cotton later on. Owing to bad trade and the reduction in the output of our mills during the past twelve months, we have no anxiety as to the cotton available at present, despite the feverish operations that have followed the issue of the disappointing report on the American cotton crop issued by the Washington Bureau of Agriculture at the beginning of September. There can be no immediate cause for worry, seeing that the cotton in hand and in view is equal to the amount available in the super-year of 1914-15. Then the amount of the American crop was officially reported to be 15,100,000 bales, but I have reason to believe the figure to have been in reality round about 17,500,000 bales. My views are corroborated by the great carry-over we have at present. The Bureau now reports that the crop for the present season, owing to the restriction of acreage of the planters, will be 7,037,000 bales only, but even so, taking these figures as reliable (and I have found that these American cotton figures should always be taken cum grano salis), there would, with the second carry-over of 9,194,000 bales from last season, be no less than 16,231,000 bales disposable. Even should a portion of this be unsuitable for the spinner, we are likely to have enough and to spare of cotton for the next 12 months, seeing that for the last three years the total world's consumption of American cotton has averaged but a little over 11,000,000 bales a year.

### Trade in the Future

The disturbing factor is as to the attitude of the planter with regard to the next and subsequent seasons, seeing that he has been so scared by our near-sighted policy of allowing cotton to fall below the cost of production. I have shown over and over again, both before and during the war, how suicidal it must be for the manufacturer to get his cotton at a price which would not pay the grower to produce, and how in the end it would result in cotton not being in sufficient quantity to meet the world's demand for cotton fabrics. To obviate this, I have counselled the storing of cotton in years when, owing to one circumstance or another, we have had a big surplus, but my advice has been disregarded. This season what I prophesied has happened, planters having allowed nearly half their cotton acreage to go out of cultivation. Our big carry-over is our salvation at the moment, but what is to happen if we only get half a crop next year and the year after that? It will be a grim lesson to not only Lancashire but to the whole world. The costs in the plantations, as everywhere else, have been enormously increased of late years, and the growers must either be compensated or go out of business.

Four facts, therefore, emerge with clearness. One is that cotton in future is bound to be dearer than in the past; another, that the cost of the production of cloth will remain much higher than in pre-war days; thirdly, that the world will have to make up its mind to pay a higher figure than formerly for all articles of cotton manufacture, seeing that, with all the "writing down," goods in stock and in process of manufacture are still double what they were before the war; and, fourthly, that as England and America, the two principal factors in the cotton industry, have reduced their working hours to 48 per week, and there is a possibility of other cotton countries falling into line, we shall have to face a permanent reduction in output of at least 15 to 20 per cent.

What we in the cotton trade in Lancashire fear more than foreign rivalry is that, when the long overdue revival does come, we shall have a repetition of the conditions of the first few months of 1920, when, owing to the wild state of the markets, it was not a question of price, but a question of delivery. This would be disastrous for everybody, and would prevent the trade from settling down to a long, steady period of work. I must say, however, that, unless the standard of clothing in the world is to be reduced very materially, I cannot see how, when the demand starts, it is to be supplied adequately with the present reduced hours in the mills and a considerable proportion of the cotton machinery on the continent of Europe still out of working order.

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## CANADIAN BUYERS TO ATTEND FAIR

(Continued from Page 26)

ness men who devote much time and thought to the arrangement of the Fair, thus insuring a display of goods complete, alike from the point of view of diversity and excellence.

The progressive man of business, whether buyer or seller, has recognized in the trade fair an essential element in the machinery of modern commerce. It is at the British Industries Fair that new ideas in manufacture are found displayed alongside well-known staples.

The Fair provides a great stimulus to competition. With many manufacturers in an industry exhibiting their products side by side, rivalry is keen, and the buyer profits accordingly.

Every possible facility is at the disposal of Canadian buyers who visit the Fair which will be found to be the finest display of quality goods in the world.

---

Novelty metal girdles show great promise for spring. They are replacing those of self material especially on the dark colored suits and gowns.

Mother Land Trade Section

# "Where to buy British Goods"

***A directory of some of the lines made by British firms advertising in this issue.***

**ALBUMS**
Marcus Riches, London.

**BEDSPREADS**
John Watson, Manchester, "Linwear Brand."

**BLANKETS (WOOL)**
Priestley Brothers, Halifax.

**BLIND FITTINGS**
James Carr & Sons, Ltd., Manchester.

**BLOUSE FABRICS (COTTON)**
The Hollins Mill Co., Ltd., Manchester.

**BRASS PINS**
Kirby Beard & Co., Ltd., Birmingham.

**BUCKRAMS**
Robert Morton & Sons, Glasgow.

**CALICOES (WHITE & GREY)**
Wilson, Knowles & Co., Manchester.

**CABINETS**
Kirby, Beard & Co., Ltd., Birmingham.

**CAP CLOTHS**
Joseph Hoyle & Son, Ltd., Longwood, Yorks.

**CASEMENT CLOTHS**
The Hollins Mill Co., Ltd., Manchester
Jauffred & Gariel, "Lion Crest Brand" Manchester.
John King & Son, Glasgow.
Wilson, Knowles & Co., Manchester.

**CASEMENT NETS**
C. & J. Robertson, Glasgow.

**COATS (KNITTED) MEN'S & BOY'S**
Peter Scott & Co., Ltd., Hawick.

**CLOTHWORKERS**
Jennens Welch & Co., Ltd., Huddersfield.

**COATS**
Studd & Millington, Ltd., London.

**COLLAR VELVETS**
J. & J. M. Worral, Ltd., Manchester.

**COTTONS**
Horrockses, Crewdson Co., Ltd., Manchester.

**CORDUROYS**
Browne, Jackson & Co., Manchester.

**COSTUME CLOTHS**
Joseph Hoyle & Son, Ltd., Longwood, Yorks.

**COTTON GOODS (PRINTED)**
Pawsons & Leafs, Ltd., London.

**CRETONNES**
Jauffred & Gariel, Manchester. "Lion Crest Brand."

**CURTAINS (CASEMENT)**
John Watson, Manchester.

**CURTAINS (LACE)**
O. Balthasar & Co., London.
W. G. Emmett & Co., Nottingham.
Dobsons & M. Browne & Co. Ltd., Nottingham.
C. & J. Robertson, Glasgow.
Wilson & Co., Glasgow.

**CUSHION CASES**
John Watson, Manchester.

**DIAPHALENE**
Horrockses, Crewdson & Co., Ltd., Manchester.

**DRESS FABRICS (COTTON)**
The Hollins Mill Co. Ltd., Manchester.

**DRESS GOODS**
Pawsons & Leafs, Ltd., London.

**DRESS LININGS**
The Hollins Mill Co. Ltd., Manchester.

**DRILLS (WHITE & DYED)**
Wilson, Knowles & Co., Manchester.

**DUCHESS SETS (LINEN & LACE)**
O. Balthasar & Co., London.

**DUCKS & PIQUES**
Wilson, Knowles & Co., Manchester.

**DUSTERS & POLISHING CLOTHS**
John Watson, Manchester.

**ENGLISH OVERCOATS**
Studd & Millington, Ltd., London.

**EXAMINERS**
Jennens, Welch & Co., Ltd., Huddersfield.

**FANCY LEATHER GOODS**
Marcus Riches, London.

**FLANNELETTES**
Wilson, Knowles & Co., Manchester.
Horrockses, Crewdson & Co., Ltd., Manchester.

**FLANNELETTES (COTTON)**
The Hollins Mill Co., Ltd., Manchester.

**FOOTWEAR (INFANTS)**
Infants' Footwear Ltd., London.

**FRINGE**
James Carr & Sons, Ltd., Manchester.

**FRINGE NETS (SILK)**
The Byard Manufacturing Co., Ltd., Nottingham.

**FURNISHING FABRICS**
Joseph Hoyle & Son, Ltd., Longwood, Yorks.
John Watson, Manchester.

**GALATEAS**
Wilson, Knowles & Co., Manchester.

**GOLF COATS**
Wm. Gibson & Co., Ltd., Nottingham.

**HABERDASHERY**
F. Newton & Co., London.

**HAIR NETS (SILK)**
The Byard Manufacturing Co., Ltd., Nottingham.

**HAIR PINS (VARIOUS)**
The Byard Manufacturing Co., Ltd., Nottingham.

**HALF HOSE (PLAIN & EMBROIDERED)**
Wm. Gibson & Son, Ltd., Nottingham.

**HALF HOSE (SEAMLESS & FASHIONED)**
Wm. Gibson & Son, Ltd., Nottingham.

**HALF HOSE (STRIPED & FANCY)**
Wm. Gibson & Son, Ltd., Nottingham.

**HANDKERCHIEFS**
Pawsons & Leafs, Ltd., London.

**HAIRPIN BOXES**
Kirby, Beard & Co., Ltd., Birmingham.

**HAIRPINS**
Kirby, Beard & Co., Ltd., Birmingham.

**HOSE (PLAIN & EMBROIDERED)**
Wm. Gibson & Son, Ltd., Nottingham.

**HOSE (SEAMLESS & FASHIONED)**
Wm. Gibson & Son, Ltd., Nottingham.

**HOSIERY (LADIES')**
Peter Scott & Co., Ltd., Hawick.

**HOSIERY (MENS)**
Peter Scott & Co. Ltd., Hawick.

**ITALIANS (COTTON)**
The Hollins Mill Co., Ltd. Manchester.

**KNITTED COATS & JUMPERS (LADIES')**
Peter Scott & Co. Ltd., Hawick.

**KNITTED COATS AND JUMPERS (Children's)**
Peter Scott & Co., Ltd., Hawick.

**LACES (ALL KINDS OF HAND MADE)**
O. Balthasar & Co., London.

**LACES & EMBROIDERY**
Pawsons & Leafs, Ltd., London.

**LAUNDRY CLOTHS**
Riggs Bros. Ltd., Manchester.

**LAWNS (PERSIAN)**
Robert Morton & Sons, Glasgow.

**LAWNS (VICTORIA)**
Robert Morton & Sons, Glasgow.

**LININGS (DRESS & TAILORS)**
Wilson, Knowles & Co., Manchester.

**LONGCLOTHS**
Riggs Bros., Ltd., Manchester.
Horrockes, Crewdson & Co., Manchester.

**MADAPOLAMS**
Riggs Bros., Ltd., Manchester.

**MILLINERY**
Pawsons & Leafs, Ltd., London.

**MOTOR CAR LININGS**
Joseph Hoyle & Son, Ltd., Longwood, Yorks.

# Mother Land Trade Section

**MUSLINS (BOOK)**
Wilson & Co., Glasgow.

**MUSLINS (FANCY)**
Robert Morton & Sons, Glasgow.

**MUSLINS (HARNESS)**
Robert Morton & Sons, Glasgow.

**MUSLINS (MADRAS)**
Robert Morton & Sons, Glasgow.
C. & J. Robertson, Glasgow.
Wilson & Co., Glasgow.

**MUSLINS (MILLINERY)**
Robert Morton & Sons, Glasgow.

**MUSLINS (ROBE)**
Robert Morton & Sons, Glasgow.
Wilson & Co., Glasgow.

**NAINSOOKS**
The Hol ins Mill Co. Ltd., Manchester.
Robert Morton & Sons, Glasgow.
Horrockses, Crewdson & Co., Manchester.

**NECKTIES OR NECKWEAR**
Gillett & Ewer, London.

**NEEDLE CASES**
Kirby, Beard & Co., Ltd., Birmingham.

**NEEDLES**
Kirby, Beard & Co., Ltd., Birmingham.

**NETS (ARTIFICIAL SILK & ALL SILK, PLAIN & SPOTTED)**
The Byard Manufacturing Co., Ltd., Nottingham.

**NETS (COTTON) PLAIN & SPOTTED**
The Byard Manufacturing Co., Ltd., Nottingham.

**NETS (FANCY)**
Dobsons & M. Browne & Co. Ltd., Nottingham.
W. G. Emmett & Co., Nottingham.
C. & J. Robertson, Glasgow.

**NETS (LACE)**
Wilson & Co., Glasgow.

**NETS ( MOSQUITO)**
Dobsons & M. Browne & Co., Ltd., Nottingham.

**OVERCOATINGS**
Joseph Hoyle & Son, Ltd., Longwood, Yorks.

**OVERCOATS**
Studd & Millington, Ltd., London.

**PACKERS**
Jennens Welch & Co., Ltd., Huddersfield.

**PILLOW COTTONS**
Horrockses, Crewdson & Co., Ltd., Manchester.

**PILLOW CASES**
Thos. Potter & Son, Manchester.
John Watson, Manchester "Linwear" Brand.

**PLATED PINS**
Kirby, Beard & Co., Ltd., Birmingham.

**PRINTS**
Wilson, Knowles & Co., Manchester.

**PYJAMA FABRICS (COTTON)**
Wilson, Knowles & Co., Manchester.

**QUILTS (DOWN)**
John Watson, Manchester, "Eagledown Brand."

**RIBBON CLOTHS**
Wilson, Knowles & Co., Manchester.

**RIBBONS**
Pawsons & Leafs, Ltd., London.

**SAFETY PINS**
Kirby, Beard & Co., Ltd., Birmingham.

**SAXONIES**
Joseph Hoyle & Son, Ltd., Longwood, Yorks.

**SCARF MANUFACTURERS (SILK) GENTS**
Gillett & Ewer, London.

**SCARVES (LADIES)**
Peter Scott & Co., Ltd., Hawick.
Scott Bros. & Co., Hawick.

**SCARVES (MEN)**
Peter Scott & Co., Ltd., Hawick.

**SERGES**
Anderson & Thomson, Aberdeen.

**SHEETING—SCOTCH COTTON (PLAIN & TWILLED)**
John King & Son, Glasgow.

**SHEETINGS (WHITE & GRAY)**
Wilson, Knowles & Co., Manchester.

**SHEETS AND SHEETING**
The Hollins Mill Co. Ltd., Manchester.
Riggs Bros., Ltd., Manchester.
Horrockses, Crewdson & Co., Manchester.

**SHEETS & SHEETINGS (BLEACHED)**
Thos. Potter & Son, Manchester.

**SHIRTINGS (COTTON)**
The Hollins Mill Co. Ltd., Manchester.

**SHIRTINGS (FANCY)**
Horrockses, Crewdson & Co., Manchester.

**SHRINKERS**
Jennens Welch & Co., Ltd., Huddersfield.

**SILKS**
Pawsons & Leafs, Ltd., London.

**SMALLWARES**
James Carr & Sons Ltd., Manchester.
F. Newton & Co., London.

**SPORTS COATS**
Studd & Millington, Ltd., London.

**STEEL PINS**
Kirby, Beard & Co., Ltd., Birmingham.

**SUITINGS**
Joseph Hoyle & Son, Ltd., Longwood, Yorks.

**SWEATERS (KNITTED) MEN'S AND BOYS**
Peter Scott & Co. Ltd., Hawick.

**TAILOR LININGS (COTTON)**
The Hollins Mill Co. Ltd., Manchester.

**TAILORS TRIMMINGS**
Anderson & Thomson, Aberdeen.

**TAPES**
James Carr & Son. Ltd., Manchester.
Geo. H. Wheatcroft & Co., Wirksworth.

**TEACLOTHS (LINEN & LACE)**
O. Balthasar & Co., London.

**THREADS (LINEN)**
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**TIE & SCARF MANUFACTURERS**
Gillett & Ewer, London.

**TIES**
Gillett & Ewer, London.

**TOWELS & TOWELLINGS**
Thos. Potter & Son, Manchester.

**UNDER WEAR (LADIES) KNITTED**
Peter Scott & Co., Ltd., Hawick

**UNDERWEAR (LADIES & CHILDS)**
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**UNDERWEAR (MEDIUM & FINE)**
Wm. Gibson & Son, Nottingham.

**UNDERWEAR (MEN'S) COTTON & LISLE**
Wm. Gibson & Son, Nottingham.

**UNDERWEAR (MEN'S) KNITTED**
Peter Scott & Co., Ltd., Hawick.

**UNDERWEAR (CHILDREN'S) KNITTED**
Peter Scott & Co., Ltd., Hawick.

**UNDERWEAR (MEN'S) PLATED & ALL WOOL**
Wm. Gibson & Son, Nottingham.

**UPHOLSTERY WEB & TRIMMING**
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**VEILS (VARIOUS)**
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J. & J. M. Worrall, Ltd., Manchester.

**VELOURS**
Joseph Hoyle & Sons, Longwood, Yorks.

**VELVETS**
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Pawsons & Leafs, Ltd., London.
J. & J. M. Worrall, Ltd., Manchester.

**VITRAGES**
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**WATERPROOF COATS**
Studd & Millington, Ltd., London.

**WATERPROOFERS**
Jennens Welch & Co., Ltd., Huddersfield.

**WATERPROOFING FABRICS**
Riggs Bros. Ltd., Manchester.

**WEBBING**
James Carr & Sons. Ltd., Manchester.

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**WINDOW SHADE CLOTH**
John King & Son, Glasgow.

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**WOOLLENS**
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J. & W. Bastard, Leicester.

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J. & W. Bastard, Leicester.

**YARNS (KNITTING)**
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J. & W. Bastard, Leicester.
J. Carmichael & Co., Leicester.

**ZEPHYRS**
Wilson, Knowles & Co., Manchester.

Mother Land Trade Section

# AGENTS IN CANADA

## A LIST OF NAMES AND ADDRESSES OF AGENTS AND REPRESENTATIVES IN CANADA FOR BRITISH HOUSES ADVERTISING IN THIS ISSUE :

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**J. & W. BASTARD, LEICESTER**
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**Manitoba and Saskatchewan**
Cleat & Co., 708 Builders' Exchange, Winnipeg.
**British Columbia and Alberta**
McMaster & Co., Ltd., 301-321 Cordova St. W., Vancouver, B.C.

**JAMES CARR & SONS, LTD., MANCHESTER**
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*Manufacturers of*

LADIES' SILK HAIR NETS and FRINGE NETS. SILK VEILINGS in ALL VARIETIES.
WATERPROOF SILK and COTTON WIG NETS.
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SPOTTED and STRIPED NETS. MOSQUITO and BRETONNE NETS

SAMPLES AND PRICES ON APPLICATION WHOLESALE AND EXPORT ONLY

## CASTLE BOULEVARD, NOTTINGHAM

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# The Fine Scotch Underwear with the Fine Scotch Finish

Pesco

No. 10}



"TOO much of a good thing" can never apply to the Pesco productions. The lady, for instance, who has become familiar with the quality and comfort of Pesco Underwear will in all probability *insist* on buying Pesco Hose.

Pesco Hose offers the same delightful wear to women, and the same advantages of ready sale to dealers, as Pesco Underwear itself. Theirs also is the quality appeal. Sheer merit in making, shaping, seaming, splicing and finish is evident in every number in the range.

Pesco Hose are obtainable in pure wool and silk and wool, and in all colours and mixtures. For dress and sports wear there is nothing like them. Nor is there anything in Hosiery that will so easily satisfy or so surely *hold* a client.

### *The Pesco Range*

Obtainable in Pure Wool and Silk and wool textures—

For Ladies — Combinations, Vests, Spencers, Bodices, Drawers, Knickers, Nightdresses, Rib Vests, etc., etc.

For Children — Combinations, Nightdresses, Sleeping Suits, Shirts, Trousers, Knickers, etc., etc.

For Infants — Binders, Wraps, Kilties, Gowns, etc.

For Gentlemen — Shirts, Trousers, Combinations, etc., etc.

Also

Pesco Hose and Half Hose in Black, Colours and Mixtures, and Pesco Sports Coats, Jumpers, Undervests, Sweater Coats, Scarfs and Caps in the latest styles and colour effects.

**Guaranteed Unshrinkable**

Sole Makers :

**PETER SCOTT & CO., LTD.**

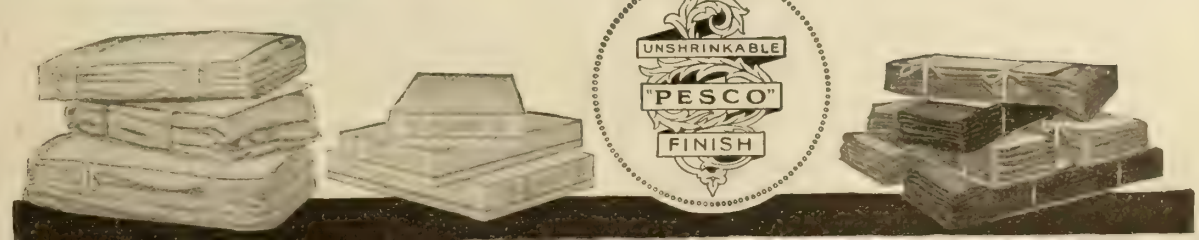
**Hawick, Scotland**

London (England): Carey House, Carey Lane, E.C 2

**Agents in Canada:**

**Messrs. C. & A. G. Clark, 35 Wellington St. West, Toronto. Mr. R. C. Poyser, 418 King's Hall Building, St. Catherine St. W., Montreal, Messrs. Hanley & Mackay Co., Hammond Building, Winnipeg.**

**Showcards, Window Tickets and Literature Supplied. Enquiries invited.**



Mother Land Trade Section


# KING'S CELEBRATED SCOTCH WINDOW HOLLANDS



have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE Tickets and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."

SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

## JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives : CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

## Robert Morton & Sons

MUSLIN MANUFACTURERS

**34 Albion Street, Glasgow**

- SPECIALTIES -

**Buckrams - Sparteries - Marlys**

MILLINERY MUSLINS IN BLACK, WHITE AND COLORS

Also

PALE BOOKS, NAINSOOKS, LAWNS, INDIAN LINENS, PERSIAN LAWNS, CHECK CRINOLINES, MADRAS AND HARNESS MUSLINS, ETC.

**Cables: Morton, Glasgow** **Code: Marconi**

## Horrockses

## Whitewear

### At the First Sign of Spring

At the first sign of Spring, there will be a big demand for India Long Cloths, Nainsooks, Cambrics, Diaphalene, and other fine cottons for which HORROCKSES are famous the world over.

There is no advantage in holding your orders, as all placed NOW will receive the benefit of any reductions in price before shipment from Manchester.

## JOHN E. RITCHIE

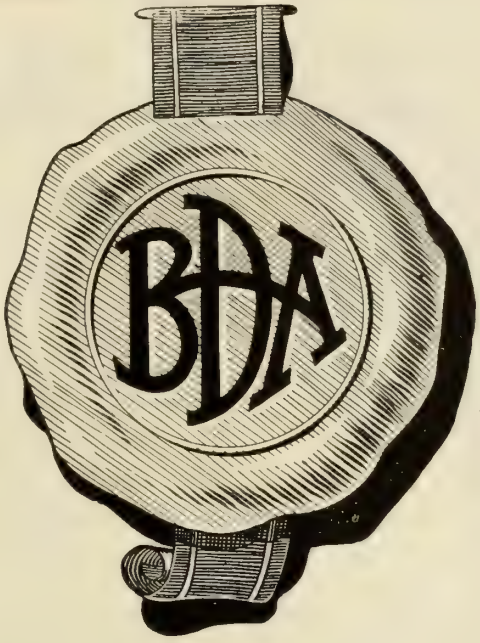
CANADIAN AGENT,
591 St. Catherine Street West, Montreal.
Branches in Toronto and Vancouver.

UNITED STATES AGENTS:
Wright & Graham Co., 110 Franklin St., New York City.

*Made By*

**HORROCKSES, CREWDSON & CO., LIMITED**

Cotton Spinners and Manufacturers,
MANCHESTER, England.

# This  Mark

—the distinguishing symbol of the Bradford Dyers' Association—lifts a product out of the purely competitive class and makes it a standardized staple for

## *This Season—Next Season—Always*

Fabrics with the best dye and finish—Fabrics of greater beauty, finer texture and longer life—these are some of the business recommendations back of the world-known symbol—

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BRADFORD DYERS' ASSOCIATION, LTD

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ST PETERS SQ.

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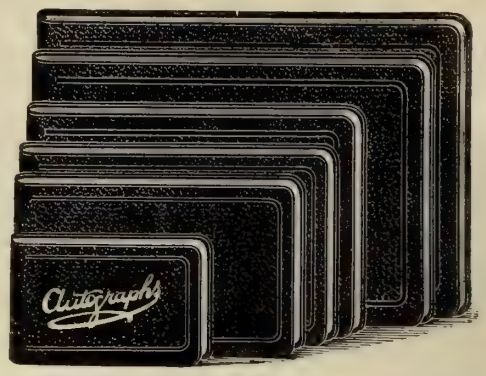
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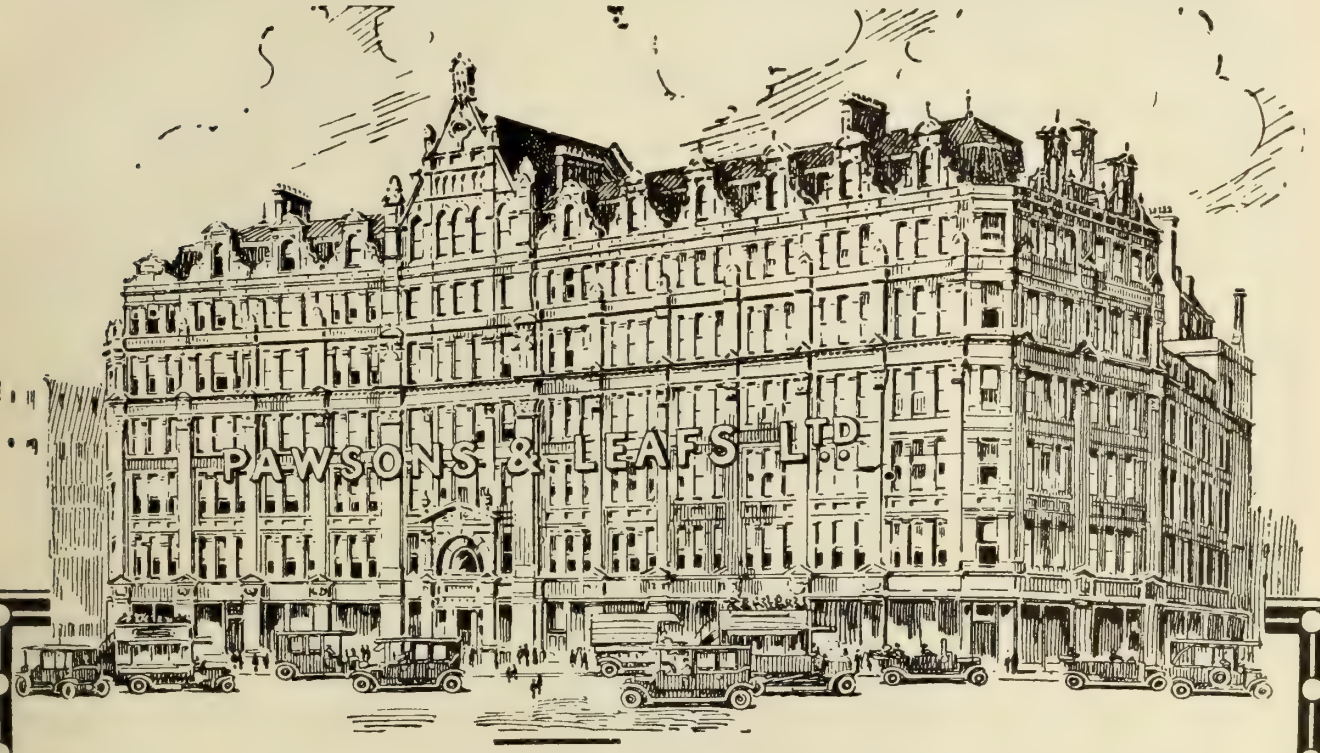
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# THE W. R. BROCK COMPANY

LIMITED

WHOLESALE DRY GOODS

## MONTREAL

Dry Goods Review

Volume XXXIV. TORONTO, CANADA, JANUARY, 1922 Number 1

# Hard Work, Close Economy, Sound Judgment; These Three Lead Back to Normal Conditions

## Credit Conditions During 1921 and Outlook for 1922—Not so Many Failures as Anticipated—Reasons for Failures Due to Lack of Proper Store Systems and Careless Stock-taking—Stocks Should be Written Down During Inventory

Written especially for Dry Goods Review by A. S. Crighton, Secretary Canadian Credit Men's Association, Limited, Toronto.

FOR those engaged in merchandising, the year just ended has been perhaps the most difficult ever experienced in the history of Canada and that so few, comparatively speaking, have failed to weather the storm is evidence of the ability and sound business judgment exercised by the great majority of our retail merchants.

During the prosperous years of the War and subsequently until the middle of 1920, money flowed freely. High wages were paid for all classes of labour and the public spent as freely as they earned. Manufacturer, wholesaler and retailer prospered. Gradually, however, business began to slow up. Shelves, emptied during the War, became stocked to repletion with merchandise bought at the peak. Buying at the peak means selling at the peak and in spite of the general slowing up in business, signs of unemployment and a tightening of money, high prices were still maintained.

Then came the buyers' strike. Our most exclusive citizens talked of wearing overalls—not that they ever did, but they talked about it. The public, however, began to think they were being robbed. Of all successful strikes the buyers' strike was probably the most successful. Prices not only fell—they tumbled, rolled and bumped each other like a regular avalanche all the way down the hill.

Has the bottom been reached? In the opinion of the writer, speaking generally, it has. Some lines will go still lower, others will stiffen again, but for normal requirements the retailer is safe in buying freely. Price fluctuations are inevitable, but this is a condition we have to face when business is normal.

### The Future Bright

What has the future in store? For Canada—peace, prosperity and plenty. Anyone who has travelled the length and breadth of our great Dominion and has watched its development for the past twenty years is a pessimist indeed who cannot see prosperity in sight. Our natural resources are boundless and their development is as yet only commencing. With a return of confidence, capital will loosen up and work will be provided for all. This does not mean, however, that the average merchant is ever again going to enjoy such business and profits as were his during the fictitious prosperity of the War period and it is altogether likely that for some time to come quiet business is likely to prevail. To meet this condition, it is going to be necessary to get right down to hard pan in the matter of reduction of everhead expense to the lowest possible minimum.

### Causes of Failure

The granting of indiscriminate credit by many retail merchants is the cause, in some cases, of absolute failure and in many cases, of a failure to reach that measure of success which they would otherwise attain. Under existing conditions the wise merchant is he who exercises a firm hand in the collection of his accounts and the greatest discrimination in the granting of credit to his customers.

In the writer's experience as administrator of businesses in financial difficulties, it has been found frequently that these difficulties might have been avoided had a proper merchandising system been in effect. In numerous instances it has been found that stock is allowed to accumulate until it becomes out-of-date and almost unsalable and, in some cases, it seems to have been the policy to push to one side good salable merchandise in order to make room for new incoming stock. The writer has in mind two instances in particular of serious financial difficulties, resulting almost in bankruptcy, brought about by no other cause. **In both these cases inventories, taken at replacement value in the summer of 1921, showed more stock on hand than the actual volume of sales for the year 1920.**

(Continued on page 113)

### *THE ANNUAL SPRING NUMBER*

*In placing the Annual Spring Number of Dry Goods Review in the hands of our readers we wish to direct special attention to the New Goods Section which follows the General Section of six pages. This is an editorial section, not an advertising section of the issue. It is something that has never before been attempted on such a scale in any Canadian Trade Newspaper, and we have spared no effort to make it as attractive and, at the same time, as useful as it could possibly be made. In illustrating these new articles of merchandise, collected from many Canadian manufacturers, we are showing many of the latest things to be found in the market, and we are showing them in such a way that credit will be done to the enterprize of the manufacturer and some good selling points placed in the hands of the Canadian retailer.*

*This is only a part of the feast of this January issue. The very latest information on style and business development in the various departments covered by Dry Goods Review has been gathered and presented in such a way that our readers may have a comprehensive grasp of the whole situation as it has unfolded itself thus far along the road to what we hope may lead to a satisfactory Spring business for the trade.*

# The Hudson Bay Company of Calgary

## One of the Early Trading Posts of the West—Advertising Through the "Movies"—How They Entertain the Children—Methods of Introducing New Fashions—Treatment of the Staff and Hospitality to Competitors—The Winter Golf Course

MERCHANDISING in the west, as everyone knows who has read Canadian history is so inextricably interwoven with that good old pioneer company The Hudson Bay, that its activities are really part and parcel with the story of the growth of the frozen North from an unexplored waste of land to what has become, a wonderful land of enterprise, trade and manufacture

When one enters any one of the palatial Hudson Bay stores from Winnipeg on through all growing western cities and realizes that this company began its activities with a few trading posts among the Indians, even the march of years is hardly sufficient to justify its enormous development.

And with it all the pioneer trading posts of the far north are still in existence, and sturdy little steamers that p.y their way over the swift running currents of the northern rivers in the open season, are still loaded with packs of glistening furs to be made into beauteous garments for the fair shoppers who frequent the tempting shops.

### "Movies" For Advertising

One had a chance to see these far north trading posts, the rushing streams, the glorious mountain and lake scenery, the Indians on snow shoes, and paddling their canoes, the Hudson Bay steamer with a full load on, in a series of films which the company has specially taken last year, and of a truth it was an educaton to even a near-easterner. What the steamer means to the isolated Indians as it draws in laden with the things they need, flour, rice, wearing apparel, is evident by the violent demonstrations of joy with which they greet it, and of the eagerness—and yet shrewdness—with which they barter their precious pelts. A great deal of diplomacy is still necessary on the part of the far-north factors in dealing with these brown bro hers. They are children, and while a great deal has been done for their instruction there is still a virgin field, for the endeavors of the factor and his great ally the missionary.

### The Calgary Store

Taking the Hudson Bay store in Calgary as one typical of its sister stores, a few words about its development may not be out of place at this anniversary season. A glance at the first little store where from 1884 to 1891 The Bay did its pioneer business in Calgary takes the Old Timer 'way back to the days when the buffalo and bear were not unknown, and Indian visitors more frequent than welcome. Even in those days the Bay had treasures to offer though, for behold the exceeding fancy baby buggy, the wonderful sulky cart, the rocking horses and sleighs displayed. This surely must have been a Christmas display to judge from the toy window which brings one with a bound to the Hudson Bay Christmas demonstrations of to-day in Calgary.




*The Hudson Bay store at Calgary,* 1884--1891. *This is a long way from the magnificent six-storey building which they occupy at the present time, but somehow it is an apt illustration of how the history of this company is interwoven with the history of the development of Canada.*

### Theatre for Chi'dren

This year was a particularly festive occasion for the litt'e people. Thousands of them were entertained by Old Santa himself in the spacious tea rooms at the Bay, and not only that but there were four special matinees put on at the Capitol Theatre when the children were admitted by ticke'—procured free previously by a grown-up member of the family—and Santa made them happy not only by a real speech, a little chat with many of them and a gift of some sort or o her, to say nothing of the film thrown in for the benefit of the youngsters. Yes, quite a change since 1881, though perhaps the little ones were just as happy then with the simpler delights. So widely were the Santa Claus Hudson Bay Christmas parties for the children in favor this season that to the regret of the management they had to ask that no more names be sent in for invitations quite early in December. It was simply impossible—large as the space is—to handle all the children, and the management made a point of allowing no larger number to gather at one time than could be properly handled and seated—in real grown-up fashion—at the "really" party, so some of the little people are looking forward to Old Santa's visit to the Bay next Christmas, and they will be sure to get in an application for an invitation bright and early next time.

### Introducing Fashions

Christmas festivities though of course are only an iota of the planning demanded by the management of a huge establishment such as the Calgary Hudson Bay store. Opening time for instance is alays planned for months ahead, and the fall fashion display of the Bay for 1921 was one that will not soon be forgotten by the shopping public. This season the fashions were shown from the stage of the Capitol theatre, a special "gang-way" being built out over the orchestra pit in order that the mannikins might display all the beauty

(Contined on page 61)

# The Markets At a Glance

## Keen Merchandisers Look For Possible Improvement the Last Half of the Year With the First Half as Good as Year Ago—Start Out on Better Basis—Advances Recorded in Some Lines—Advance Showings of Millinery, Ready To Wear and Accessories Get Good Business

"CONSCIOUS OPTIMISM" is the expression that one keen merchandiser used to Dry Goods Review in trying to get a long-distance view of trade during 1922. The expression might mean a number of things, perhaps; but this man intended it to mean that everyone has a right to be an optimist in Canada but that there are times when one should be very conscious of one's optimism, to the point where many things must be taken into consideration before it can be labelled "sane optimism." This man's optimism looks to us like sane optimism because he regards the rising value of the pound sterling and the Canadian dollar, the effort being made to establish European credits, even the settlement of the Irish question, as hopeful signs which must have their effect upon the commercial situation. On the other hand, he is not unmindful of the unemployment situation in this country, of the low prices obtaining for farm produce, of the number of small holders of Victory Bonds who are throwing them on the market, indicating their depleted pocket books. And his conclusion is that, with a good crop assured and these hopeful signs pointing to a betterment of world conditions, the last half of the year will see a marked improvement in the trade.

### Starts Out Well

Other than this, trade starts out with the beginning of the year as well as it did a year ago with more healthy conditions back of it. Stocks are cleaned up and the same necessity for forced sales with little or no profit does not obtain. It may be a year when less merchandise is actually sold, but with more profit at the end of it. Some of the houses have had their travellers out for a week since the turn of the year and the indications are that the retailer will continue to buy what he sees he has a market for. There will be no speculating—that would be dangerous. But there is one other danger hardly less destructive of a man's business, that is, failing to have the actual requirements of the trade. There is no occasion to lose sales; merchandise is to be had, and a starved stock may mean a shattered business. Live merchandising men will be into the market frequently, aiming at quick turnovers and not too large margins of profit. These are the men who will watch the curtain fall on 1922 with a degree of satisfaction.

### Woollen Dress Goods

Wholesale houses state that they have, up to this time, booked more Spring business than they did a year ago. They think that it will be a good piece goods season and that the habit many young women have got into of making their own dresses will be a factor in the year's trade to their benefit. Plain materials have gone fairly well but the more pronounced demand has been for novelties in checks and stripes and with fairly bright colors. One specialty house is finding it hard to supply the demand for novelties of this kind and they state that staple lines, up to now, are moving very slowly. Conditions in the market, generally, are becoming much more stable and there is a feeling that if there are no more avalanches of distress merchandise, prices may be considered to have reached a stable basis. There will probably be fluctuations, though not of a disastrous character.

### Silks

The demand of hosiery manufacturers for raw silk has been so great that it has made piece goods so high that jobbers are staying out of the market except for their barest necessities. For instance, a 12 m. pongee that has sold in Toronto wholesale houses as low as 50 cents a yard is now $1.00 in Japan. The advance in the last six months has been almost 100 per cent on many lines of Japanese silks. On other lines there has been an advance of about one-third within the last few months, that is, on European silks.

Travellers that have been out since the first of the year are booking some very good business and they all say that silk stocks are low on the retail shelves. They state, however, that buying is conservative, generally. While reports from the West are to the effect that little buying is being done in the three prairie provinces, some good orders have been received in silks.

### Linoleums, Oilcloths, Draperies

Since the first of the year there have been some downward revisions in table oils and in importd lines of linoleums and inlaids. The 6-4 table oil that was formerly $6.32 is now $5.52 and all other widths show the same proportionate decrease in price. The drop in the prices of imported linoleums and inlaids is 20, 22½ and 25 per cent. and it is the first drop that has taken place since the peak days immediately after the war. These drops have been long in coming but they represent a substantial reduction.

Many of the drapery houses have been getting some nice orders from large hotels that are refurnishing from cellar to garret in carpets, curtains, draperies, etc. Some new styles in curtain draping is also responsible for some good sales in curtain materials. Prospective marriages and building programs are always of interest to the carpet and furnishing men and there is a feeling amongst them that this year will be a better one than last because building will be cheaper than it was during 1920.

Some wholesalers have been disappointed in deliveries of English lines of cretonnes and flowered sateens. Merchandise that was to have been delivered by the first of December has not even been heard of by the middle of January and there is no word of explanation regarding them.

### Millinery

Toronto houses are delayed in getting their travellers on the road with Spring millinery and only a few of them—special men—have gone out at this time of writing. Some very good orders have come in from the West. Wholesale houses state that the trade are

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## A CLEAN SHEET

Nineteen hundred and twenty-two, for the great bulk of the trade, starts out with a clean sheet. Nineteen hundred and twenty-one will go down in history as the clean-up year. January, a year ago, was fraught with many apprehensions. Stocks were heavy, much of them high-priced, and there was a noticeable indisposition on the part of the general public to buy. Goods moved slowly from the shelves of the retailer to the consumer. The man who had a long distance view of the situation knew that prices had to come down a good deal and that meant heavy losses all along the line. To stimulate consumer buying on a falling market has been the constant problem confronting the dealer during the past year. Those who took their losses during the first months of the decline in prices—and these were the heaviest losses—were in good shape to take advantage of distress merchandise and turn it over at a slight profit to themselves. Such merchants have come through the year successfully, taking heavy losses of course, but making a sufficient profit to, in some cases, more than off-set them.

The in-coming year begins under favorable auspices. Stocks are clean. Trade will sharply reflect consumer demand, for the retailer is still committed to the policy of buying from hand to mouth. It is, therefore, advisable that the retailer study his field carefully, that he work it systematically, that he seek out new merchandising plans that will attract new friends to his store, as well as retaining the old ones. It will be a merchandising year in a new sense. The old stocks have gone. But if "school is to keep," profit must be made and this must be made on the turnover of new merchandise. It should be a lively year. In one of his latest reports Babson said the next few years would see merchandising plans in operation that were never before even thought of as being possible. Nineteen hundred and twenty-two may see the first of them.

### Competition and Fixtures

A certain Canadian fixture manufacturer known to us has just closed the most successful year in his history. His business in comparison with 1920 shows an increase of thousands of dollars. At first glance it might seem that Canadian merchants, during a business depression, would be unlikely to spend much money in fixtures. That is not the case, so it develops, and it is worth while glancing for a moment at the reason for it not being the case.

This manufacturer believes that the reason for his increase in business is to be found in the relationship between competition and fixtures. In other words, keen competition has forced merchants to adopt every conceivable method of legitimate merchandising. First impressions are gained through the eye, and they are very lasting. It is safe assumption that the most attractive store in any locality has a distinct advantage over its competitors. Many merchants are coming into a deeper realization of this fact and are making their stores more attractive. It is part of the expanding idea of better service to the consumer, for up-to-date fixtures not only mean better service but a much more attractive store.

Many of the people who drift to the larger cities to do their buying are attracted by the up-to-dateness of city stores, by their very attractiveness to the eye. This asset to successful merchandising can be brought right to the door of every consumer. It would seem that the year just closed made many old fashioned stores into up-to-date ones. It was money well spent.

### Economy of Operation

The National Bank of Commerce of New York in its forecast of business conditions of the year 1922 says that "profits will depend more on economy of operation than on expansion of volume." Their statement goes on to advise that with the many favorable factors now operating, business men should not fear to make plans for the new year, but they should plan with care and conservatism and with constant effort toward reduction of costs."

That is good advice. At the same time, the meaning of economy should be well understood. Cutting out advertising, slashing salaries and the like are certainly means of saving money—but they may not be economy. They may mean suicide in a business way. It seems to us that the safest way to economize on operation is to decrease the percentage of operating costs by increasing the volume of business. That, at least, should be an ideal to keep ever before the mind during 1922. We do not urge that the knife should not be applied to operating costs. But it should not be used to the point of rendering less efficient every arm of the store service. The year 1922 will certainly not be a year when less efficient methods will stand the merchant in good stead. Competition will be extremely keen both locally and from mail order houses. A perfect organization will be a greater factor in successful merchandising during 1922 than it has been for some years. To cut down operating costs to a point beyond which the best possible service can be rendered would not be economy.

### THE HUDSON BAY CO.

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of their costumes to full advantage. With the colored lights playing over the beautiful tints of the gowns and wraps, the graceful figures of some of the best suited Bay employees to the occasion, the soft music, even the most hard-hearted husband wished it were in his power to make his wife happy with some of the delightful women's wear shown. Good advertisers? Indeed yes, the Hudson Bay Co. are that every time.

With the six marvellous floors of the store towering one above the other, with everything from notions to the most beautiful of house furnishings occupying its proper place, with the Elizabethan dining room—a triumph of artistic arrangements—in constant demand for all kinds of entertainments as well as the regular luncheon patrons, with the enormous auto delivery, with the open air playgrounds and roof garden above the sixth floor, with the splendidly arranged rest rooms, and beautiful display parlors, this store is most certainly an asset to a growing city and what is true of the Calgary store holds good with little variation through the entire chain, the new Victoria, B. C. establishment being the latest to open.

#### Co-operation With Employees

And one of the features which claim the respect of the general public towards this company is the markedly humanitarian manner in which they treat their employees. Co-operation marks the workings of the store, each department manager being keenly interested in the employees under his particular superision, and every arrangement possible being made to give the men and girls a chance to attain their best in working for the company. The Calgary Athletic H. B. association is one of the most remarkably successful that has been inaugurated; fully 90% of the staff took out active membership in this club, and the Company saw to it that a club house was erected, a golf course marked out, tennis, basket ball, and all the other out door sports provided for. The Club House is within easy distance of the city by street car, but far enough out to make the girls and men forget they ever saw the inside of a store. It is beautifully situated on the Elbow River with the rolling foothills within sight, and many happy weekly Wednesday half-holidays did the club members spend there to say nothing of the long summer evenings. The club, too, got on to a self-supporting basis after the Company had set it going, showing that the staff really appreciated it and were making it their own. In the winter there are skating parties, driving parties and what not, and the club house with its gramaphones, and ever hot coffee a Mecca to the holiday makers.

#### Welfare Association

Not content with a "For-Fun" organization though, a week before Christmas of 1921 the first annual banquet of the Hudson Bay Welfare association took place, and as one was privileged to look around among the 500 bright faces of this "store family," to listen to the splendid Christmas message given by the newly installed manager, Fletcher Sparling, one could not but think that these boys and girls and men and women were being given every chance to make good in whatever department they had chosen to cast their activities. The Welfare association is one with a big "W," and means not only co-operation among the employees in helping one another, but also means co-operation on the part of the company should misforutne or illness take a hard toll from one of their number. Just as a mark that there was nothing in the world small about the new Welfare league, Mr. Sparling had asked to be present three former managers of the store, one of whom was P. J. Parker of Parker's Limited, the big store just across the way from the Bay, opened by Mr. Parker after he left the Bay, and its strongest present opposition in the city. Mr. Parker was given a real ovation from his old friends, and must have left the entertainment feeling that this good-will business was more than on the surface when it was extended to him—a first rate rival—so heartily.

Yes, the Hudson Bay stores mean much to the west. The public does not forget the rough and tough pioneering days, and many of the employees can trace back fathers and grandfathers in the service of the company. Courteous attention, quick refunds, certain exchange of goods if requested always marks the dealing of the Bay, and as an influence for the bettering of the merchandizing community, these stores can be relied upon to set a high standard for their less extensive competitors. The personnel of the management has always meant much to the business life of Calgary. In Board of Trade matters, in Public Welfare, and organized charity, the men at the head of the Bay affairs have ever been ready to lend a good right hand.

#### H. B. Golf Course

The latest thing in Calgary to-day in the line of sport is the Hudson Bay Indoor Golf course. This has been arranged in a corner of one of the spacious floors where there is lots of sunlight with an object of giving relaxation to golf attaches who are derived of their favorite pastime in the winter months. The course is canvass enclosed, there being room for three "courses" and a green. Demarkation lines are painted on the forward canvass to give the distance and accuracy, thus making it possible for the players to have as close a game as though in the open. Putting, driving and mashie work either alone or in twosomes or foursomes is the order of the day, with an instructor in attendance for those who need him. The fee is moderate, and many of the business men have taken advantage of this unique inovation.

# Convention to be a Big Affair

### Amalgamated Convention And Textile Show Promises Big Influx Of Business Men

PREPARATIONS are well advanced for the Amalgamated Convention of Ontario retailers to be held in Toronto during week of February 13-17 in conjunction with the Textile Products Exhibition. The different branches of the retail trade—Dry Goods, Merchants, Clothiers and Furnishers, Furriers and Hatters, Merchant Tailors—are organizing their conventions, arranging for speakers and for the discussion of topics of practical and current interest to the men of the trade. The dry goods convention will be held on Monday, February 13th; Clothing and Furnishing men will hold their convention on Tuesday and Wednesday, February 14th and 15th; while the Merchant Tailors will meet on Thursday, February 16th. Furriers and Hatters hold their convention on Friday.

#### Object of Exhibition

The purpose of the forthcoming exhibition primarily is to demonstrate and emphasize the quality and attractiveness of Made-in-Canada textile products to the retailer so that he, in turn, may be in a stronger position to emphasize to the customer the national character of the textile trades.

Eighty-one booths on the mezzanine floor of the King Edward Hotel have been arranged for this exhibit and at this time of going to press more than fifty per cent. of them have been engaged by Canadian manufacturers from many centres of the Dominion. Within twenty-four hours of the launching of the plan, the Hawthorne Mills, Ltd. of Carleton Place had engaged their booth and in quick succession the Forsyth Shirt Co., Ltd. of Kitchener and the Deacon Shirt Co., Ltd. of Belleville had followed suit. Not only fabrics but garments as well will be shown, of all kinds in which fabrics are shown. There will also be ranges of overalls, oiled garments, raincoats, silk goods, hats and caps, fabric gloves, neckware, suspenders, cottons and woolens. Although it will touch but lightly upon the wide field of women's wear, caterers to the costuming requirements of the sex are far from being disinterested in its success. There are reasons on this occasion for the general restriction of displays to men's wear although cloths and other women's suit materials will naturally figure in the showings of representative woolen manufacturers, knitting mills and smallware producers.

#### Entertainment

Not the least pleasant feature of the Amalgamated convention will be the

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# Retiring R. M. A. President is Honored

## B. W. Ziemann, President of the Ontario Branch of the Retail Merchants' Association, is Recipient of a Presentation on His Retirement at the Closing Session of the Annual Convention—The New Officers

TORONTO, Jan. 13.—Following the visit of the deputation of the executive of the Ontario Retail Merchants' Association to the office of the Hon. H. C. Nixon, provincial secretary, at the parliament buildings on Wednesday morning, the convention of the association was called together in the auditorium of the Prince George Hotel. President B. W. Ziemann was in the chair. Reference was made in last week's issue to the hearing before the Provincial Secretary and the various questions there brought up, were dealt with.

### One of the Best Years

Opening the first regular session on Wednesday afternoon, Mr. Ziemann stated that 1921 had been one of the best years in the organization despite the fact that it had been a hard year for many retailers. He referred to the newspaper statements alleging that the retailers were responsible for holding up prices, stating that the buyers' strike did not bring down prices, but on the other hand brought about a disorganization of business, and that as a result retailers could not sell goods and so could not give business to wholesalers. In turn the manufacturer was forced to curtail with the result that unemployment resulted in a large measure.

"No one body can act alone in the commercial world," said Mr. Ziemann, "and what affects one affects every branch, and the worker, who is the ultimate consumer, is going to feel it just the same as the retailer, wholesaler and manufacturer. The people by this time have come to the conclusion that the retailer is not responsible for high prices and the retailer cannot break away by himself from the situation. I venture to say that there is not a retailer who is not taking his loss day after day and not saying anything about it. We have had high priced goods on our shelves and the only way to take advantage of lower prices has been to clear out the old goods at any price and stock up on the new. This process has been general throughout the country and retailers are not in league to keep up prices. There are so many retailers, and all anxious to do business, that this competition regulates prices to a large extent. I believe we have reached the turning point in the road. I believe from now on we will find the people throughout the country are gaining confidence. We find that factories are beginning to operate more steadily than in the past year."

**ONTARIO R.M.A. OFFICERS FOR 1922**

**The following officers were elected by the Ontario R.M.A. for the ensuing year: president, W. J. McCully, Stratford; first vice-president, Wilfred Hodgins, London; second vice-president, T. A. Sharp, Midland; third vice-president, R. A. Stephens, Ottawa; treasurer, D. W. Clark; secretary, W. C. Miller. Officers to the Dominion executive council, Henry Watters and R. A. Stephens, Ottawa; representatives on the National Exhibition Board, D. W. Clark and T. Bartram, Toronto; and auditor, W. S. Ball, Toronto.**

### Increased Membership

Secretary Miller's report showed a total of 3,995 members, a net increase of 685 for the past year. He briefly reviewed legislative matters taken up during the year including the eight hour day, transient traders, motor vehicles, amendments to minimum wage law, female help, damage to stores from riots, trade section meetings, auto dealers' delegation to Ottawa concerning the tax on automobiles, etc. In regard to this latter matter he stated that the manufacturers had agreed to absorb 50% of the tax which was demanded by the Government from dealers on cars in stock at time of application, but the adjustment had not been satisfactory and a full refund of the amount was asked. Concerning the minimum wage regulations Mr. Miller pointed out that in most cases the wages paid by retailers are higher than the minimum wage suggested.

His report showed that five new trade sections had been organized in Toronto in the year. Assessment matters were also being taken up and it was stated that in future more care would be exercised in assessing retailers' properties. The help which the association had been to merchants in connection with the Income Tax was also dealt with, it being pointed out that whereas some merchants had been penalized $50 for laxity in making returns, representations had been made and this fine reduced to $10 in most cases.

The report of the Treasurer, D. C. Clark, showed a very substantial balance on hand.

Henry Watters, Dominion treasurer, speaking for E. M. Trowern, Dominion secretary, pointed out that it was the plan to appoint provincial advisory committees to bring pressure on the Dominion Government in connection with national problems. He stated that an assistant secretary had been appointed on the Dominion Board for the purpose of keeping in close touch with various Government departments.

### Govt. Should Pay Inspection Fees

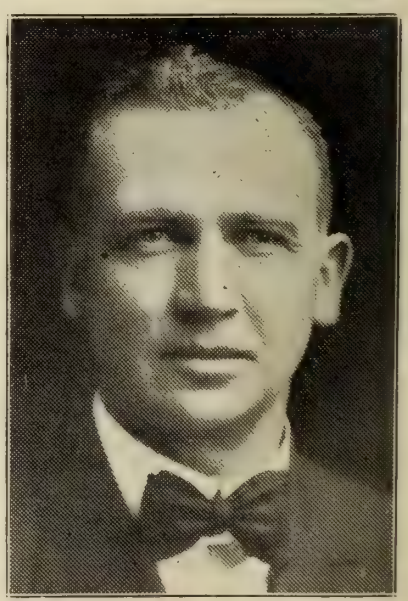
Referring to the fees charged for the inspection of weights and measures, he

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*B. W. ZIEMANN*

*Of Preston, who has retired from the presidency of the Ontario R. M. A.*



*W. J. McCULLY*

*Of Stratford, Ont., who is the new president of the Ontario Retail Merchants' Association.*

# December Business was Satisfactory

## Dry Goods Merchants, For The Most Part, Did Same Volume of Business With Slightly Decreased Cash Returns—Some Cases Better Than A Year Ago—Stocks Are Well Cleaned Up—The Coming Year to be Careful One With Chances Favoring Betterment If Crops Good

THAT is, in brief, the verdict of dry goods merchants throughout the country on Christmas trade. To many, it was better than they had expected in comparison with what they had done in 1920. During the year there had been more unemployment, there was evident a greater disposition on the part of people who had money to conserve it and prices have fallen during the twelve months of 1921 to a much greater extent than in the corresponding months of 1920. The value of merchandise had dropped about thirty-three per cent on the average; it was necessary, therefore, to increase the sales by about that much to come out with a balance sheet that showed the same cash returns as in December of 1920. There would not have been very bitter complaints if the Christmas business had shown a considerable falling off.

### Volume About the Same

By means of a questionnaire and by personal contact with merchants in a number of the leading centres of this province, Dry Goods Review has gathered information which shows that the volume of mercandise sold during the month of December was equal to that sold during the same month of 1920. In a few cases, it was even greater. More customers were waited on, except in a few isolated centres where local conditions—such as Niagara Falls, for instance—had greatly decreased the purchasing power of the consumer, if not actually decreased the number of consumers. Some reports were to the effect that customers sought smaller articles of merchandise than they did a year ago and the heavier lines suffered thereby, though there are one or two centres where grim winter is a force to be reckoned with, where furs sold better than a year ago, presumably because the prices were down.

### Some Cases Better

There are a few cases where business in both volume of merchanise and cash receipts were better than a year ago. One large department store in Hamilton known to us increased its sales over 75 per cent during the last week before Christmas in comparison with the same week a year ago. Another store reports their volume of merchandise greater but their cash returns 16 per cent. less. These stores did some very active advertising during the month and pulled hard for business. Still another store in reporting an increase of 19½ per cent. in volume and 8¾ per cent. increase in cash receipts stated that they spent less on newspaper advertising but devoted more attention to better window and interior dislay. A large store in eastern Ontario reports the volume of business greater but the cash returns exactly the same as a year ago; while another one states that their cash returns were within five dollars of those of December 1920. A leading firm in Northern Ontario stated that their volume of business was about the same as a year ago and that the demand was more for necessities than a year ago, while their cash returns were about three-quarters of what they were in 1920.

### Some Feel the Pinch

Some of the stores throughout the country have felt the pinch of the year and report the volume of sales as less, as well as the cash returns. One merchant reports the volume 90 per cent. of that of a year ago and the cash receipts 75 per cent. of those of December 1920. Still another says volume was 80 per cent. and cash receipts 60 per cent. of a year ago. A merchant from northern Ontario says he served 25 per cent. fewer customers and his cash returns were 50 per cent. below those of a year ago. A number of other reports are to the effect that the volume of business was about the same with the cash returns lower by from 5 to 25 per cent.

### Stocks are Clean

There is almost a unanimity of opinion from all parts of the country as to the condition of the stocks in the retail stores. They have been well cleaned up and merchants state that their stocks are in the best shape they have been in for some time—some say for years. In the departments handling the smaller articles on which there is always a big Christmas rush, and this Christmas a particular one, stocks are in many cases, nearly wiped out. Already merchants have had to go into the markets to replenish their depleted stocks. The heavier departments did not fare so well, but with the sales that have been run and the extra efforts put forth to dispose of surplus stocks, they are pretty well cleaned up.

These reports confirm articles that have appeared in Dry Goods Review before to the effect that the merchants began the year 1922 with their stocks in good condition. This view has been substantiated by the Financial Post which sent a questionnaire to over 400 bank managers throughout the country and received answers to the effect that many merchants' stocks were actually below their requirements.

### A Careful Year Ahead

In conversation with many merchants with regard to the year upon which we have just entered, the opinion is gathered that care will be exercised throughout; it will be a "Watch your step" year in which the consumer demand will be carefully noted and reflected in the buying policy of many keen merchandising men. One merchandising manager stated to Dry Goods Review that before any buying was done, the fullest and completest knowledge would be at his disposal with regard to stock on hand in quantities, sizes and styles, so that no overbuying would result. On the other hand, he does not expect to lose sales because of fear of buying. Requirements will be placed without fear, knowing that the store with the depleted stock has little chance of retaining its customers. Dealers are optimistic, though not foolishly so. They look for the gradual return of normal times. When the extent and value of the next western crop is known and if it is favorable they expect better times to set in. Where local conditions are such that employment will be plentiful on account of public works or building of private homes, merchants feel that they will do good business. On the whole, as good a year as 1921 is looked for with the chances largely in favor of a better one.

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### CONVENTION TO BE A BIG AFFAIR

(Continued from page 61)

entertainment for the visiting delegates. It is hoped that between 1,500 and 2,000 business men from all sections of the Province will be in attendance during a part or a whole of the week. Arrangements are being made for their entertainment in such a way that it cannot be said that time hangs dully on their hands when the arduous duties of the day are over. Banquets and theatre parties will be the order of the day.

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John Christie, advertising and sales manager for the firm of Hodgson, Sumner, Montreal, has left on an extended trip through the western states for the purpose of studying conditions there and visiting the leading firms of Chicago.

# Open Golf School in Their Store

## New Departure by Blumenthal Sons of Montreal by Which They Expect to Draw Trade From Enthusiastic Golfers—Initial Outlay of the Firm Very Small—The Plan Described—Getting Women's Trade as Well.

A NEW and profitable departure in store features has recently been inaugurated by the Montreal firm of Blumenthal Sons, Limited, which promises to become one of the most successful they have yet tried. The idea in question is the installation of a large and very complete golf school in the basement of the store, which occupies an area of more than 6000 square feet of floor space, and which is unique in that it is the only golf school conducted in a retail clothing establishment.

Explaining the idea to a staff member of Men's Wear Review, a member of the firm spoke of the intense enthusiasm which is manifested by beginners at the game and the real need that exists for a good indoor course on which they may keep in practice throughout the winter months. It has long been a custom in leading departmental stores to feature such indoor courses, and in New York every representative store such as Wanamaker's, McCreery's and Gimbels and also the sporting goods stores and leading hotels feature miniature links on which beginners and more advanced players may keep in trim for the real season. Montreal stores have featured these indoor courses with such success that the idea has come to be looked upon as a logical department wherever space is available. Wherever the game of golf is played there is an opportunity to open an indoor golf school and the value of this school as a drawing card to the clothier is not to be overlooked in any locality, no matter how small.

In each of the indoor golf schools conducted by Montreal stores, the statement was made that the demand for expert instruction is becoming increasingly popular and the engagement books of the professionals under whose supervision the courses are operated, show not a single idle moment from early morning to closing time.

### Value To Retailer

The particular value to the clothier in one of these indoor courses lies in the fact that they cost little to construct, they do not necessarily require a large area of floor space, they bring people into the store who may have never entered it before and they stimulate the sale of sports clothes and furnishings. In the case of the Smart Set Golf Course erected in the Blumenthal store, so named by the way, in honour of the range of clothing featured as the store's leading line, there are three compartments for practising driving, nearly a dozen putting greens, as well as bunkers and other aids to pleasurable exercise. In addition a workshop is maintained wherein all types of clubs are made and fitted to the heads by an expert in this work, and these are also for sale.

*Some months ago, Men's Wear Review urged Canadian retailers to get after the golfers' business. The game of golf is becoming ever and ever more popular and catering to the needs of the well-dressed golfer is opening up a new avenue of profits for a number of the most aggressive men's wear dealers throughout the country. The accompanying article dealing with a new idea just put into operation in the Blumenthal store in Montreal is one that might well command the earnest attention of many retailers who are merchandising in a centre that is becoming more and more popular as a golf centre.*

### Points To Remember in Layout

The main essential to success, plenty of light, has been provided for in the Blumenthal store course and innumerable overhead globes shed direct light on each section of the floor. The services of professional are, of course, also essential and two are thus employed on the Smart Set Course, both of whom are well known to Montrealers at large on account of their association with two of the most fashionable golf courses in Quebec. The arrangement made with the professionals is usually on the basis that the store furnishes the space and equipment which in the case of the Blumenthal course cost about $100 only, and the instructors make a charge of $15 for lessons. There is a membership fee of $5 for the season as well. These fees pay the instructors while the advertising and the prestige resulting from the presence of the school in the store pays the latter equally. New goods peculiarly suitable for sports purposes are prominently displayed on the course and special displays of other goods are arranged along the corridor leading to the course which likewise exercise not a little attraction upon the players. That the idea of the indoor course is very profitable is made clear by the fact that all establishments in which it is conducted find it worth while to feature the indoor course year after year with ever increasing popularity.

### How The Course Is Planned

Although the Blumenthal course is located in their spacious basement, the usual plan in force in most stores is to use an upper floor, or the roof, or anywhere that good lighting is available. The apparatus consists mainly of a framework of wood about 18 x 20 and this is enclosed by wire netting or heavy canvas, a bull's-eye is put up at the far end of each practice course, and the beginner drives off from a mat at the opposite end. The balls strike the bull's-eye and after dropping to the floor roll back to the player by means of a slightly inclined floor designed for this purpose.

Here is undoubtedly a cue for the retailer who carries any type of sports wear. If there is a golf club in the vicinity of his town, there is a valuable opportunity for him to open a practice course this winter at little cost for equipment and with only a moderate demand for space. By this means he can stimulate the sale of golf suits, sweaters and hosiery as well as the street clothing or formal clothes that many men seem to prefer in Canada for general wear. The presence of such a golf course in the town invests it with a decidedly metropolitan atmosphere and gradually, the name of the store observed on such things as smart neckwear, shirts or top coats, will come to be associated with that subtle something vaguely associated with correctness in people's minds. Blumenthal Sons are planning to arrange special displays of new goods all round the course to serve both as a decorative feature as well as a means of promoting the sale of sports goods. The majority of golfers, it is stated, are constantly complaining of the dearth of suitable supplies in regular stores. The small town retailer therefore has an excellent opportunity provided he can obtain the requisite space to win to his store all the golf enthusiasts in his community.

### Getting Women's Trade in Addition

The main object is to have the entrance through the store and to play up the character of the store itself along with the sport. There is no reason why women should not become as numerous as men players, especially as they have more time to devote to the game, and a ladies' dressing room will prove an appreciated asset if possible. The women who patronize the indoor golf school will in all probability do as much purchasing as they possibly can in the store, in order to save time. If the store carries chauffeurs' supplies an invaluable opportunity presents itself to display uniforms and accessories in a prominent corner of the golf course.

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The Union Clothing store is the name of a new business recently opened at 267 St. Paul street, St. Catharines.

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R. H. & J. Dowler conducted a "Prosperity Drive" sale in their four stores during the latter part of November.

# Novel Contest of Regina Trading Co.

## Gave Away Over 100 Tons of Coal Free—Managing Director Says It Resulted In Large Increase of Sales At Nominal Cost—Three Tons Given Away Each Day—Store Decorations In Harmony—Rules of the Competition and Reasons For Holding it.

A MERCHANDISING plan that flourishes on the spirit of competition in contests has been tried out very successfully by the Regina Trading Co. Ltd., of Regina, Saskatchewan. It was associated with something that is a very great necessity in the western part of Canada—coal. Three tons of this precious substance were given away each day to three people who came nearest to guessing the exact number of words appearing in their daily advertisements. We need not go into a more elaborate explanation of the plan than is given elsewhere on this page in which the whole plan is outlined and the rules of the competition given in full. One or two things might be pointed out, however. The fact that each customer had to spend a dollar before receiving a permit to vote would have the tendency, no doubt, to turn such purchases to the Regina Trading Co. when there was an off-chance that a free ton of coal would be forthcoming if the lucky guess were made. In the second place, it directed the attention of the reader to the advertisements appearing daily over the name of the Regina Trading Co. That, of itself, was a good idea and would, doubtless, bring custom to the store aside altogether from the possibility of being a good guesser.

### How it Succeeded

A. F. Little, secretary-treasurer and managing director of the firm, in writing to Men's Wear Review regarding the plan and how it worked out said: "It has proven to be a splendid merchandising scheme and gave us a large increase of sales at a very nominal cost. There being three winners each day receiving a ton of coal each, you can readily understand the vast number of boosters there were as the competition progressed; neighbors conveyed the good news to neighbors, and it was a current topic of conversation.

"Huge blocks of coal were placed throughout the various departments, and in our display window with the inscription, 'Free Coal' written thereon in white letters. A free coal office was built on the main floor where vouchers were received."

### Many Contests Running

During the month of December there have been many contests in progress over the country and there are those who believe it will be one of the factors of a successful business year during 1922. This plan is worth studying.

### *RULES OF THE COMPETITION*

1. Each voucher will be dated, and must be presented to the Free Coal Office on, or before, that date. Vouchers must not be accumulated.
2. Each voucher when presented will be stamped with the time it was received. FIRST three vouchers presented giving nearest correct estimates will win.
3. A voucher is given with each full dollar you spend. Use transfer cards to get advantage of the odd amounts of your purchases.
4. Employees of The Regina Trading Company are debarred from the competition.
5. Should you not require coal you will be given instead a paid-up transfer shopping card to the value of the coal, $13.50.
6. The vouchers you receive on Saturday, the first day, must be turned in to the Free Coal Office not later than Monday at 6 o'clock. The vouchers you receive on Monday must be turned in by Tuesday at 6 o'clock, and so on, during the competition.
7. You will estimate on Saturday's voucher the number of words that will appear in Wednesday morning's advertisement. On Monday's vouchers you will estimate the number of words appearing in our Thursday advertisement, and so on.
8. Each figure in the advertisements is to be counted as a word (dollar and cent figures, as well as punctuation marks, such as dashes, rules, etc., are not counted).
9. Write your name and address plainly on each voucher.
10. The correct estimate and the winners of each day will be published in The Evening Post. The announcement of the first winners will appear in Wednesday's Evening Post.
11. The words of the advertisements will be counted by the Advertising Department of The Leader Publishing Company, and rechecked by The Regina Trading Company.
12. No one person will be allowed to receive more than 5 tons of coal during the entire competition.
13. The coal supplied is being purchased from Whitmore Bros.—Galt Lump Coal, valued at $13.50 a ton.
14. Remember it costs you absolutely nothing to estimate in this competition

### *100 TONS OF COAL ABSOLUTELY FREE. WHY. YOU ASK?*

It is a fact that every progressive firm spends thousands of dollars each year to bring customers to their place of business. In 1921 we are spending approximately $30,000 a year in advertising—commencing October 1st, and continuing during the month, or until further notice, we have decided to adopt a new plan—a plan whereby our customers reap the benefit. Our aim is to give away 100 tons of coal, which will be delivered to your doors, should the winners live in the city.

Each day, commencing October 1st, we will give away 3 tons of coal—one ton to each of three customers who buy merchandise at our store on that day. To determine who shall win this coal each day we have arranged this unique plan:

We are going to use on the back page of each issue of The Morning Leader, a space 17 inches square—a different copy will appear each day—that is, new lines of merchandise will appear each day, or a new layout of copy. Each day's advertisement will be as nearly as possible an average advertisement, without cuts, such as appears in the press. The main headlines of each advertisement will be in large type; the headlines of each separate line of merchandise will be in display and medium type. Our usual name plates will appear on the bottom of each advertisement. There will be no cuts of garments, or merchandise used in the display. The prices of lines advertised will be in heavy type figures in most instances. The balance of the body of the advertisement will appear in usual news type. This advertisement is a typical example of the advertisements that will appear.

Commencing October 1st, and continuing until further notice, we will give to each customer a blank voucher for each dollar he or she spends in the store. On each voucher the customer may estimate the number of words appearing in our advertisement in the issue of The Leader three days hence.

The first three correct estimates or nearest correct estimates, will entitle the owners of same to one ton of Galt Lump Coal free.

# Aeroplane as a Business-Getter

## Ernest Plante Clothing Co. of Montreal Successfully Work Out Novel Plan—A Free Ride in the Air With a Twenty-five Cent Purchase—Getting New Customers and Holding Them—Will Enlarge Upon the Idea—Makes a Good Net Profit During the Time Scheme is in Operation

WHAT is believed to be one of the most original "stunts" used in the men's wear field was that used by the Ernest Plante Clothing Co., 161 Craig St. West, Montreal, P. Q. This idea is taking purchasers of goods in his store for a spin in an aeroplane. At first the offer was made that all purchasers of fifty dollars or more at one time would be given a ten minute trip in the plane but afterwards that arrangement was made that all purchasers of twenty-five cents or more would be entitled to a trip. At first, one might think that this was a foolish move as many would come in and make any kind of a small purchase and then ask to be given a ride, but such was not the case. While there were a few who asked to be taken up who had bought only a small amount of goods, the majority of the sales of would-be joy riders averaged at least two dollars.




*The aeroplane used by the E. Plante Clothing Company in their scheme to attract custom by giving air-drives with purchases of merchandise at their store.*

The idea of taking up anyone who made a purchase was that if once they started coming to the store they would continue and it was this attractive offer that spread the news around and gave the store such wide advertising. With very few exceptions, customers who started to come to the store while the "stunt" was on and took advantage of the ride have continued to buy there. During the interview with Men's Wear Review, Mr. Plante told of four chaps who had been among the curious and wishing to have a ride had made purchases, which totalled, did not exceed five dollars and yet all had their ride. Since their experience all have returned and are now regular customers and up to the time of the interview had spent over fifty dollars between them in furnishings. "This," said Mr. Plante, "is where the idea pays the returns."

The average cost of each trip was twenty cents and while this was not always covered by the profit on the sale it was a wonderful advertisement. To further stimulate interest, Mr. Plante offered to all purchasers of fifty dollars or more to give them some stunt flying and to wind up the trip by circling under the Victoria Bridge, which spans the St. Lawrence River, the bridge being a mile and a half long and having abutments every few hundred feet. There were only eight during the whole season who would chance this trip. This offer was only made after it had been decided to give the rides to the smaller purchasers also.

### A Good Net Profit

The plane used was Canadian built and cost two thousand dollars at the point of building. Beside the pilot it has seating capacity for two passengers. As a result of the use of this plane the total sales in the Plante store exceeded seventy-five thousand dollars for the time it was in use. After all costs had been figured and twenty per cent. allowed for the deterioration of the machine, there was a net profit of three thousand eight hundred dollars. This result was very pleasing to Mr. Plante.

While Mr. Plante does not personally take his customers for their rides, he is nevertheless, a capable pilot himself. He first took up flying himself in the city with a friend who had a plane and when he bought his own machine he drove it from Toronto to Montreal, himself, after having been up in the air five hours previous to his starting on the trip. When the season closed, Mr. Plante had four machines in operation, these being used for commercial work throughout the city and province. As his first lieutentant, Mr. Plante has, in the person of J. A. Mondor, one of the cleverest pilots that served with the Canadian Air Force in France.

### To Expand Scheme

It is Mr. Plante's intention, next year to put a ten passenger flying boat in this service and offer the free trips to the customers of the store as this year. This, in his opinion, will mean bigger business thon ever for the store.

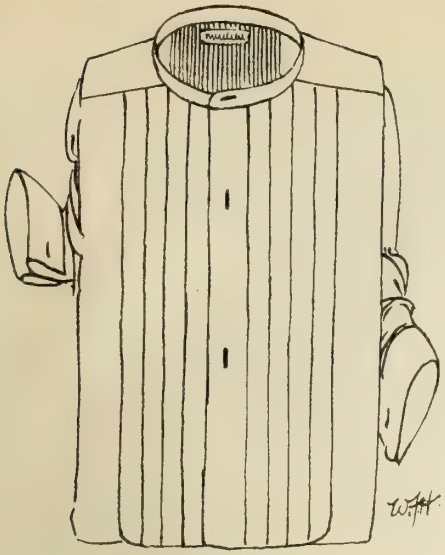
Mr. Plante succeeded his father in the business at his death, two years ago. "I am a great believer in these 'stunt' ideas," said Mr. Plante, "for they will cause people to look at your store when ordinary methods fail." One of the best advertising methods used was to drop pamphlets down occasionally from the plane over the business section of the city. There was no advertisement of this event carried in the daily newspapers, although our representative failed to learn the reason, but each month there was a full page used in an aero paper which is circulated among the Canadian pilots. Aside from this, Mr. Plante relied entirely on his window advertising which played up the scheme to a very large extent. The store is located about twenty-five feet from one of the busiest corners in the city and there are people changing cars here at all hours of the day.

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### TO MANUFACTURE WEBBED GOODS

Canadian dealers will shortly be offered the product of a new manufacturing organization, though not a new firm. E. & S. Currie, Ltd., of Toronto, have installed the very latest machinery for the manufacture of suspenders, garters and arm bands and are bringing into being an organization that promises to be energetic in the prosecution of this new arm of their organization. The trade will soon be offered their new product as models are now well under way and ready for showing.

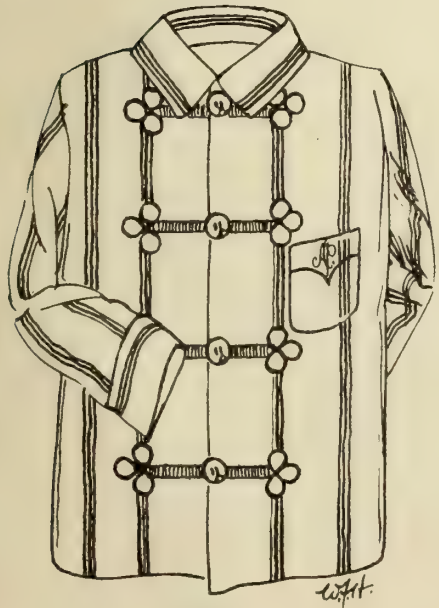
Currie's have let a contract for webbing for their new factory which is being made to their special order. Special attention is being devoted to trimmings, which will match, and to the metals used, which will be guaranteed rust proof. The standard length of their suspenders will be 38 inches.



No 1.



No 2.



No.3.

## *Paris Haberdashery In Montreal*

*Figure 1 illustrates a smart new shirt imported from Paris featuring the new wide tucks and French double cuffs. This shirt is shown in both plain white piqué or in percale with a striped front, and is a popular style with well dressed men of Paris.*

*Figure 2 shows some novelty braces made of tie silk with fastening tabs of knitted silk. A single piece of elastic at the back provides sufficient stretch and comfort. These come in a variety of colors, mostly gay, as befits Parisian origin.*

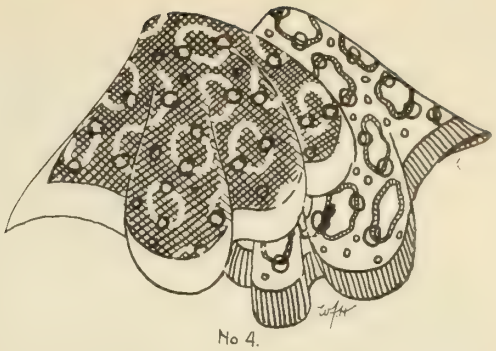
*Figure 3 is a new pyjama developed in either silk or linen, striped in blue, fastened with white hand-made frogs. The monogrammed pocket is a novel touch.*

*Figure 4 represents some startling but extremely artistic novelty handkerchiefs, featuring border and ring designs in a multitude of colors intermingled.*

*Figure 5 typifies the style of underwear affected by men of France to accompany shirts of the same material, carrying out the "set" idea. Pyjamas may also be obtained in the same patterns. The waisted effect is particularly strong at present in Paris.*

*Figure 6 depicts two of the newest ideas in silk handkerchiefs for men. The various colors used are blended softly together until blues greens, orange and reds are scarcely distinguishable in a faint blur, like Dresden china. The creators name this novelty the "lava" design.*

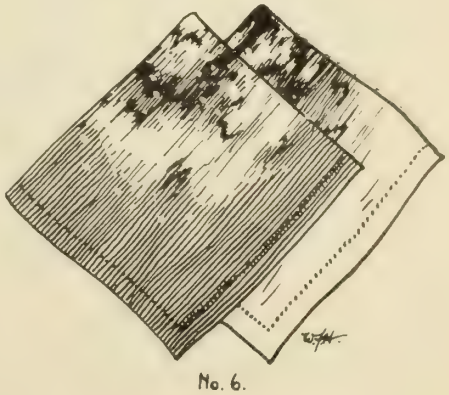
*All novelties sketched by our artist at the Exhibit of French Products by courtesy of M. Chassagne of Montreal, who represents the makers, J. Hayem et Cie, of Paris, France.*



No 4.



No. 5



No. 6.

# Find It Necessary To "Keep On Our Toes" So Say Scott & Foster Of Smiths Falls

## Large Part of Their Business Is With the Railway Men—Do Not Find That Sensational Methods Have Much Effect With This Class of Trade—Conservative Methods Preferred

"THERE is only one worth while location for the men's wear shop in a small town and that is close to the post office and the movies. If located conveniently to both places the retailer gets the benefit of a steady stream of pedestrians at all hours of the day and evening, and many of these will be glad of the opportunity to study a good display of new merchandise if they have a few minutes to put in before the mail arrives or the second show commences." Such is the opinion of H. G. Scott, of the firm of Scott & Foster of Smiths Falls, Ont., expressed during an interview with a member of the staff of Dry Goods Review.

### Caters to Railway Men

In a town such as Smiths Falls which is a prominent railway centre through which pass daily transcontinental lines in four directions, there is naturally a large population of railway men who require a considerable amount of merchandise suited to their individual needs, both for work and leisure requirements. How to cater most satisfactorily to this important class of customers is the question which Scott & Foster have set themselves to answer in a practical manner.

### Keeping Up Turnover

"We are finding business good," explained Mr. Scott, "but we must keep on our toes constantly to give the best service demanded. This place is known as a 'mail-order terminal' which means that it is a distributing point for the many thousands of catalogues which come through for this section of the country, and consequently, we have our strongest competitor right in the freight cars which unload their contents into our local post office. As may be imagined the advent of the catalog is the signal for local merchants to speed up their efforts to offer exceptional prices, and that we have not yet gone behind in turnover is proof of the fact that our efforts are not in vain. Our most successful plan of combating the probem is merely to supply the selfsame merchandise at a few cents less and lay the goods before the customer as proof. The catalogue pictures always look so inviting and attractive, yet the merchandise never seems to come up to expectations somehow."

"Railway men are good spenders," continued Mr. Scott, "and they want the best, whether it is for work or for play. They also appreciate truthful advertising in any form and are quick to criticise any attempt at misrepresentation. They are not like the farmers who want more value than ever for their dollar but ask merely for a square deal, that is to say, the best kind of goods procurable and they make no kick about the price but prefer to look over things themselves. We have found the best way of selling working gloves, for example, is to keep a full range of the wanted kinds in a small fixture right beside the front dooor, where a man can see at a glance the kind he wants, can try them on himself and has only to bring them over to be wrapped and change given if necessary. There is scarcely a day that this convenient little salesman does not dispose of several pairs of gloves and the idea of 'help yourself' is probably the reason."

"We have found that sensational stunts carry no weight with this class of custom," continued Mr. Scott, "and for this reason we do not feature sales of any sort, any clearances that may be desired being effected by sharp price cutting in the ordinary way."

### Ties and Jewellery Accessible

Appearance counts for much in the store also, and a cheery bright atmosphere fairly radiates from it. The walls are calsomined a soft green with a conventional border stencilled in black. Table displays of bright scarlet sweaters here and there picked out in yellow or white provide a note of striking contrast as well. All the merchandise is under glass with the exception of neckwear and jewellery articles, which are displayed upon the usual racks easily accessible to the customer who desires to try the effect of several different kinds. The partners believe that ties should be close to the hands of customers not to be admired at a distance, and they also feel that such small articles as studs, cuff links or collar pins are twice as interesting when they can be picked up and examined closely than they are when viewed through glass. These are goods which appeal to a man's sense of vanity if you will, and are not so much necessities as impulse merchandise, bought without previous thought being given to the need for the article. When a shirt is being sold, how easy it is to slip one of the new monogrammed cuff buttons into the buttonhole and let the customer judge of the effect. Few men can resist an additional purchase presented in this way, be they railway men or business men. There is no need to say much in introducing goods in this manner, for the mere act of showing the combination of the studs with the shirt or a tie-clip with a cravat, or a silk muffler inside an overcoat should be sufficient. In fact there is no class of merchandise which cannot be effectively supplemented with some little extra, and it is the total cost of these little extras which help to roll up a goodly amount in dollars and cents in the course of the year.

### The Friendly Spirit

Friendliness wins customers in a railway town, too, explained Mr. Scott, because most of the men like to be called by their first names and dislike the term "Mister" as savoring of "high-browness." Even though customer and store-keeper may not be friends of life-long standing, they are usually "Tom" or "Jack" to one another before very long. Courtesy to customers is insisted on as one of the primary principles of merchandising in the Scott & Foster store and although familiarity is encouraged, there is not the slightest fear that its attendent failing of lack of respect may become noticeable in the relations between customers and sales staff.

### Conservative Methods Preferred

As an example of the rare efforts made by Scott & Foster to employ methods savoring of the unusual was cited an instance when they gave away fountain pens with boys' suits. The pens were exceptionally good, yet no greater business was done than would have been ordinarily the case and ever since the firm has found it unnecessary to stimulate their particular class of trade by such means. "The wives of railway men are thrifty and capable buyers but are among the best customers any store can wish for," said Mr. Scott. "They want smart, good quality merchandise whether it is for son, father or brother, and they are willing to pay for it without quibbling over prices."

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In the fiscal year 1921, wool export shipments from Canada totalled in value $2,168,256, and in 1920, $5,472,236. In 1921, 7,128,065 pounds went to the United States, 130,169 to the United Kingdom, and 29,689 to Newfoundland. In the year previous 8,859,682 pounds were exported to the United States, 195,081 to the United Kingdom, and 29,964 to Newfoundland. Canada has, however, always been the principal market and consumer of her own wool products and still remains so. It is worthy of note that up to the Middle of October, sales of the Canadian Co-operative Wool Growers to the Canadian trade exceeded the total sales of last season by some 500,000 pounds.

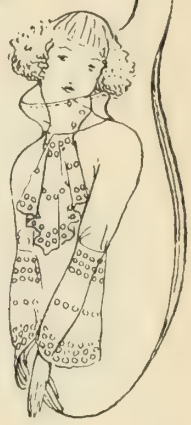
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W. H. Cole has opened up a men's wear store at Bowmanville, Ontario.

# 1922 ~ SPRING



## "Fore-Word"



THERE is something particularly pleasurable in the sensation of awaiting a surprise, of anticipating new and delightful things. The world, in its industrial sense, revolves by seasons, and in the particular industries which cater to the adornment of the Canadian woman there are but two which signify, the openings of which are awaited much as an expectant audience awaits the rise of the curtain upon a new play.

And so each year there are but two acts in the drama of fashion, the Spring and Fall seasons—Spring eternally youthful, evanescent and joyous; Autumn bedecked in scarlet and gold, the pomp of maturity. In Spring the desire to be free of Winter's restrictions leads us inevitably to fling aside cumbersome wraps and furs and to don colors such as Nature herself puts on in early May.

The new season is now slowly revealing herself to us accompanied by an entire concourse of charming possibilities in the matter of dress and its accessories.

And as if in realization of the fact that so many perplexing problems have been happily solved, while others are on the high road to solution, the guiding minds of industry have evolved products which express the universal longing to be free from the "Winter of our discontent." Canada's workrooms once more are busy and from them are pouring forth such captivating novelties—dainty, original, artistic, in honour of this return of Spring.

But though certain rules of fashion may be decreed, it must be remembered that the last word is seldom if ever pronounced, despite all the boasts heralded as the "dernier cri de Paris," so that throughout every month of the twelve, many small additional style points, subtle variations upon color effects or lines are worked out by versatile brains and fingers. And these are developed gradually as Spring gives way to Summer, towards the one end of achieving individual distinction and even perfection.

Then too, there are innumerable delights to contemplate in the matter of accessories both for the costume and the home—all those little but vastly important trifles which have such tremendous value in the achievement that becomes finally, the perfect whole. It does not pay to lose sight of a single delightful change, for, after all, the perfect garden is that one in which the beauty is constantly renewed, in which, by the time the tulips and lilacs are beginning to fade and lose their fragrance, the rosy shoots of peonies are well out of the ground; in which, when the peonies have in turn ceased to bloom, the golden rod is almost out. Thus, there are always flowers to pick, different ones from month to month. So the discovery of each new and delightful change adds the happiest zest to the inspiriting business of accenting feminine individuality for each is a foil to set off the nuances of personality.

To those who follow the intriguing flux of the every varying mode, DRY GOODS REVIEW offers in the following pages a selection of representative models of many and diverse kinds, which have been chosen here and there as typical of the best that Canadian makers have devised for Spring 1922. It is no mere idle phrase that is used throughout the country in reference to the approaching season. All retailers will have to make very special efforts to merchandise goods during the Spring months, bearing in mind the fact that there is still a marked tendency on the part of consumers to buy with care and discrimination with a keen eye on price tickets. Retailers of dry goods and kindred lines however, have one powerful aid, namely, the dictates of Dame Fashion. Style is the one quality which can create sales and which enhances the value of the merchandise in the eyes of the consumer.

How to buy style goods so as to have what his public will accept, is the special aim of the successful merchant. To do this, he must have an intimate knowledge of fashions as well as of styles. It should be remembered that fashions are created in Paris and are variously adapted and modified on this continent developing into "styles" as we know them. The merchandise illustrated in the Art Section which follows, has been selected because it is the kind of merchandise created by Canadians for Canadian women and their homes, interpreting the mode in all its various branches, whether in ready-to-wear, millinery, gloves, underwear or house furnishings, and most of all, because it is the kind of merchandise that retailers throughout this country will want to buy and sell. It is essential that the merchant should study the trend of the new fashion and its style variations that he may go ahead with confidence during the months of spring.

Complete summaries of the mode in its different lines will be found in the various sections of this issue, and a close study of the facts thus presented will demonstrate that all are admirably exemplified in the numerous illustrations which embellish this annual Spring number.



## *Biot Again*

THIS *Toronto girl is wearing a toque of black cellophane straw with a mount of orange biot feathers. It is a particularly chic hat for a young model.* —SHOWN BY THE DOMINION OSTRICH FEATHER COMPANY, LIMITED, TORONTO.



## *Checkers*

*are the latest fashion note whether on gloves, hose or hats. Here an unusual treatment of narrow tubular silk is woven to show checks of navy blue and grey on a becoming upturned brim. The hat is developed in taffeta with a soft crown.*—HAT SHOWN BY COURTESY OF DEBENHAM'S (CANADA) LTD., OF MONTREAL.



*Peacock Blue*

*was the delightful Spring color employed to develop this smart hat of tubular braid and Gros de Londres silk. The upturned brim is shaped in the new batwing outline pierced with a metal arrow. The crown is softly draped. This particular type of hat is almost universally becoming to youthful faces and is designed for wearing at all informal affairs.*—HAT BY COURTESY OF FARRELL BELISLE AND COMPANY OF MONTREAL.



THIS *unusual little model of black slipper satin is designed in petal-shaped tabs which are left supple to conform to the decree for softness of outline. A double chain of jet bugles dangles nonchalantly over the right ear to prove that beads are quite correct in any position.*—HAT BY COURTESY OF DEBENHAM'S (CANADA) LTD., MONTREAL.



### *A French Creation*

*By Basselin-Villetard. This tricorne is of allover haircloth and the feathers so charmingly arranged are biot. It is all black and one of those models which are becoming to almost every face.* — SHOWN BY D. MCCALL COMPANY, LIMITED, TORONTO.



### *Paris Sponsors the Veil*

*and when it is draped over a close-fitting hat of navy cellophane straw with an applique of velvet roses, one's appearance is beyond reproach. The embroidery on the veil is especially effective.*—HAT AND VEIL BY FARRELL, BELISLE CO., OF MONTREAL.



## *Pyjamas Are The Thing*

EVERY *woman going South this year has at least one set of pyjamas in her wardrobe trunk. They are seen in every style and in all colors.*

*This one is of a wonderful color - a blue which is midway between a spray and a Venice blue. Baby Irish insertion is combined with hand-embroidered net. The frilly edging of the crepe itself makes it one of the most alluring garments of the year.* — SHOWN BY LADIES' WEAR LIMITED, TORONTO.



## *Approved by Parisiennes*

THE *extreme simplicity of cut and the unusual embroidery about the classic square neck and elbow sleeves, make this chemise de nuit distinctive and charming. The little cap which accompanies it is developed in a combination of sheer net, filet and Valenciennes laces with little wing-like extensions that are stiffened to stand out from the wearer's profile. The edge is encircled with satin ribbon to match one's negligee.* — GOWN AND CAP FROM J. HAYEM AND CIE OF PARIS, FRANCE. — SHOWN BY COURTESY OF M. CHASSAGNE, OF MONTREAL.



## *A Novelty Negligee*

THE *Canadian trade is looking now-a-days for novelties such as are seen in Paris or New York. This garment of crepe de chine is closed at the bottom. It slips over the head with an opening for the feet at the sides. Domes fasten the openings securely, making this negligee a delightful coverall. It is made in all the pastel shades.*—SHOWN BY THE LINGERIE COMPANY OF CANADA, TORONTO.



## *Lingerie of Gossamer*

*is here portrayed for the Spring wardrobe. The seated model is wearing one of the newest slip-on tailored corset covers of pale flesh crepe de chine, made with a double yoke and filet medallion insert. The step-in drawers are also of crepe de chine with an elastic waist, edged with fine ecru net lace. The straight combination worn by the other model is of crepe de chine trimmed with fine ecru lace, while the waist is slightly gathered by a pastel-tinted ribbon tie. Both the combination and the cover feature the new neck lines shown for next season.*—LINGERIE FROM THE KASSAB KIMONA COMPANY OF MONTREAL.



## *They Go In Sets*

*THIS year most manufacturers of fine lingerie are making complete sets instead of separate garments. These knickers and chemise in pink crepe de chine. The points are put into the seams by hand.*—SHOWN BY LADIES' WEAR, LIMITED, TORONTO.



## *With Summer Frocks*

*this underskirt of white wash-satin should be very desirable. The contrasting border may be of black, pink, red, blue, mauve, yellow or grey. The double hemstitching and the scalloped edge are two very attractive features of this petticoat.* —SHOWN BY H. P. RITCHIE COMPANY, LIMITED, TORONTO.



## *The Indispensable Sweater*

*serves a two-fold purpose when it is worn with a smart skirt of knitted wool in a smart contrasting shade. This simple but practical costume is entirely knitted and combines a tuxedo coat of black with a skirt of white pin-striped in black. The business woman as well as the fortunate visitor to mountains or seaside will find a knitted costume an invaluable possession.*—COSTUME BY COURTESY OF KNITTERS LIMITED OF MONTREAL.



## *Her Sunday Dress*

*Above—This charming little frock is designed for small tots from two to four years of age. It is of fine white net over underslip of silk. The latter may be blue, white, pink or yellow. Valenciennes lace and insertion along with two-toned ribbon to blend with the color of the slip, make it a simple but effective little garment for best occasions.*—SHOWN BY H. P. RITCHIE COMPANY, LIMITED, TORONTO.



## *"Palillon"*

*Left—This unusual little suit is named the Butterfly Cape Coat by reason of its wing-like sleeve effect. Although it is nothing but a short cape, yet, by reason of its unique design, it passes muster as a box coat. Underneath is worn a simple sleeveless frock of Poiret twill, the entire costume being of navy blue with black horn buttons and silk tassels. The lining is of gaily patterned Radium silk.*—COSTUME BY LAZARE & NOVEK OF MONTREAL.

## *"Fore"*

*in immaculate white velours knickers and smart coat of emerald green, the sports woman is well equipped for the links. The same natty outfit is appropriate for riding or any outdoor sport. The knickers are finished with a deep cuff at the knee which is covered by the woollen hose.*—COSTUME BY COURTESY OF GREENBERG, SMITH COMPANY, MONTREAL.





*The severity of a sports suit often requires the softening influence of a hand-made blouse of white voile, hand-drawn and with the collar and cuffs edged with real filet lace. Fashion insists that the blouse be tailored and hand-made if possible for the coming summer.*—BLOUSE FROM THE AMERICAN WAIST AND DRESS COMPANY, MONTREAL.



## *Sweet Sixteen*

*She will look enchanting in this ultra new frock of navy and tan creponge fabric with its novel cowl collar. The slight flare of the cuffs and the lowered waist line are typical of Spring fashion dictates.*—FROCK FROM THE M. GARDNER COMPANY OF MONTREAL.

## *"Miss Springtime"*

RIGHT—*One of the smartest furs on the choker order is the stone marten. This girl is wearing a two-skin marten, light and dark shades of which are particularly effective with a Spring costume.* — SHOWN BY THE W. N. WARD COMPANY, TORONTO.





## *Cape-Dress For the Very Young Lady*

ABOVE—*New York is showing many models for the little girl and the one who has just reached her teens, like those for the older woman. While this one is after the style of grown-ups, it is very youthful. It is of navy taffeta with hand-embroidery in a contrasting shade. Though designed originally for street wear, many buyers intend to feature it for afternoons during the next two months.*—SHOWN BY DRESSES LIMITED, TORONTO.



## *Snail Shells Are Decreed by Paris!*

DIFFICULT *to believe that the delicate and pearl-like shell clusters so effectively used on this smart Spring hat of brown cellophane and ciré satin really belong to the humble snail, but such is indeed the case. The superb neckpiece is of European Fitch in double strand effect which can be worn in many different ways and is ideal as the summer fur "par excellence."*—HAT SHOWN BY COURTESY OF THE EXCLUSIVE HAT COMPANY OF MONTREAL, AND THE NECKPIECE BY COURTESY OF BOULTER WAUGH COMPANY OF MONTREAL.



## *When April Showers Come*

*Madame may select one of these new umbrellas with which to ward off the unwelcome drops. The three models with convenient attachments for carrying will commend themselves to up-to-date women, there being a model for every occasion, formal or informal. A striking example of a well designed umbrella for men is shown in the handle of curved design, fitted with a simple gold band for engraving.*—UMBRELLAS BY COURTESY OF THE ECLIPSE UMBRELLA COMPANY OF MONTREAL.



## *The Finishing Touch*

*to the Spring costume is added when a pair of French kid skin gauntlets neatly strapped at the wrist are worn. The fit and finish of the new French kid gloves is a marked feature of this season. Together with gloves the woman of fashion must possess a new bag and nothing more attractive and appropriate can be selected than this new model of black moire silk, lined in beige corded silk. The shape is altogether new, combining a soft effect with a snap purse in the centre A slender cord provides the correct note by which the bag is suspended from the arm.*—GLOVES FROM THE ALEXANDRE GLOVE COMPANY OF PARIS—BAG FROM THE FEDERATED LEATHER COMPANY OF MONTREAL.



## *The Elusive Handkerchief*

*will ever be at its possessor's beck and call when it is dropped into such an intriguing little bag as this one, which matches exactly its owner's smart little hat. Developed in black Canton crepe and decorated with ribbon roses, bag and hat are easily detected as dating from Spring 1922.*—HAT AND BAG FROM FARRELL, BELISLE COMPANY, MONTREAL.



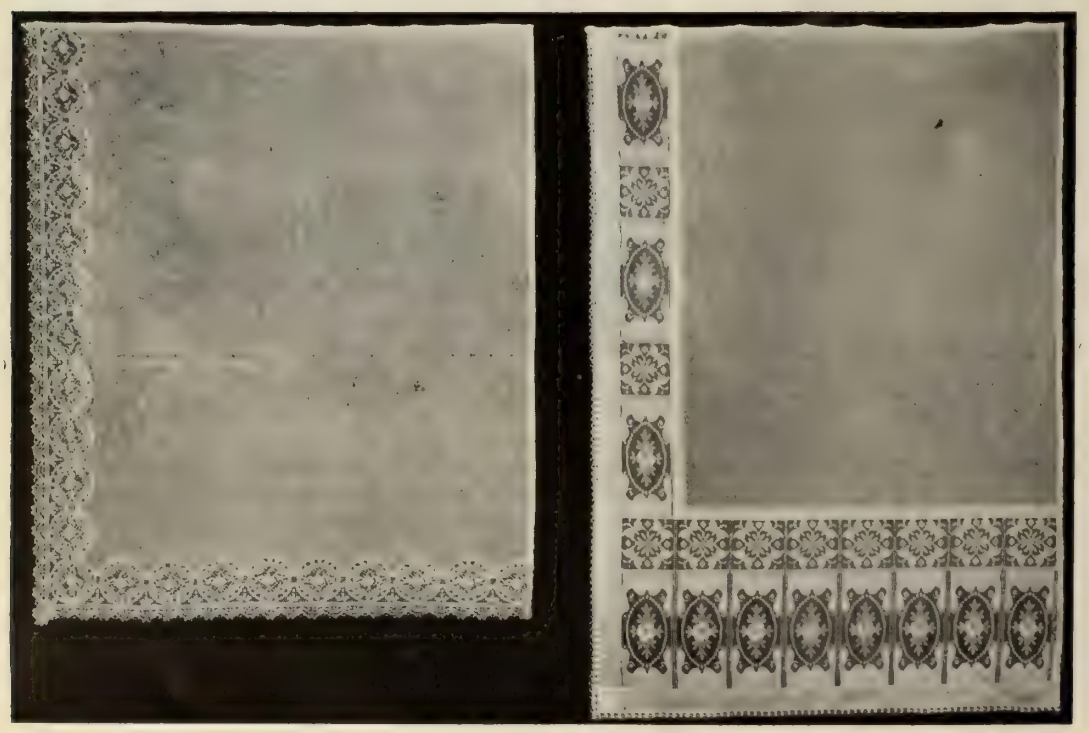
## *A Canadian Idea*

*To answer the demand for silk hose no matter how cold the weather and to give a certain amount of warmth, this stocking has been made double. The inner one is of cotton and the outer silk. They are attached only at the seam at back and along the foot. The cotton gives an added lustre to the silk. The greatly reinforced toe and heel is another feature.*—MADE BY THE ALLEN SILK MILLS, TORONTO.—PATENT APPLIED FOR.



## *For Indoors or Outdoors*

*This simply designed knitted coat will be equally suitable. Developed in an effective mixture of silk and wool in shot effect, its shaggy collar and cuffs impart a charmingly youthful appearance. The length is another smart point about it and the color is a soft dull blue through which a fleck of white is just perceptible.*—FROM THE FAINER KNITTING COMPANY OF MONTREAL.



## *For the Bride's Apartment*

*Here are two new kinds of curtains characterized by simplicity and good taste. The right hand one is of mercerized marquisette, hemstitched and trimmed with insertion and dado of fine filet lace in rose and butterfly design, finished with real linen lace edging. The curtain at the left illustrates a unique and novel method of applying border trimmings by a "zig-zag" machine. The entire trimming of this model is real linen lace so that it is one of the most practical and durable curtains made.*—BOTH DESIGNS ORIGINATED & SHOWN BY COURTESY OF DALY & MORIN COMPANY OF MONTREAL.



THESE *three bags were chosen as representative of some of the Spring designs in handbag lore. The one on the left is the newest type of swagger, made in beaver calf with safety overlapping frame and flap. The centre one is a beauty bag in fancy hippo leather and the bag on the right is of velvet crocodile leather, featuring a new sliding mirror.*—SHOWN BY WESTERN LEATHER GOODS COMPANY, LIMITED, TORONTO.



HERE *are six striking new examples of gloves for next winter illustrating new dress and sports effects. The first pair shown are one pearl dome pique kid with the new premier points, shown in staple shades. The fringed wool gauntlets are in angora wool with a wide ribbed cuff. The third pair are of mocha with elastic wrist and heavy trimming of real fur and a wool lining. A new strap wristed gauntlet is shown next, also trimmed with fur and made in sable and slate mocha. The fifth pair are of washable kid in pale pastel shades for dress occasions, finished with fine black stitching. Last of all is shown a striking novelty in heavy pure wool gauntlets for winter sports featuring a checked cuff in several colors. The gloves shown feature yellow upon white.*—GLOVES SHOWN BY COURTESY OF DENT, ALLCROFT AND COMPANY OF MONTREAL.



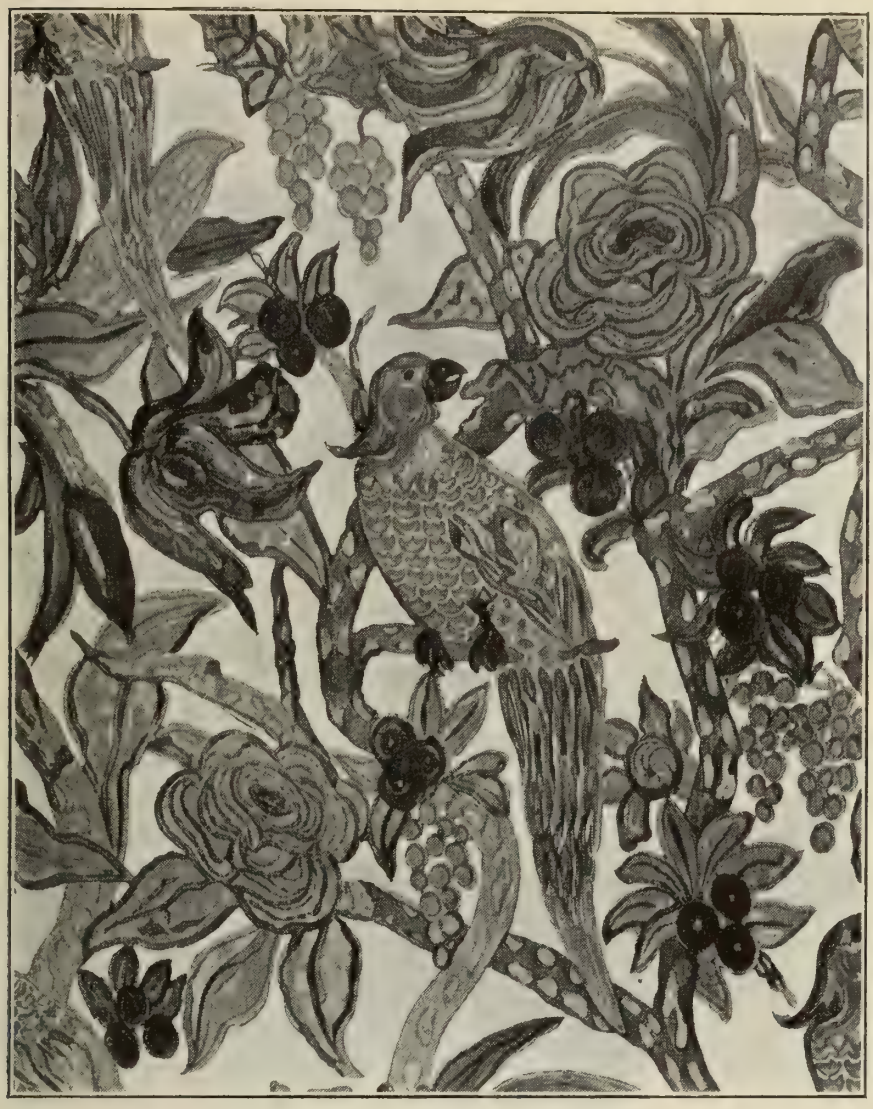
## *Miladi's Boudoir*

*Cushions, hangings and artistic bed coverings are to a room what gloves, hat and neckwear are to a costume. It is the final touch achieved by the use of the right accessories that imparts a smart appearance both to madame herself and to her boudoir. So, these superb cushions, covered in brocades, rich silks and damasks as well as the magnificent down puff depicted in the centre, also of French damask with a panel figured in a shadow effect, will provide that exclusive note to Madame's room, bespeaking utter comfort in conjunction with all that is artistic and novel.* — CUSHIONS AND PUFF FROM GREENSHIELDS, LTD., MONTREAL.



## *For the Homebuilder*

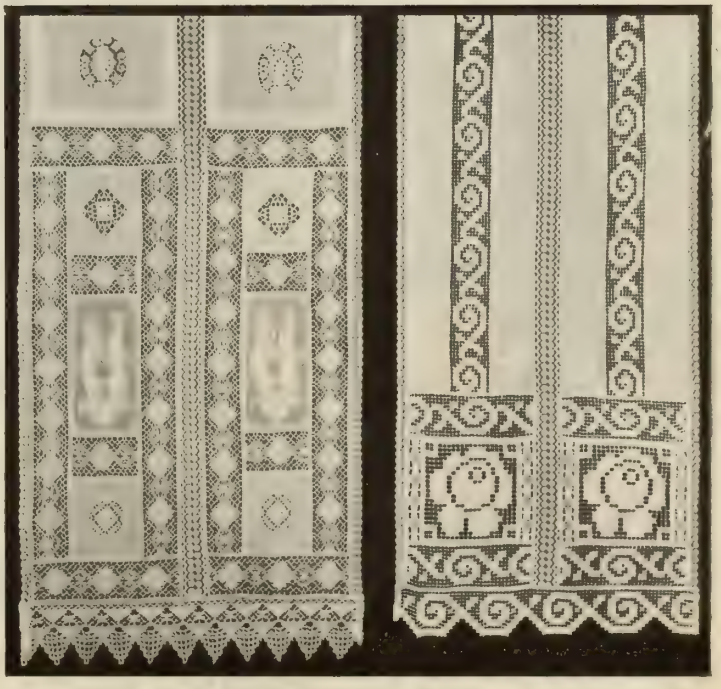
*Black warp colored Scotch madras, in closely woven texture resembling the weave of an expensive tapestry. This beautiful design can be purchased in royal blue, old gold, mulberry, sage green and light gold grounds with contrasting color combinations.* SHOWN BY ALEXANDER JAMIESON AND CO., TORONTO.



*Hand Blocked Print made in France especially for Canadian trade, in three different designs, among which such brilliant effects as mustard, cream, blue and black are employed as grounds with varicolored foliage and bird designs used as contrasts. The remarkable feature about these superb draperies is their price which is less than one dollar a yard for 30 inch widths, a matter of 33 per cent. less than the price of regular block prints.*—SHOWN EXCLUSIVELY BY DALY AND MORIN COMPANY OF MONTREAL.

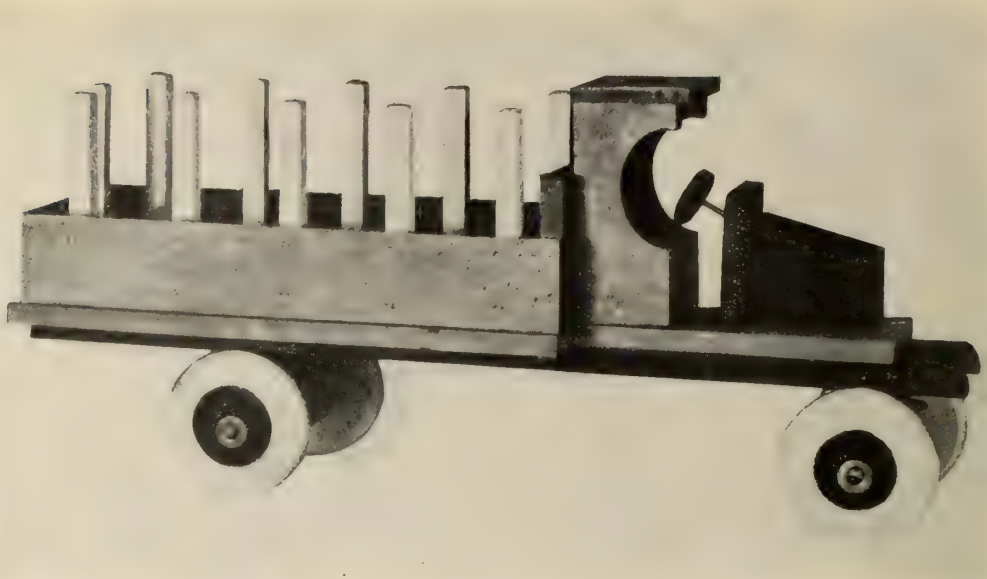
## *The Art of Making Windows Beautiful*

*can be easily learned when such beautiful reproductions of European panellings are obtainable. The curtain on the right is of fine marquisette, inset with filet crochet insertion and motifs, each section being ten inches wide but varying in depth up to 2½ yards long. The curtain on the left is a striking sectional voile panel of real linen lace treated with filet and Point Venice motiffs. Each section is 11½ inches wide. For the stately reception hall or the period drawing room could anything more effective be devised.*—CREATED AND SHOWN BY COURTESY OF DALY & MORIN COMPANY OF MONTREAL.



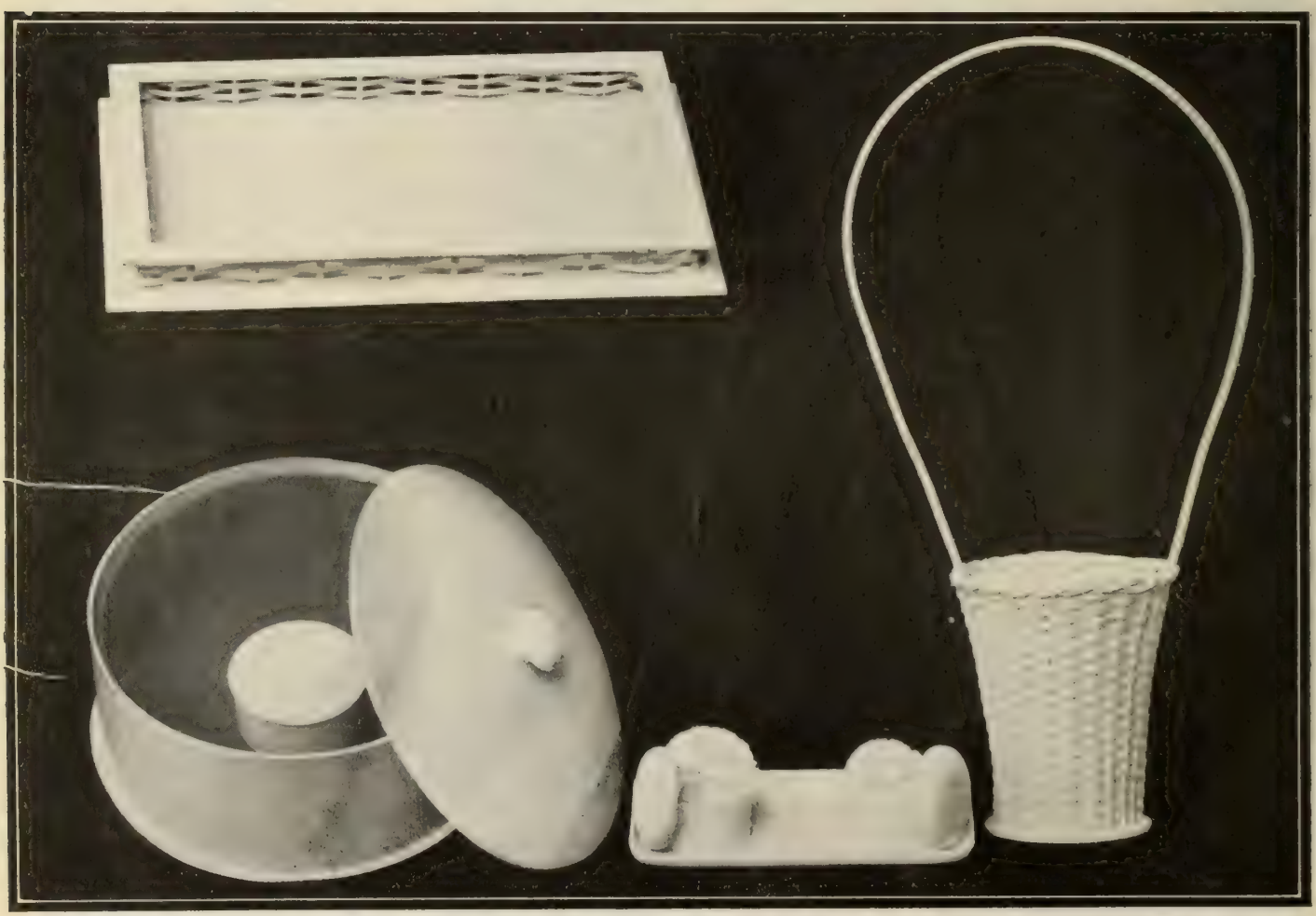


VERY *clever shades are now made for the ivory lamps which pleased the trade so well last Fall. This shade of dark blue georgette over gold satin is modelled on the lines of the night-lamps which are so popular.*—SHOWN BY FRENCH IVORY PRODUCTS LIMITED, TORONTO.

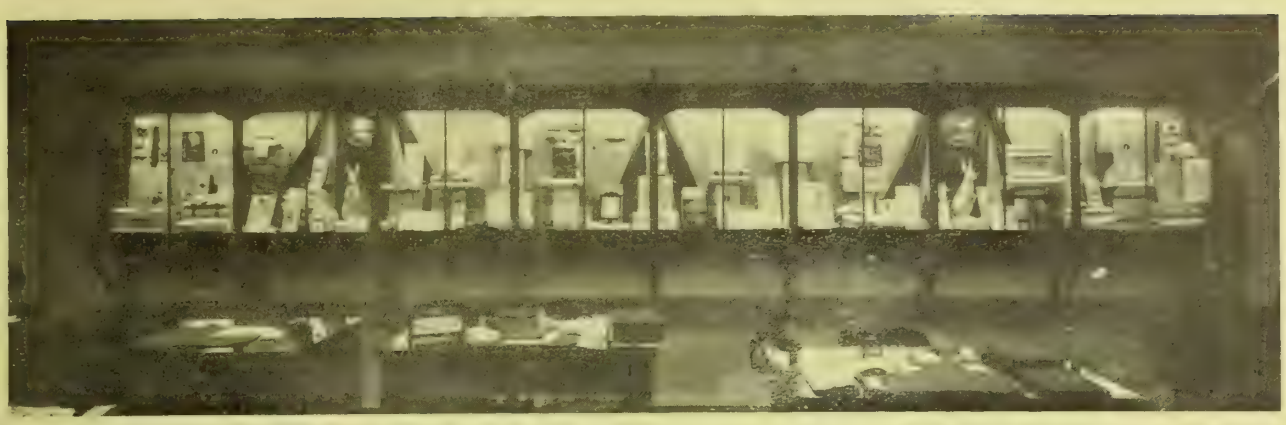


### *A Canadian Truck*

THIS *truck is just like one for grown-ups. The parts are well made and carefully put together. It is painted in blue and red.*—SHOWN BY THE COLEMAN FARE BOX COMPANY, LIMITED, TORONTO.



NEARLY *all of the ivory articles made for this Spring are distinctively novel—they must be in order to attract business to a line which has had a run for so long. The flower-basket and the tray illustrated here are of ivory woven to resemble wicker. The two powder holders attached to the tray are also novelties. The man's collar box is a new departure in the manufacture of ivory.*—SHOWN BY CARL AUSTIN AND COMPANY, TORONTO.



Interesting Display of **WABASSO COTTONS** in the Offices of

## Alphonse Racine Limited
## Montreal



WABASSO
Trade Mark Reg'd

ONE of the finest displays of Wabasso Cottons ever made in Canada was in the General Offices of this progressive wholesale house, who, as large distributors of Wabasso Cottons, adopted this new and enterprising method of prominently displaying this line.

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***RETAINING*** **our many old customers,**
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***MAINTAINING*** **the confidence of both old and new by Service for Satisfaction.**

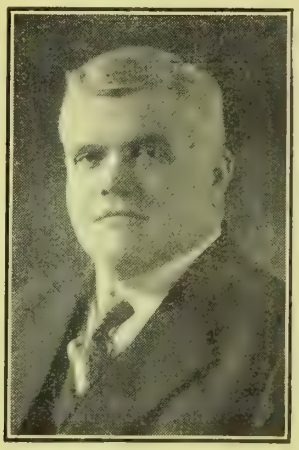
## Do You Know Our Personnel?

**during 1922 we purpose**

**Describing The 14 Different Departments**
**and**
**Introducing to You the Manager of Each Department**

SUDBURY, ONT.
Balmoral
LONDON, ONT.
145 Carling St

SYDNEY, C. B.
269 Charlotte St.
HALIFAX, N. S.
119 Roy Bldg.



JAMES MITCHELL
Manager Depts. "A" and "Ax"

**DEPT. A—Staple Cottons**—Domestic and Imported, Whites and Greys, Sheetings, Pillow Casings, Shirtings, Apron Cloths, Tickings, Batting, etc., etc.

**DEPT. Ax — Flannelettes**—Cotton Yarns, Pound Goods, and special jobs of all kinds in cotton piece goods.

**Location**—Just inside the main entrance turn to your right, three Separate Departments in one Big Department.

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50 Wellington St

THREE RIVERS QUE.
ST. PASCAL. QUE.

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*Manufacturers and Wholesale Distributors of Dry Goods*

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FACTORIES:-Beaubien St. Montreal,
St. Denis, Que., St. Hyacinthe, Que.

*15 PERMANENT SAMPLE ROOMS*

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## are absolutely certain with—




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|---|---|
| $20,000.00 | McLean and Garland, Winnipeg, Man. |
| $60,000.00 | Belleveau Peace Co., Winnipeg, Man. |
| $15,000.00 | Jas. Ramsey, Calgary, Alberta. |
| $15,000.00 | Fitzpatrick O'Connell, Toronto, Ont. |
| $65,000.00 | Max Beauvais Montreal, Quebec. |

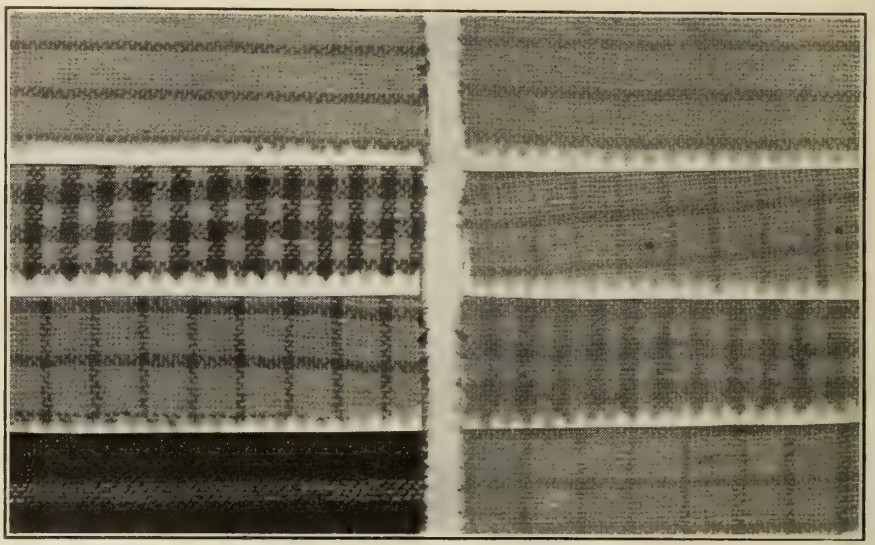
# The T. K. Kelly Sales System

**Minneapolis** U. S. A. **Minn.**

# Many New Crepy Weaves in Silks

## Montreal Houses Show New Materials For More Elaborate Gowns For the Trousseaux—High Colors in Georgette—French Sports Wear Silks Among the Spring Offerings—Silk Jersey in 56 Inch Width—A New Synthetic Silk

THE crepy weaves in silk are to be the leaders next Spring and Summer, if present indications are to be relied upon, according to Montreal silk importers. But this must not be taken to mean that there will be no change to speak of in the existing demand in which crepe weaves take a prominent part. Instead, it is thought that Cantons of the regulation type will take second place in preference to crepe satins, crepe morrocain, crepe radio and "ondé faconné," which last resembles a brocaded crepe and is very sumptuous and unusual. These fabrics are of course destined for more elaborate gowns and will undoubtedly be included in all the smart trousseaux of 1922, but at the same time, it is interesting to note that crepe de chines are coming back better than ever, particularly in high shades, and the demand even at this early date augurs well for the success of a colorful season to supersede the prolonged session of all black to which devotees of fashion have remained so long faithful.



*New homespun patterns which are meeting with approval in New York. They come in a wide range of colors and combinations of colors. Shown by Hawthorne Mills, Carleton Place, Ont.*

Orders received by leading wholesalers this month for crepe weaves are far greater in volume than for any other class of silk, and crepe de chine ranks with taffeta in popularity with the average trade to such an extent that it would appear as though all lingerie, waists and frocks for Spring are to be made of this material if the supply is to be absorbed. The high colors will have the preference in georgette too, as well as in crepe de chine, and the former fabric will come out of its semi-obscurity for the purpose of forming effective trimmings to the more sombre note of the gowns and blouses themselves. "Georgette is the only satisfactory answer to the universal demand for something cool and serviceable for hot weather wear," remarked a silk importer to Dry Goods Review, "and whether it is decreed by fashion or not, it simply cannot be improved upon for supplying a dressy garment requiring a minimum of trouble in keeping it fresh."

### Crepes For Sports Wear

Fancy crepe weaves for sports wear are now offered for Summer selling, and these are featured in heavier weaves than in other years. An important shipment of French sports silks is due to arrive in Montreal shortly, in which many stunning checked effects will be offered. Krepe-Knit or Chinchilla-Knit, as it is more commonly known in Canada, is assured of a wide popularity for all manner of frocks on account of its extremely practical nature and durability. It could not have been expected that tricolette should survive another season of supreme leadership, and happily Chinchilla-Knit cloth comes just in time to form a satisfactory substitute. The colors in which it is offered are all leading shades in the Textile Color Association's list and include bobolink, verdigris, (which is the new name for jade) fuchsia, peacock, hollyhock, prunella, bon-fire, wall-flower and rubellite. Tile blue is said to be the most popular shade for next summer while the three candy shades, especially "fudge" and "taffy" brown will be close seconds.

Taffetas will be in demand in the usual shades, especially in navy, black and nigger brown, while for novelty purposes and for the quaint old-fashioned style of frocks, the new sprigged taffetas in "Raye" effect are considered very promising. The latter range are generally in white grounds striped in black with gay little nosegays liberally besprinkled over the striping.

### Silk Jerseys Now 56 Inches Wide

Silk jersey is again shown in white, navy and black only, in a 56 inch width, which is decidedly satisfactory for making sports skirts, etc. This new jersey has a ribbed back and is of British manufacture, greatly superior to any other line yet receved here.

### More Artificial Silk

There will be a greater amount of artificial silk than usual offered to the trade and these fabrics are always sure of a warm welcome on account of their striking appearance. Radium-glo, the latest development in British made artificial silks, features a shot effect which enhances still more the natural glossy surface of the material. Speaking to an authority on silk fabrics, a staff member of Dry Goods Review was informed that these artificial silks are no longer a thing of the future; they have arrived. "The worst thing about artificial silk," said this man, "is its name. It should be called constructed or synthetic fibre. There is more artificial silk than natural silk being produced today, and in ten years from now I think there will be 25 times as much artificial silk as natural silk produced. Take the knitting trades alone, they consume a great volume of this fibre, for about 90 per cent. of the knitted silk sweaters we see to-day are of artificial silk."

### An Interesting Novelty

There is a new synthetic silk on the market which has recently been brought out by a leading Scotch firm. It is claimed for this knitted fabric that, unlike artificial silk, it is made, not from wood fibre, but from a wool base; that it is practically as warm as wool, and that it will wash like linen without any shrinkage, retaining its silk like glossiness, after washing and ironing. The shades are guaranteed sunfast and washable. This new material comes in a number of different weights, constructions and patterns suitable for under

Continued on page 113

# Domestic Fabrics For Spring

## Mills Are Well Sold Up on Spring Materials—Knitted Tweed Will Be Very Popular—Many New Colors Are Introduced—Price Will Be Drawing Card—Homespuns Again Strong

TWO DOMESTIC made fabrics will be an outstanding feature of the dress goods trade in 1922, according to a prominent Ontario manufacturer interviewed this month by a staff member of Dry Goods Review. "We are completely sold up on homespuns and jersey cloths for next spring and are receiving enquiries from New York regarding both fabrics. Many of our new designs for next season are regarded as too extreme for the trade on this side of the border but the New York makers are eager for them. In this line-up of knitted fabrics we expect knitted tweed to be the most popular in all its different shades, showing a Donegal fleck just like the regulation imported material. But this knitted tweed will wear infinitely better, will never sag or stretch or wear smooth and will be ideal for business women and sports wear by anyone."

### Price

The price of these new fabrics is another great point in their favor. As the process of manufacture is infinitely cheaper than in woven goods, it follows that the knitted fabric will be the choice of the majority of women who desire a smart garment at a minimum of cost, furthermore, since it combines more warmth with less weight, it is the ideal cold weather fabric as well.

These knitted fabrics which are selling for immediate requirements have the faculty of tailoring to perfection and keeping in shape with little or no pressing. So steadily is the demand for knitted cloths in all weights increasing that this manufacturer predicts that they will be in universal demand within a few years, to the exclusion of all other materials for utility wear.

Knitted fabrics are manufactured in weights varying from seven to thirty ounces and are suitable for every type of outer garment from the afternoon frock to the heaviest wrap. The new jumper blouses are being developed in knitted fabrics also this season, and in consequence the same materials are being called for to make up separate skirts.

An enormous range of mixtures is shown in these fabrics, reproducing practically every known style of tweed finish in a manner scarcely distinguishable from the original.

### Home Spuns Again to the Fore

Next to knitted fabrics in popularity rank the new homespuns shown in both plain and colors and innumerable dainty stripes and plaids. Very pretty effects are achieved in dark grounds upon which double over-checks are imposed in a bright contrast, such as combinations of rose, brown, blue and grey on grey grounds. Opinion is divided as to whether the bold stripings or the plain soft colors will be most fashionable next summer for skirts, dresses and suits, but possibly the prediction that Canadian women will continue to adopt the quieter, inconspicuous solid shades while Americans will prefer the stripes and checks, will hold good.

### Two New Blues

The line-up of solid colors in these light weight home spuns includes the following: mauve, tangerine, rose, sand, slag, gunmetal myrtle green, Westminster purple, and two new blues known as Byng and Madeleine, of which the former is a duplication of the widely known Harding blue, rechristened in honor of Canada's leading lady. The latter is a soft greenish-blue tone, somewhat like the color known as Myng or Chinese blue, last year. The two latter shades are promised a wide vogue for 1922.

### Duvetyns in New Colors

Duvetyns are still being called for both for immediate and future requirements and will continue to lead for dressy suits, wraps and frocks. Out of thirteen shades offered by a leading Canadian manufacturer whose products are widely known throughout America, nine are variations upon the neutral tints, ranging from the lightest tones down to the darkest brown. The new shades are named Goblin, clay, beaverpelt, olive, drab, pilgrim, bamboo, rabbit, madura, and mocha and in this order they describe very accurately the scale of tones from light to dark.

The remaining four new colors are all blue, two of which are quite vivid and two rather sombre. The bright tones are called Byng and mallard, while the darker ones are known as corsair and admiral, the last being a rich navy.

A leading Montreal wholesaler in speaking of the trend of dress fabrics for the coming season ventured the opinion that the sports development will remain uppermost and that colors will be strong and conspicuous. He believes this to be true of both knitted fabrics and homespuns, but predicts that white will also be in greater demand than for some time.

Another importer speaks of a vogue for mannish saxonies for costume cloths, with and without colored checks and stripes for spring and states that worsteds are being bought sparingly although garberdines still continue to command considerable interest with many buyers. Ordinary cheviot tweeds are out of favor for spring suits owing to the marked demand for jerseys.



*"LINGETTE"*

*Because of its possibilities for lingerie purposes, this is the name given to the cloth illustrated here. It is made in three patterns—a wide stripe, a plain ground and a narrow stripe. The lustre is permanent even after washing and the goods are 36 inches wide. There are twelve shades in the color range.*
—SHOWN BY FRED. BUTTERFIELD & COMPANY, INC., NEW YORK.

### OPENING DIRECT SELLING BRANCHES

Hawthorn Mills, Carleton Place, Ont., are opening up direct territorial selling branches all over Canada instead of agencies as formerly. When at all possible, there will be showrooms in connection, where the trade can see model garments made of the fabrics which the mill sells. In this way, merchants will be able to obtain a better idea of the styles into which the Hawthorn Mills materials may be made.

F. W. Miller is in charge of these various branches and H. R. Henderson is manager of the Ontario district sales branch, which has just been opened in the McKinnon Bldg, Toronto.

# Swiss Silk Goods in Canada

## Silks Constitute Great Bulk of Her Export Trade to Canada—Prices Steadily Increased From 1913 to 1920—Prices Dropped 21.2 Per Cent. During First Six Months of 1921 as Compared With Corresponding Months of 1920

AS SWISS SILKS are an important factor to Canadian trade, it will be of interest to the readers of Dry Goods Review to study the following article on the question of Swiss silks in Canada. This article was written for Dry Goods Review by the Swiss Consul General, Carl P. Huebscher, of Montreal.

It would mean carrying coal to Newcastle should I attempt to give Canadian importers of the dry goods branch, information about their silk trade with Switzerland, as a great number of them have been in continual touch with the Swiss manufacturers since some thirty years.

The main bulk of Swiss export to Canada has indeed always consisted of silk goods, as the following figures from Swiss statistics will show: (Swiss Frs. 5.19=$1.00).

| | Swiss Silk Goods Exported to Canada (Ribbons and Silk in pieces only) | Total Swiss Exports to Canada |
|---|---|---|
| 1910 | 9,97 million Swiss Frs. | 21,83 million Swiss Frs. |
| 1911 | 7,69 million Swiss Frs. | 24,48 million Swiss Frs. |
| 1912 | 15,19 million Swiss Frs. | 31,77 million Swiss Frs. |
| 1913 | 16,63 million Swiss Frs. | 30,96 million Swiss Frs. |
| 1919 | 20,38 million Swiss Frs. | 30,45 million Swiss Frs. |
| 1920 | 62,92 million Swiss Frs. | 90,19 million Swiss Frs. |

It appears from a comparison of the above figures with the quantities of the silk goods exported to Canada that the prices have steadily increased from 1913 to 1920, and it is interesting to see, for instance, that the 3059 quintaux of silks (1 quintal = 100 kgs; 1 kg. = 2.2 lbs.) exported to Canada in 1913 had a value of about 13 million francs, while the only slightly greater quantity of the same goods exported in 1920, namely, 3440 quintaux, had a value of more than 50 million francs. This explains the considerable increase of the Swiss exports to Canada.

The year 1920 began, as far as the silk trade between Switzerland and Canada is concerned, with sudden price adjustments and it needed great effort on both sides to come to understandings. Losses, which were frequent, caused a number of smaller Canadian silk importers to stop payments. However, readjustments took place; Canadian buyers were seen in Zurich and Basle as before, and if the trade is slow it is partly because the labor conditions in Switzerland as in other European countries, did not permit such wage reductions as had been adopted in Canada.

So far the statistics for the first half year 1921, only, are available. They give, however, very interesting information regarding the silk trade if they are compared with the data for the first half year 1920. Thus, were exported from Switzerland to Canada:

| | First ½ Year 1920 Quantity in quintaux | First ½ Year 1920 Value Francs | First ½ Year 1921 Quantity in quintaux | First ½ Year 1921 Value Francs |
|---|---|---|---|---|
| Silk in pieces ..... | 2,239 | 31,766,697 | 1,130 | 12,613,000 |
| Silk ribbons .... .... | 345 | 6,446,317 | 105 | 1,972,000 |
| Total .... .... ..... | 2,584 | 38,213,014 | 1,235 | 14,585,000 |

This shows that the exports from Switzerland to Canada have greatly decreased.

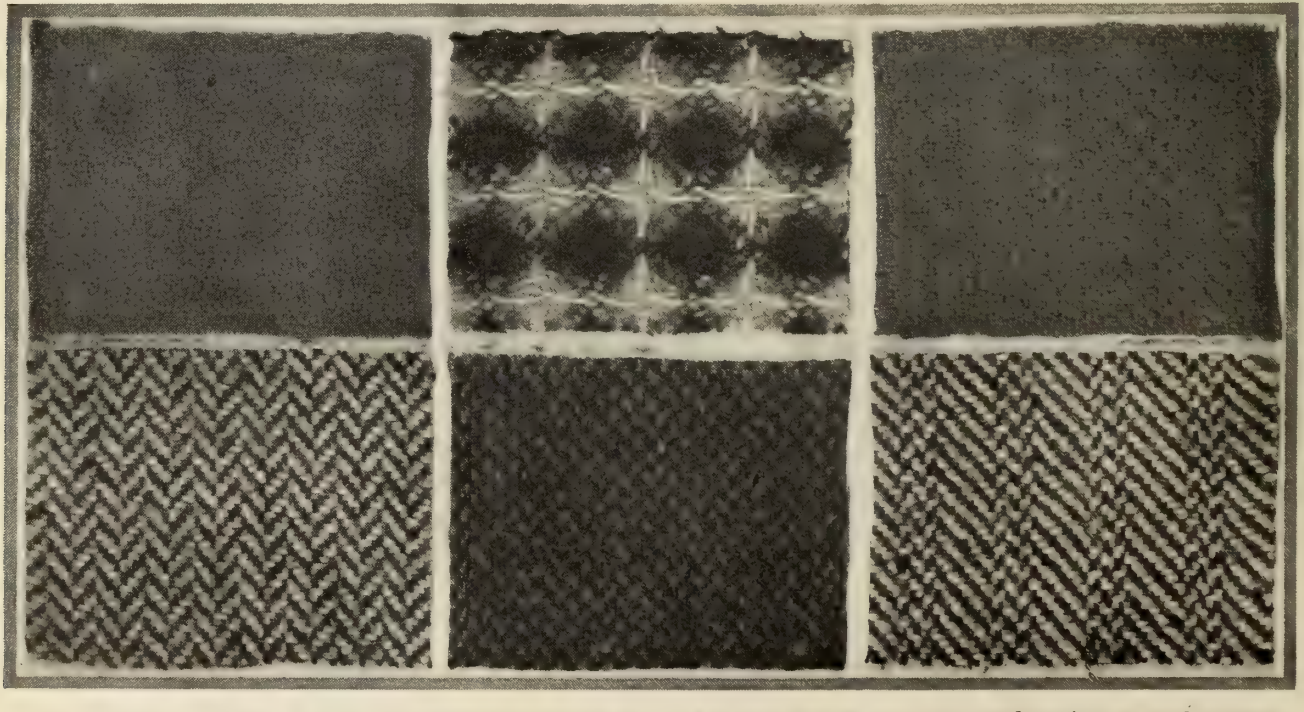
We also find that the value of one quintal of silk in pieces was:

For the first half year 1920—14,187 Francs, while
For the first half year 1921—11,162 Francs only.

Or, in other words, the prices of silk in pieces imported from Switzerland into Canada have dropped 21.2%.

A similar calculation for the prices of silk ribbons gives the astonishing result that the price of one quintal for the first half year, 1920, was 18,733 Francs, and for the first half year, 1921, was 18,780 Francs, i.e., the prices of silk ribbons imported from Switzerland into Canada have not undergone any change since 1920.

CARL P. HUEBSCHER, L.L.D.,
Swiss Consul General.



*Fine wool tweed cloths in the six patterns illustrated her . There are twenty-one color combinations in each pattern and these are warranted fast. Shown by Kenwood Mills, Limited, Arnprior, Ont.*

# Revival of Dressmaking in Spring and Summer Promises a Record-breaking Wash-goods Season

## Montreal Houses Say Demand is For Vivid Colors in Tub Fabrics —Organdy Likely to Take the Lead—Many New Designs in Voiles—Printed Batiste is Strong in New York—Demand for Ginghams Likely to Create Shortage

WASH fabrics are occupying a very large space in the wholesale houses this month and buyers state that business is decidedly good in this line with orders coming in as fast as others are shipped out. Both staple and fancy lines are attracting widespread attention as it is predicted that the Spring and Summer of 1922 are going to witness one of the biggest revivals of dressmaking that has been experienced in many years. Department stores are planning to inaugurate home sewing campaigns just as soon as the usual sales and Winter rush is done, and it will not be their fault if every woman does not make up her mind to purchase a few yards of gayly checked gingham or dotted Swiss and contrive for herself a dainty Summer dress.

According to a leading Montreal wholesale firm the greatest demand is for vivid colors in tub fabrics, and they enumerate the wanted shades in this sequence: cinnamon, shrimp, maise, French pink, tomato, helio, seafoam green and all white. The last named, however, will rank possibly among the most popular tone in all classes of fabrics and several buyers have commented on the fact that it looks like a "white Summer."

### Organdy Retains Its Prestige

The queen of fabrics is undoubtedly organdy, especially in the Swiss permanent finish which is now obtainable at prices greatly reduced from last year's quotations. The hand embroidered organdies are particularly lovely, since they feature a very varied assortment of dots, both small and large, as well as dainty little figures, and these may be obtained in contrasting colors or in white on different shades including all those above mentioned. It is impossible to obtain the same effect in finish in American made organdys and the Swiss are still supreme in the manufacture of this lovely Summer fabric, which is unequalled for all purposes.

Dotted Swiss will show a decidedly increased range of patterns and one Montreal wholesale house is showing no fewer than nine different sizes of dotted effects, not only in the usual white dot but also in black and colors woven on grounds of contrasting tone. A big demand is anticipated for the flocked dot tub fabric of either muslin or voile which imitates the woven dot so closely that it can scarcely be detected even by close examination. Navy blue muslins are especially smart when flecked in white pin dots and should go far in supplying the perennial demand for hot weather fabrics that will not soil too quickly, at a low price.



*SAMPLES OF UNUSUAL SPRING FABRICS*

*Fancy Raye or striped chiffon taffetas shown for Spring and Summer by Mark Fisher Sons and Co., of Montreal. This silk has a black stripe with which is combined a formal nosegay motif in a variety of colors, chiefly rose and blue. This novel silk will be largely used for frocks, millinery and fancy work on account of its suitability for reproducing the modes of olden time which are being so widely revived.*

### New Designs In 1922 Voiles

Voiles show a complete transformation in the matter of designs. The vogue for floral patterns seems to have diminished in a rather remarkable manner and instead are to be found small neat geometrical figures, plaid effects closely resembling ginghams and the ever dainty flocked designs which this year imitate chenille or wool, so fluffy and raised is the pattern. Group designs appear to lead in popularity and small clusters of dots are grouped in squares, ovals and large all-over patterns, to resemble beading and stitchery in white and colors. The gingham patterns are the newest and smartest of the collection, particularly those in lattice checks and over-checks with a ratine finish.

Crepette and ginghamette are two very new wash fabrics for lingerie and sheer frocks especially designed for children's wear, which come in pastel shades and white and feature shadowy checks in self color. Cross barred muslin is another leader in this class of materials and shows a novel treatment of Swiss embroidery in blue, pink or black.

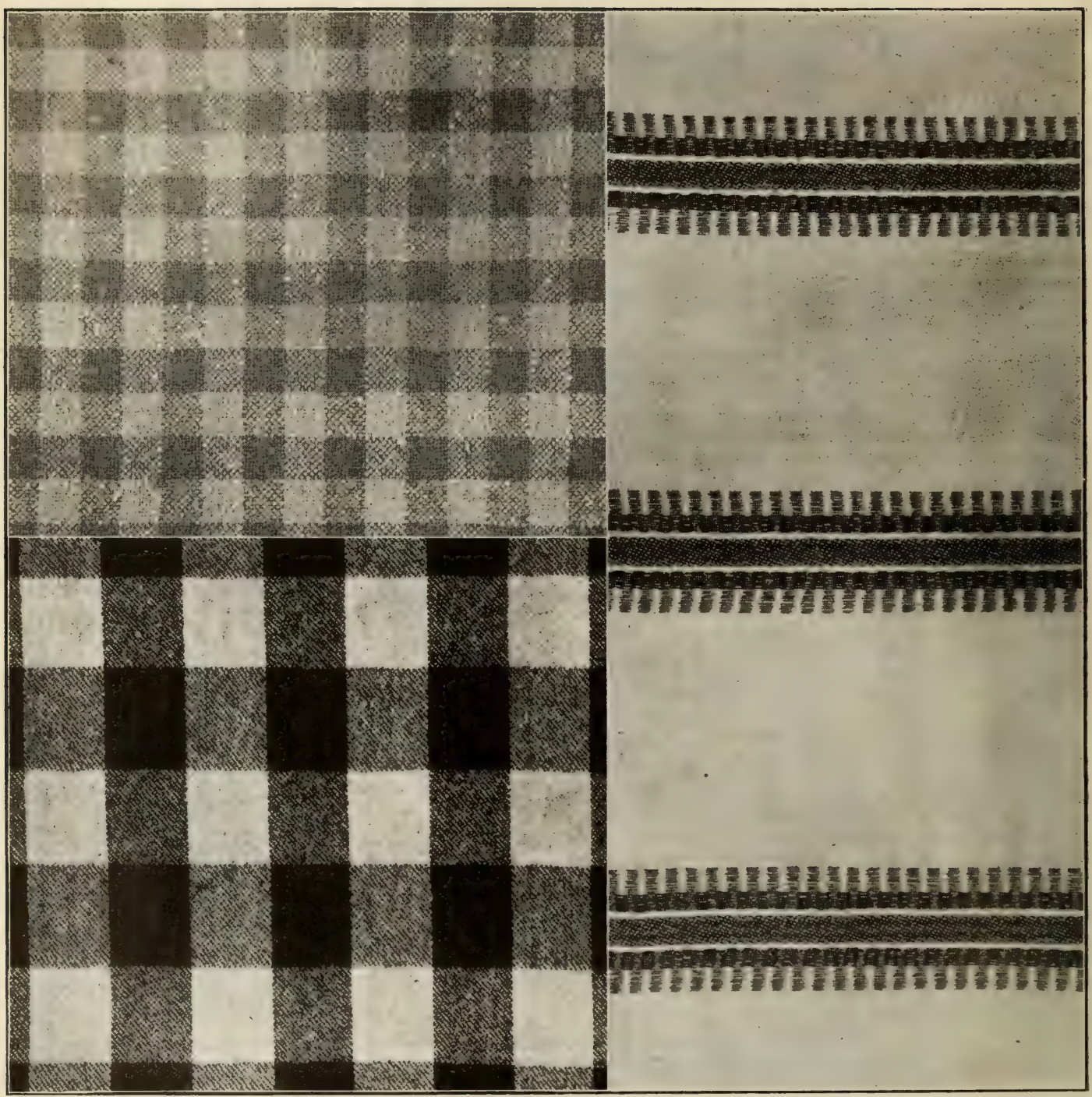
### New York Demands Batiste

Printed batistes are predicted to be slated for one of the biggest seasons in years, as New York has set its seal of approval upon the dotted and checked designs as especially appropriate for Summer 1922. Having a crisp organdy finish and coming in bright colors, these batistes will make delightful little frocks for almost any occasion. One line of Joffre blue, checked in white, has a dot in the centre of each check, providing a most unusual effect when seen at a distance.

There is a good demand for sprigged dimities in pastel shades for the making of kiddies' party dresses, and for negligees and lingerie. The new rose bud patterns developed in palest yellow, shell pink and baby blue are exquisite and quite irrestible to feminine eyes.

The fad for sleeveless frocks is said to be by no means dead yet and the coming Spring materials are providing ample scope to feature new ways of developing these useful and smart little costumes. Ramie cloth and beach cloth will be used in this way, while ratine is back on the market in unusual and arresting color effects. Bright colors

Continued on page 112



*There is no doubt that tweeds are showing splendid promise for Spring and Summer. Suits, skirts, dresses and sporting togs will be either homespun or tweed. Both stripes and checks are good though there will probably be more of the latter. The striped pattern illustrated here is in blue and white, the check on the lower left is fawn and navy and the one on the lower right is black and white.*—SHOWN BY DAVID W. ROSS, TORONTO.

### RETIRING R. M. A.

Continued from page 62

expressed the opinion that this should be borne by the government as such inspection was in the interests of the people. Postage rates on mail order catalogues was also taken up and it was suggested that the government investigate the subject to ascertain the cost to the country of this service which enabled the distribution of merchandise under such circumstances as gave little opportunity for competition by retailers. In giving an argument for branch associations, Mr. Watters stated that the Eastern Ontario and Ottawa District Ass'n had increased its membership to 442 this year and had a surplus of $927 on hand.

#### Thursday's Session

The feature of the convention on Thursday was the presentation to the retiring president, B. W. Ziemann, Preston. D. R. Clark, treasurer of the Ontario association and an active worker in the Toronto grocers' section, in making the presentation of a handsome club bag, referred to the great interest that Mr. Ziemann had taken in the work of the association. He had been untiring always in his activities on behalf of retailers. His abilities of leadership, and his advice had always been at the service of the organization. For the past twenty years he had given a great deal of his time to the work, and it was pleasing to know that with his retirement from the office of president, he was not ceasing to be as interested in the work. It was fitting that his services should be appreciated in some tangible form and it was with a real sense of appreciation of what Mr. Ziemann had done, that he made the presentation.

The retiring president in expressing his gratitude, declared that he had always tried to serve the best interests of the retail merchants of Ontario and the Dominion. He had enjoyed the work, and he had formed friendships that would endure as long as he lived. He had always had the co-operation of his fellow officers, and while at times, the work represented a thankless job, there were compensating features. He would ever be ready to serve, even though not as president, the interests of the Retailers' Association.

# 200 Eastern Ontario Retailers Meet in Convention in Kingston

## Large Delegation of Merchants Attend From Ottawa—Retailers Want to Confer With Manufacturers in Fixing Resale Price—Banquet in the Evening

KINGSTON, Jan. 17.—(Special)—With upwards of two hundred delegates in attendance, the fourth annual convention of the Retail Merchants' Association of Eastern Ontario opened in the Y.M.C.A. hall this afternoon at 4 o'clock. President Henry Watters, Ottawa, presided. The Ottawa delegation was the largest from any single city, a party of forty merchants coming from there. Mr. Watters was accompanied by the officers and executive, including R. Craig, Brockville, second vice-president; T. W. Collins, Ottawa, treasurer; Alexander Phillips, Ottawa, auditor; J. C. Campbell, Ottawa, secy.; Mr. Beale, organizer; E. A. Stephens, president and G. G. Crabtree secy., of the Ottawa Branch. B. W. Ziemann, past president, W. C. Miller, provincial secretary, Toronto, Norman S. Jones, Hamilton, Clarence A. J. Miller, Ottawa, were also in attendance. Addresses of welcome were given by Mayor S. S. Corbett on behalf of the city of Kingston, and W. Y. Mills on behalf of the Kingston branch. President Watters replied on behalf of the officers and thanked the Mayor and President Mills of the local branch for the warmth of the greeting which was fully reciprocated by all.

#### Resolutions Passed

During the afternoon session, two resolutions were passed. One resolution asked the Provincial Legislature to pass an act giving an interpretation to define all trade sections. The other resolution asked that the Board be given power to confer with all manufacturers who fix the retail selling prices of standard goods.

#### Banquet in the Evening

Tonight's banquet tendered the delegates by the local retail merchants was marked by an eloquent appeal from Major-General MacDonnell, commandant of the Royal Military College, for a United Canada. Over one hundred business men sat down to the Banquet. W. Y. Mills, president of the local branch of the Retail Merchants' Association, presided, and the speakers included Major-General MacDonnell, who proposed the toast to "Canada" and which was responded to by Brigadier-General A. E. Ross. President Watters gave an excellent address on the principles of the Retail Merchants' Association, showing the enormous amount of work accomplished during the past two years. The toast to the visitors was proposed by R. J. Rogers, and responded to by B. W. Ziemann, W. C. Miller and Bryand White, Ottawa, and Major Corbett, Kingston. The business session will be continued on Wednesday.

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From Beer, one hears predictions of short paletot suits, made of wool crepe or popeline in gray and in beige.—From Women's Wear, N. Y.

### SKIRTINGS WILL BE STRONG

A Toronto manufacturer of skirtings declares that these will be as strong as ever in the Spring, with this difference—stripes will share honors with checks. Instead of 85 per cent. stripes and 15 per cent checks as it was last Fall, the proportion will be fifty or sixty per cent. checks and the remainder stripes. Black and white will be worn but there are rival colors in the field. Fawns and navys in combination are the favorites. There will be skirtings with fawn grounds and navy stripes or checks, and those with navy grounds and fawn stripes or checks. The white, in the black and white materials, will be a little more prominent than the black.

#### High-colored Homespuns

Already, women planning trips to the South, are causing quite a flurry in homespuns. They are choosing the very brightest shades in single colors and in combination. All the yellow, rose and blue tones are in demand. One wholesale house at least, is carrying bags to be worn with suits or gowns of this material. They are homespun, too, and are sold to the retailer, lined or unlined, as he prefers. Some of them are plain and others have floral or conventional designs after the fashion of those made by hand last season. The wholesale trade is already finding a good market in homespuns because of the publicity it gets through these handbags.

The sport and Summer suits this season, will be made up with contrasting materials. Sometimes the skirt will be plain and the coat striped or checked. Again these will be reversed. The more conservative models show a plain color for both skirt and coat with collar and cuffs of a small checked pattern. Whatever the choice, the chief note will be the high color. In fact, Miss Springtime will walk down the main streets of our towns in a glory of shades resembling a veritable rainbow.

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### SALESWOMEN OF WINNIPEG ORGANIZE

Organization of a Retail Saleswomen's association, claimed to be the first venture of its kind in Canada was effected at a meeting of Winnipeg saleswomen. A representative number of women, from the leading business houses in that city, were present, and heartily endorsed the objects of the association, and will co-operate to the fullest extent with the men in their educational work. Arrangements have been made to have J. T. Knox, of Cleveland, Ohio, deliver a course of short lectures in salesmanship and business efficiency in the science theatre of Manitoba university, on Jan. 31, and Feb. 1 and 2.

A directorate composed of the following officers was elected: Misses A. Parker, F. O'Grady, L. Livingstone, F. Miles, F. Smith, of the Hudson's Bay Company; Misses M. Smith, E. Wright, M. C. McElivee, I. Nichols, of J. Robinson & Co; Miss K. Bradshaw and Miss E. Garrick, of Holt Renfrew; Mrs. G. McIlveen and Miss L. Gunn, of Hollingsworth Limited.

# NOW READY

## New lines for the new season

by

SILKS LIMITED
RIBBONS LIMITED
NOVELTIES LIMITED
DRESS FABRICS LIMITED

Your mail orders given prompt attention. Salesmen are now on the road with our complete lines. Buyers while in the city are asked to call and see our splendid range of merchandise.

**MONTREAL** **TORONTO** **WINNIPEG**

*It's Winter by the calendar but Spring in our Showroom*

WE'VE assembled a most wonderful array of Kimonas and Lingerie for our Spring line—you really can't appreciate just how fine they are until you see them.

We've spent many thoughtful hours on the matter of materials, workmanship and attractiveness and what will, we are sure, interest you most—is the price.

Frenchmaide KIMONAS AND UNDERGARMENTS TRADE MARK

| | |
|---|---|
| Kimonas | Bloomers |
| Breakfast Gowns | Underskirts |
| Combing Jackets | Camisoles |
| Chemise | |
| Night Gowns | Boudoir Caps |

The Lingerie Company
Manufacturers
80-82 Wellington St., West
Toronto

*See us while in Toronto at the Textile Exhibition*



*This is the season of the year when* WHITE GOODS




*The ultimate choice of the PRUdent housewife*

are in the greatest demand. Housewives are now taking stock of their sheets and pillow cases, towels, counterpanes, underwear and other materials and are preparing for the annual renewals.

Take an inventory now of your needs—take a census of the white goods on your shelves. Then lay in a plentiful supply of "Prue Cottons" and display them on your counters and in your windows. They are the best—price for price, and therefore the cheapest—quality for quality.

*They are made in Canada by Canadians*

DOMINION TEXTILE COMPANY LIMITED

MONTREAL TORONTO WINNIPEG

64




## Greenshields Limited

# Woollen Department

We wish to announce to the trade that our Spring line of Woollens is now in stock for your inspection. Our range having been supplemented by the stock of Messrs. Gault Bros., Ltd., we are now in a position to deliver more promptly and satisfactorily than we have been for some time past.

The range consists of Fancy and Staple Suitings in Worsteds and Tweeds from the best British Manufacturers also a splendid range of Serges including "Belwarps."

We also carry a full line of newest fabrics in Ladies' Coatings, Skirtings and Sport Suitings.

"If you can't get it anywhere else you can get it here."

# GREENSHIELDS LIMITED

*"The Hub of the Dry Goods Trade in Canada."*

**17 Victoria Square** **Montreal**

**Sales Rooms from the Atlantic to the Pacific**

# Priestleys' DRESS GOODS

## SPRING 1922.

We are showing a large range of exclusive Novelty designs in Costume and Skirt Cloths including the following:—

| COLORS (All Wool) | BLACKS |
|---|---|
| SERGES | CREPE ROYAL |
| TRICOTINES | SAN TOY |
| GABARDINES | CASHMERES |
| JASMINE POIRET TWILLS | PERMETTE |
| SATIN DUCHESS | SILKWARP HENRIETTA |
| BROAD CLOTHS | CREPE DE CHINE |

The leading shades for SPRING are SAND — ROSE — TAUPE — ELEPHANT — REINDEER — KANGAROO — KING FISHER — PEKIN — TOBACCO — WINE — NAVY and BLACK.

GREENSHIELDS LIMITED MONTREAL

We have also a complete stock of FRENCH and BRITISH all wool Dress Goods in all colors in the following lines—Coating and Botany Serge, Poplins, Ottomans, Nun's Veilings, All Wool Cashmeres, Taffetas, Wool Crepes, Tunis Crepes, Habit Cloth, Tricotines, Gabardines, Striped and Plain Armures, Fancy Skirtings, Checks and Stripes.

# GREENSHIELDS LIMITED

*"The Hub of the Dry Goods Trade in Canada."*

17 Victoria Square Montreal

**Sales Rooms from the Atlantic to the Pacific**

# With a Great 1921 Record in Back of us~

EVERYBODY knows that doing business last year was like swimming against the tide.

And yet Fred Butterfield & Co., Inc., closed the year with the biggest volume of business in its history.

Think that over! What better evidence could there be of the desirability of "Butterfield Quality Fabrics?"



# Novelties Seen in Spring Trimmings

## Mother of Pearl Turns Out to Be Shell of Humble Snail—Calcimined Ostrich—Paris Novelties to be Introduced Later in Season —The Place for the Trimmings Indefinite—Trade Looks for Good Season

THERE is a decided note of novelty about the millinery trimmings which are being exploited by Montreal designers for early Spring millinery. During the course of several visits to the different show rooms Dry Goods Review was impressed with the fact, in this connection at least, "that things are not what they seem," to quote the well known poem. One suffers a considerable shock to discover that the delicately tinted bits of mother of pearl which are used in such profusion to form clusters of flowers or studded like beads here and there, are nothing more or less than the shell of the humble snail, but such we are assured is the case. Snail shells therefore may be seen upon some of the season's smartest hats and add not a little to their distinction, being sponsored by no less an authority than Lanvin of Paris.

But designers profess to believe that there never was such a spring for lavish use of flowers and fruit as the spring of 1922, and bring forth numberless charming creations which are nothing but bouquets ablaze with color.

Next to flowers in popularity we find fruits calling for attention, including grapes, cherries, gooseberries and currants, cleverly reproduced in either black or natural colors and arranged in the most realistic clusters imaginable. A very frequent trimming on some hats is one large blossom in a flame or rose shade with which is placed a cluster of one of these fruits in black or dark blue.

### "Calcimined" Ostrich for Spring

Going still further afield in the search for novelty in trimmings we find the designers using all sorts of feather novelties which are scarcely recognizable in their new form. Calcimined ostrich is well spoken of and is nothing more or less than "whitewash" applied to the quill of the ostrich, making a somewhat bizarre effect but none the less interesting. Many designers comment particularly on the so called "plastered" feathers which mean precisely the same thing. Pasted feathers arranged in flat effects and in bright colors are also good, while clipped ostrich pompoms are frequently used with glycerined ostrich in brim trimmings. Glycerined ostrich will be somewhat used alone but only in the new "twisted tail" arrangement that gives a stiff appearance when upright but when used in pairs in a side trimming gives the drooping effect. Curled quills are used for the tailored type of hat and another type of novelty pompom appears with the tips of the feathers radiating outwards instead of being



caught together in the centre as a stem. The tips are stripped to form points. Lacquered feathers are well liked too, especially in the red shades.

### Beads of All Sorts

Closely allied to the vogue for tiny shells as hat trimmings will be found beads of all sorts, which will be shown as spring advances. Wooden beads in particular are lavishly used in different sizes, in strings and entire cabochons, or singly upon brims or wherever a place can be found for them. There are white beads, jet, glass and steel varieties, long and fancy shaped beads, etc. Among the colors for beads, red and orange seem to be most favored.

Ribbons will be extensively used, either pleated into smart cocades or else tied in dashing bows. Double faced ribbons and corded varieties will lead in popularity. The treatment of very narrow ribbons is novel, as rosettes or flat flower effects are usually made and sewn on the hat by the edge only, so that the ribbon stands out free. Wide satin ribbons are cleverly used to drape matrons' turbans, lending a more graceful appearance to the hat than could be obtained by the use of fabric alone.

### What Paris is Using

As the season advances there will be introduced some of the novelties which Paris is sponsoring at present, such as tinfoil trimming or "etain," parrots in bright green or red, "match sticks" which are small spikes tipped with a bright bead, sealing wax flowers and opalescent motifs.

Among the more elaborate models noticed in preparation for the spring openings which will occur around the end of February was a hat of visca all-over of deep brown and metallic threads trimmed with silk piping and a ribbon card. Another was of checked visca braid made very soft and pliable as though made of fabric. Hair cloth appears quite frequently in models of different colors, such as one noticed of brown designed in the shape of a small turban with two ribbon loops crossed on the top.

### No Definite Position for Trim

None of the designers have yet agreed as to where the trimming definitely belongs on the spring hat. It is still too early to predict with sureness, but as Paris has decreed high trimmings and New York is partial to drooping effects, it may be safe to say that each type of hat will be a law to itself.

There is an ever increasing interest in sports hats, especially as an early season item. Braids introducing wool and straw, all wool braids and combinations of silk fabrics and braids are most prominent.

A great deal has been done with angora braid and angora hair braid will undoubtedly become more generally popular in the near future for sports hats.

### Trade is Confident of Successful Season

There is a feeling of confidence manifest throughout the millinery trade, confidence that the advancing spring season will find business conditions as close to normal as they have desired them, confidence that is based upon the first facts obtainable relative to the spring demand. While this feeling has by no means led the manufacturers and importers of millinery to indulge in the reckless expenditures of war time prosperity, it has nevertheless called them to work harder than ever in their preparations for the advancing season, in the sincere belief that values will find a ready market. Reluctance on the part of the retailer to place orders in the quantities that are asked by over anxious salesmen is no longer characterized in the wholesale trade as a "buyers' strike" but the new attitude is rather that any reluctance in ordering is a sign that the customer is a sane and conservative buyer and one who is probably in a better financial position than others who place more generously.

Sane but not too conservative buying policies are admirable assets to the millinery buyer this season.

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### STARTS EDUCATIONAL COURSE

Manchester, Robertson, Allison, Ltd. of St. John, N. B. have recently inaugurated an educational course for all its employes which will cover a period of one year and give a more thorough knowledge of salesmanship. The course has been inaugurated as tending towards better service for the customer and greater interest and appreciation on the part of the employe. In its initial stages it has been very well received and very successful.

# Fabric Combinations for Easter

## Extreme Diversity of Styles Characterizes Spring Millinery—Shapes, Fabrics and Colors Give Promise of Gradual Changes—Horse Hair Lavishly Used—Blocked Shapes Quiet

The year's at the spring,
The spring's at the morn,
The morning's at seven,
The hilltop's dew-pearled;
The lark's on the wing,
The snail's on the thorn,
God's in his heaven,
All's right with the world.

Browning.

---

WITH the dates for the wholesale millinery openings in Montreal still unsettled, there is little really definite information as to what will be worn when once the Spring season opens. However, there is plenty of news to be gathered in the different workrooms where nimble fingers are now busily employed in making up the samples for the Easter trade.

Interviews with leading millinery designers bring out the fact that hats in fabric combinations or fancy braids will predominate this season. But apart from that no one knows what will be worn because there is something new being introduced every week in New York and the consumer is adopting the attitude of buying simply what she likes, not what is shown in great quantity, which attitude is creating a difficult situation for buyer and designer alike. The average woman today walks into a millinery department and asks, "What have you new today?" and if she calls a week later she repeats the same question. It is all a question of having something for everyone and not too much of anything.

Individuality therefore may be taken as the keynote of the Spring season as local millinery designers see it and they point to the lack of uniformity in styles to corroborate this fact. However, while turbans and toques will lead as always, a feeling is expressed that shapes will be a trifle more unusual, especially regarding the direction and angle which the brims take. At the present moment the demand is new for "off the face" shapes but the new styles coming in each week from New York show cloche and poke outlines fairly frequently. The crowns in all cases are soft and supple, with either sectional construction or a coronet effect. A few new shapes are entirely brimless and allow a good opportunity for featuring flower appliqués of which many little hats are entirely constructed.

To return to the fabric of the hat itself, there will be something for every taste and every costume from present



*"CANNA"*

*Is the new color which is used effectively on this smart black satin model yith turned up brim. The scrolls of ribbon are an unusual trimming, the color note being merely suggested by the interweaving of Canna hued threads with black. The crown is quite soft. Hat from Debenham's (Canada) Ltd., Montreal.*

indications. Throughout the rest of February and early March satin hats will of course hold sway, particularly in the heavy ciré satins, shoe satins, and baronet cirés developed in black and the wood shades. Failles are also employed to a considerable extent. With the advent of April, and Easter which falls upon the 16th, just at the right time to introduce millinery of a real Spring-like character, the novelty braids will be seen in profusion.

The great demand is for novelties of all sorts, particularly for the new hair cloth or horse-hair in black and in a high glossy finish. Cellophane allovers in a finely woven effect, novelty mixtures of wool and silk, silk metalassé, Gros de Londres, allover Visca and embroidered Cantons are all expected to be popular. Then there are two new silk fabrics which will be lavishly used in combination with fancy braids. These are pebbled satin and créponge. The former is a heavy satin with a pebbled surface and a ciré finish, and the latter is a knitted silk with a ratine surface one side and a smooth back. Used with these new allovers will be found visca and straw braids, cellophane satin braids and wool mixtures. Very often the crowns are made of the braids while the brims are covered in the fancy allover. When this is the case the crowns are frequently cleverly devised to imitate draped effects gathered into each side, or else the braids are interwoven in such a way as to combine several tones or color effects.

Mohair is spoken of as a certainty for early summer wear and it is extensively employed now to veil flower brims on small hats which might appear too summery otherwise. The transparent effects are more truly summer-like in character than are fabric hats and it is not expected that they will suffer the same eclipse which overtook them last Summer.

So far not a word is being said about blocked shapes although the usual number of sailor hats will be featured in early Spring. Rough straws will predominate with smart tailored bows, but for the most part designers are maintaining a discreet silence upon the subject of entirely blocked hats.

The colors for Spring are quite charming and will reflect a desire to get away from too much use of black for a few months at least. Brown is spoken of in the lighter wood shades on account of the number of costumes in heather mixtures or deer shades that are being worn; periwinkle blue is another very lovely shade universally becoming to blue-eyed people, whether fair or dark, as it is not pronounced but rather faintly toned down with a touch of grey. Canna, pumpkin, bonfire, beige and poppy red run the gauntlet of warm shades and it is said that there will be a call for grey later on.

Owing to the lavish use of flowers to form entire brims on Spring hats the contrasting fabric used in the costruction of the hat proper will of course be subdued in tone to show up in better effect. Small hat flower petals are likewise used singly applied in overlapping effect and centred by beads, to form a multicolored brim facing.

In the general enthusiasm over colorful effects in millinery, it must not be forgotten that the all black hat has a distinct place in every wardrobe and not only for matrons but for the young girl as well. Among the latter styles for older women are shown exceptionally striking models of black hair cloth in a high draped effect in combination with Canton crepe and trimmed with fruit in shaded effects. Grapes will be frequently seen in conjunction with toques of haircloth in matrons' hats.

# First Showings Bring Business

## New York Behind in Deliveries to Canadian Houses —Report of First Showings Encouraging—Three Favorites in Ready To Wear—Late News of New York Hat Showings

MILLINERY buyers are very much enthused with what New York had shown them this spring. They say that their customers will have to buy just as they had to, when they saw the alluring models in the wholesale houses of the metropolis. The difficulty will be in getting the merchandise over at the usual time. New York is very much behind this year and, although some Toronto buyers have had their orders in for two or three weeks, many of the samples they require have not yet reached here.

Very few travelers have gone out but those who are on the road, are sending in very good reports. One salesman who has reached Edmonton with thirty-five of the first sample hats, has sent in orders for every one of these numbers. The manager of one house says, however, that he will require brisk business all this season to counteract the losses of the slack pre-Christmas period.

### Three Favorites in Ready-to-Wears

One Toronto manufacturer has brought over three hats which, he says will cover the requirements for the first spring hats. One is a five-end Milan in canna red, the straw stitched with white thread. This is done to give the two-toned effect which is being carried into all the smartest designs in millinery. When blue or black straw is used, the contrast effected with the white thread is even better.

The second model has a crown of crepe de chine with an off-the-face brim of mohair braid arranged to give the tubular effect which is the most used design in trimming this year. Mohair lends itself best to this shape because of its wiry nature and for that reason it is seen on almost every type of hat shown.

The third hat is a combination of taffeta and cellophane straw. The crown is of taffeta and the whole brim of iridescent black cellophane.

That staple hats in ready-to-wear are to be worn very considerably, is evident from the large numbers of orders coming for all the sailor and turban straws which have been shown. One manufacturer declares that there will be enough business to keep his house working all spring without stressing the novelty numbers which are coming out every week.

### New York is Talking Horse-hair

Next to flowers, the American wholesale houses are stressing horse-hair most of all. This resembles the old-fashioned material used on the furniture of a generation ago, except that it is very fine. No doubt much of the popularity which horse-hair is enjoying, is due to its shiny appearance, because anything which is iridescent or glazed will sell, whether it is straw, satin or silk.

Designers who have just returned from Paris, say that in tailored models, Frenchwomen prefer plain hats. They choose allover chapeaux of cellophane, cired materials or horsehair and they put nothing else on them. In New York this fad is considered a little severe, so milliners are placing ornaments on most of their creations.

Quite in keeping with the vogue for glistening and iridescent materials, is the popularity of the metal-edged ribbon. Wonderful little ribbons of all colors and widths have edges of gold-colored metal, which stand out in splendid contrast against the bright cired hats. These ribbons very often hang on the left side this season.

Irregular brims are growing in favor as the season advances, particularly with the hats which have no trimming. The yellows are probably the best colors just now but the next few weeks will find a call for canna, mahogany or terra, bonfire, tile blue, and perwinkle blue. The last color is expected to outdo all the other blues in summer millinery.

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# Merchant's Will Makes Large Gifts

## Late Thomas Ritchie Makes Many Generous Bequests—$40,000 To Nurses' Home

The late Thomas Ritchie, of Belleville, left an estate of $126,547.64, among the principal items being: life insurance, $7,665.48; stocks, $39,000; bonds, $21,268.12; residential property (Bridge and John Streets, Belleville), $10,000; and the store property at 46 and 47 west side of Front Street, valued at $40,000. The bonds included $10,000 in Victory bonds, $6,000 debenture bonds of Fort William, and $5,000 of the Canada Bread Co. His chief stock holdings included 50 preferred shares of the Ritchie Co. of $500 each, and 10 preferred shares of Canada Cement Co., $900.

To Mary Ritchie, his wife, are bequeathed the household goods and furniture. In addition she is given the rent of the store building and the income from investment of the life insurance. Forty thousand dollars is bequeathed to the Belleville Women's Christian Association, according to the will but it must be used in the erection of a nurses' home in connection with the hospital. After the death of his wife and after the sale of the store building shall have been made by the trustees, the will directs the trustees to pay the further sum of $20,000 to the Women's Christian Association for extending the uses of the hospital.

### Other Extensive Legacies

The $5,000 legacy to the Children's Aid is in trust, to be invested for income purposes in assisting in the procuring of suitable clothing for the wards of the Children's Aid upon their leaving the Shelter to go to foster homes. A second legacy of $10,000 to be invested by the Children's Aid Society, the income therefrom to be used to assist in the work of the Society. Other bequests include: Albert College, a legacy of $5,000 and $5,000 more after the death of Mrs. Ritchie and the disposal of the store property; C. M. Reid and the city of Belleville, $7,000 in trust, to invest, and use the income from such investment to assist in the expense of instructors for small children in the public playgrounds in East and West Belleville, the same as Mr. Ritchie had done for some little time. A further legacy to the city in this connection is $5,000. Miss Jessie Hay, nurse, receives $1,000; Joseph Baker, of St. Ola, Ont., $500 and fishing tackle, boats, guns, etc.; to each—Frank P. Thompson, James Henry Bryant, Hector Poste, James Buchanan, Samuel Maguire and Jane Bishop are left two common shares of the Ritchie Company on completion of three years' further association with the Ritchie Company. Fourteen employees of the company will receive a legacy of $100 each; these have been employed for the year prior to his death. The residue is divisible among the Women's Christian Association, Albert College, the Children's Aid Society, the city of Belleville, Muriel, Marjorie and Isabelle Gregg, grandnieces and niece of Mrs. Ritchie, and Miss Bessie Stewart.

### A SUGGESTION

**To the Editor of Dry Goods Review**

**Dear Sir:—**

**At this season of the year when most merchants are invoicing their stocks, we find many articles which are unsalable, because they are out of style or shop-worn. They are only an expense to keep insured and they take up valuable space.**

**My practice is to sort these out and send them to the Salvation Army or some provident association in the large cities where they can always be used for the alleviation of suffering among the poor.**

**Yours very truly,**

**A. L. Potter**
**Independence, Kansas**
**U. S. A.**

# Firm Omits Formal Opening

## The Arcade of Hamilton Dispensed With Its Formal Opening in Millinery And Secured Better Business—Getting Rid of the Idea of a Selected List of Customers—The Invitation—Tried It In Ready-To-Wear

SPRING and fall openings are two important functions in the life of the retail store. Great preparations at considerable cost are gone to to make this a successful as well as a profitable event in these two important seasons of the year. The store puts on its "best bib and tucker," so to speak, as an inducement to its friends to see the newest creations for milady in the millinery world. Elaborate displays are staged throughout the store, both interior and exterior. It costs a lot of money.

And then there are many stores that have an advance show for a selected list of patrons who might be expected to make early selections of the finest and most expensive hats of the whole show. They are on the "inner circle" of the store's friends; they have first choice and they take advantage of it, no doubt. But what of those who are not on the selected list? who do not come in on the first show?

### The Arcade, Hamilton.

These are questions which agitated the minds of the directors of The Arcade, Hamilton, Ontario. So they decided to try out a season without a formal showing, though they had no intention of allowing it to be thought that they did not have the best they could get in millinery for their customers. What they wanted to get rid of, if they could without harm to the store's business, was a good deal of expense at a time when it became necessary to cut down the overhead, to get rid of the idea in many people's minds that they had a favored list of customers whose requirements were more to them than the requirements of other people—and, at the same time, ge their usual business in fall hats, perhaps increase it.

### How it Was Done

According to J. P. Whelan, Merchandise Manager of The Arcade, the kind of opening they had in the fall of 1921 was the best they had ever had in that city. They did not call it an opening, for they wanted to get away from the idea of formalism connected with the usual spring and fall displays. They sent out a letter which had the addresses of their French and English offices on it inviting attendance at their millinery department. This letter was sent to their FULL MAILING LIST, not a selected list, and it was the fullest list they could get. They did not overlook any one. The letter follows:—

### Chapeau Francais.

If you would be always *distingué* in dress without being *ultra*, it is not necessary to consider above all things the style of one's hat?

And are there to-day any among *les élites* who do not prefer *les chapeaux francais* when they can be procured at prices which are not *extravagants?*

And *Madame, Mademoiselle,* what chapeaux so *chic* as those of Maria Guy, Leotine, Jenny, Schwalbe, Francis, Louison or Evelyn Varon?

Truly, with one of these creations you may possess *un charme francais.*

Late French models and novelties are now ready and you are cordially invited to visit our show room for a pre-opening inspection of this the largest assortment of Paris and New York hats ever shown in Hamilton. The hats will not be on public display. You will kindly ask to be shown these exclusive models.

*THE ARCADE LIMITED.*

### Did Same With Ready-to-Wear

Mr. Whelan stated to Dry Goods Review that the plan was highly successful and that they had done the best business in their millinery department as a result of this kind of an effort that they had ever done. He felt that it had accomplished its purpose in many respects and that it had rid their friends of any impression they might have had that there was a selected list of people who had the first chance at the very best creations they could gather from the millinery world for their customers.

The same plan was worked out in connection with their ready-to-wear department and with the same satisfactory results to them.

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### OGILVY'S CHRISTMAS PARTY

On December 29 a large party of employees of the Jas. A. Ogilvy's Limited, of Montreal, and their friends gathered on the furniture floor for their annual Christmas party. A very lively evening was planned with action every minute of the time. First of all there was a concert, with songs, etc., drawn from store talent and interspersed by many of the favorite community songs which were sung with great zest by the gathering. A well put on play by members of the staff, entitled, "Professor Lovebird's Matrimonial Agency," was one of the features of the evening. The drawing for presents and the bean guessing contest were very popular. Much merriment was introduced during the dances with paper hats and balloons. Light refreshments were served during the evening.

# Optimistic Note Is Sounded

## J. W. Bundy Reviews Conditions for Wholesale Dry Goods Section Board of Trade

Reviewing conditions in the Dry Goods trade during the year 1921, J. W. Bundy of Cockburn & Bundy Ltd., of Toronto, in reporting to the Wholesale Dry Goods section of the Board of Trade sounded an optimistic note for the year 1922. Two events of world interest were cited as indicators that better times were in store for Canadian business men—the Washington conference and the righting of the exchange rate between Canada and the United States. Mr. Bundy's report was as follows:—

"In reviewing generally wholesale dry goods trade for the past year, we cannot get away from the fact that, owing to world-wide conditions, it has been a year of commercial disturbance, a year of unusual anxiety and concern on the part of all branches of the trade.

The fact that throughout Canada over two thousand commercial failures have occurred speaks for itself.

The unprecedented drop in prices, fluctuations of exchange, failure of crops in the west, are largely responsible for the present depression.

The Department of Finance shows a decrease in Customs Revenue amounting to over $55,000,000 for nine months ending November 30th.

For the final months of the year, reports on the whole show expansion and greater activity in the manufacturing of textile products; cottons, silk and ribbons show an upward tendency.

The Maritime provinces report increases.

In Ontario, as in Quebec, there were local fluctuations with a net increase in employment.

At Toronto, employment in the textile industries, on the whole, was maintained at the September level.

Montreal textile factories indicate greater activity. On the whole the financial outlook looks brighter and a spirit of optimism prevails. Exchange rates show an improvement in the value of the pound sterling.

The important place that the Washington conference on the limitation of armaments occupies in restoring normal conditions is worthy of mention. Lessened expenditure on armaments, lessened taxation, and a general agreement between the powers will do much toward establishing confidence and credit."

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At a formal display of early summer hats to be made in New York shortly, one manufacturer is planning to use mannequins of hand-painted plaster of paris. These will be miniatures of the futuristic type.

### PARIS DEGREES RIOT

Continued from page 100

When feather trimmings are employed outside of the quills spoken of above, they usually take the form of heavy drenched ostrich or clipped pompoms. Some of the flat high colored ostrich tips are also seen.

**Little in All Straw**

Nearly all the French hats introduce fabrics along with straw. Only in straw braids do the Paris designers work with straw alone. They say that the soft hats appeal to women more than ever.

For sports wear there is the hat of masculine lines with stiff quills, narrow ribbon and there is the small shape fitting very close to the head. Most of the sports hats are worn well down over the eyes and are made supple and without ornament. The leading colors are used in this type as well as in the dress hats. In fact all the shades mentioned in the cable despatches are seen; cherry red, citron, wood tones, bright blues of royal cast and passot shades are among the most prominent.

**Novelty Trimmings**

There has been a sudden demand for the new feather trimming known as biot which is either Chinese goose or duck quills. These biot feathers are placed usually in front. They droop from the top of an allover turban, in a very effective way. There is a scarcity of these in the market at present which no one seems to be able to fill with feathers of American birds.

In London there is vogue for tinting and handpainting in headdress. One designer is making flowers of heavy silk, painted in oils by a special process, which renders them waterproof and durable. Wreaths of these flowers painted in shades of pink, green, orange, lemon and blue are combined. Painted cloth and gold and all kinds of metal cloth are used for this work.

Both Paris and London are favoring the new tricorne shape. Out of seven sample hats sent over by as many French designers five were on the tricorne order. Many of them are almost round with only the brim edge suggesting the tricorne, while others are distinctly pointed. This shape, Toronto milliners say, is particularly good when pendant ornaments or loose hanging ones are used for trimming.

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The earliest straw hat season on record has opened in Los Angeles. Women are buying flower trimmed straws originally designed for late March and April. This may mean, that, although the hats shown in the northern states and in Canada are usually combinations of straw and silk, the all-straw season may come here very quickly—probably by the middle of March.

# Early Spring Small Shapes

## Toronto Houses Are Expecting Big Season—Leading Shades Will Be Browns, Purples, Blacks And Some Bright Shades—Many Beautiful Trimmings To Be Shown.

BUYERS for millinery houses are about the busiest people in Toronto these days. Most of them have returned from their trips to New York and a few are back from Paris. They are looking for the biggest spring season this year that Toronto has ever known. Fall hats came in so early that milliners and their patrons are quite ready for spring modes and even in the small towns, women are beginning to ask for chapeaux with touches of straw.

Wholesale millinery houses say that the leading shades for the first two months this year will be: all the brown tones, the purples, black and a few of the bright shades, the most prominent of which will be silver, gold and the reds. With the March winds and the Easter suits, will come several grey shades, the blues, and black and white. There will be a note of color on all the hats for late spring. May and June will bring in the bright tones, the strongest of which will be, raspberry, orange, hyacinth blue and Chinese green. The all-black and the all-white will be worn as well.

**Small Shapes for a While**

For the Canadian trade, the small shapes will be favorites until early in April, most millinery importers believe. Draped toques and turbans which are high in front will have as their rivals the pokes, although of the two, the former will prevail. One manufacturer remarked to Dry Goods Review that the prevalence of the off-the-face hat in almost all styles was rather remarkable, since it has been a favorite so long. Soft-top crowns and the balloon crowns will be good.

Dress occasions will see the cavalier hats and hats with slashed brims. June weddings will favor Gainsborough and Romney hats in the large shapes.

**Trimmings and Materials Varied**

There is a difference of opinion as to what the leading materials will be but all of the Toronto wholesale houses are agreed on the following: visca straw, especially the all-over visca, is being shown for immediate business and it is a safe venture for the whole season. Every kind of satin has many devotees. The high-lustred satin in both the baronette and the plain material is perhaps seen most of all. Many materials are being cered this season, because of the demand for lustre. Baronette satin responds very readily to this cering process and is therefore used for the most part on the first models which have come in from New York. Allover jet is very good, crown and brim being covered with a fabric of these beads.

Georgette and Canton crepe is used in combination with visca or faille. Haircloth is declared by one wholesale house to be one of the best materials for the whole season.

**Beautiful Trimmings on the Market**

The novelty houses are making up some lovely ornaments to attract milliners this spring. It promises to be a year when almost every trimming that has been worn in other seasons, will make good. Prices too, are very favorable as millinery accessory firms believe that their profit will come mainly from turnover in the next five weeks. Ribbons in all widths and tones, especially the wide grosgrains and failles will be used. Novelty wings and quills are expected to return to the status they had several years ago. There will be an early run on flowers, even the January hats showing some lovely crowns of flowers. Both the large flowers and the tiniest ones are seen.

Later on in the season, manufacturers expect to use wheat, ferns and mosses in the natural tones. Ornamental veils are shown on the plain models, in fact many of the smartest hats depend on their veils only for their trimming.

Dress hats will have chin ribbons, chignon loops and streamers but these will not come in until later on. Some of these ribbons will have metal edges. One importer believes that glycerined ostrich will be as much favored as it ever was while the coque and biot feathers will be used also.

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### HODGSON & SUMNER MARK 65TH ANNIVERSARY

A dinner was recently given at the Montreal Club by the firm of Hodgson Sumner & Company of Montreal which was attended by the travelers, buyers, office staff, inside salesmen and the board of directors, numbering some 80 altogether. The event partook of the nature of an anniversary celebration, signalizing the firm's 65th birthday. After the delicious menu had been enjoyed, toasts were drunk to the King, and to the various departments which have cooperated so loyally during the past years to build up the present business. Musical selections were given during the evening by Messrs. W. C. Hodgson, James Callander, Elliott Jones and J. L. Desjardins.

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Buyers predict the "comeback" of the suit this season and a corresponding revival in the blouse business will come as well. Blouses are being given a prominent place in sales throughout the country and wide purchasing is necessary that stocks may be brought to normal.

# Spring Millinery

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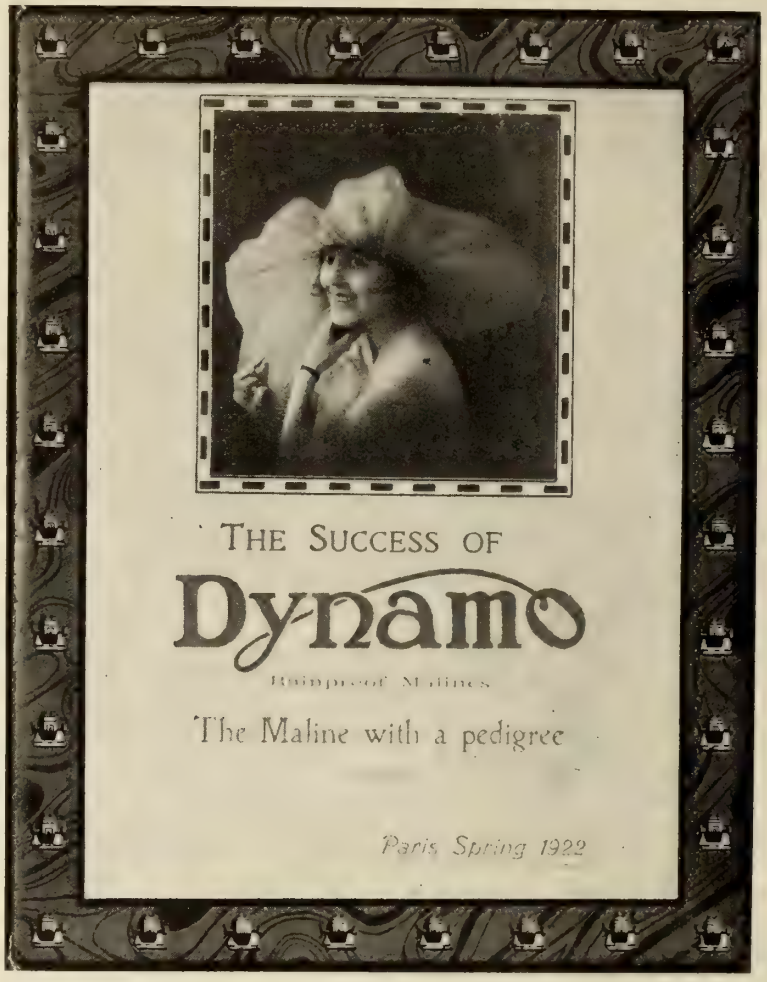
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# Our National Emblem-The Beaver

## Relationship of This Industrious Animal to the Fur Trade in Canada Both Past and Present—His Habits of Life and Steps Being Taken to Conserve Him—Increased Value of His Pelt

FURRIERS state that beaver skins are enjoying an unprecedented popularity this season for trimmings of all kinds, as well as for the entire coats, and the rumour that the available supply is so peculiarly a Canadian product, emblematic in the truest sense of the word of our national industry and resourcefulness, and constitutes a most admirable symbol to characterize our Dominion upon its official insignia. Although there are plenty of fur bearers infinitely more valuable than the beaver, there are few that are so closely bound up in the history of a nation, nor which have played so great a part in creating wealth for their exploiters. In the olden days, beaver skins passed as currency and every province can show records in which the exchange and barter of these pelts formed the principal part.

But apart from its commercial value in the industrial world and in the realm of fashion the beaver is exceptionally interesting to students of natural wild life. It is possessed of such remarkable intinct and constructive ability coupled with energy and boundless capacity for industry that naturalists have made it the subject of considerable study.

### Beavers Disappear from our Wilds

The Canadian Pacific Railway recently drew the attention of the people of Canada to the fact that our native beaver are rapidly becoming extinct and it issued considerable information relative to feasibility of domesticatng the beaver or rather cultivating the animal in its wild state under domestic restraint. Just about a year ago the first beaver ranch in eastern Canada was successfully established in Prince Edward Island from which pelts have been sold at prices approximating $50 apiece. A close season for trapping wild beaver has been proclaimed in Alberta by the provincial government in order to preserve the valuable little animals from extinction, and satisfactory results have thus early been obtained to this end. In Calgary, many colonies of beavers took up their abode in one of the most beautiful public parks of the city, which quickly showed evidence of the activities of this active animal. They became a distinct pest in the course of time, and application was granted to trap the animals and thus save the fine trees of the park from utter extinction.

### "Water Squirrels"

In investigating the habits and characteristics of Canadian beaver, one obtains interesting data relative to its natural haunts, its habits and peculiarities. For instance, beavers are defined as "big water squirrels." They belong to the order of gnawing animals, and are equipped with a pair of powerful incisors which are really tools with which it achieves feats of construction and destruction. This class of animal is herbivorous and is not in any sense a fighter but is rather instinctively peaceful.

Beavers are much larger animals than are commonly supposed, weighing from 35 to 60 pounds and measuring two or three feet in length exclusive of the flat spade shaped tail which may be ten inches or more in length. Its hind feet are webbed and its tail is rather scaly in appearance, being devoid of fur. The hind feet and the tail enable the beaver to swim and exist in water as easily as on land, and its front paws are almost human in their manner of lifting up sticks, moving logs, etc. The fur, of course is brown but it varies in shading from a creamy shade to a deep chocolate tone. The real beaver fur that is used upon coats and scarves is the under fur over which stiff brown "water hairs" grow that protect the more delicate pelt beneath.

### Their Habits

Beavers locate their habitats in streams along which birch or maple trees grow, for the bark of these trees is their favourite food, and when once they have selected their future home the building of the proverbial dam begins at once. The reason for the dam lies in the fact that the stream must be made deep enough to provide the beaver with winter quarters that are unfrozen at the bottom. So the beaver commences his dam in the autumn and expends infinite patience in gnawing down the trees which are to form part of their construction. Their method of felling trees is unique and effective. They gnaw deep parallel grooves around the trunk of the tree with their sharp front teeth, then they tear out the fragments that remain between the grooves, repeating this process until the tree falls over into the stream. Scientists have not quite decided whether or not the beaver actually guides the direction of the falling tree by his gnawing or whether trees growing by the waters edge do not incline naturally in that direction. However it is, the beaver generally manages to strip off the branches and gnaw the tree into short lengths which are then towed or floated out to the middle of the stream and weighted down with stones and mud. In those localities where beavers have been at work for years there are few trees left in the vicinity of the water's edge and so the little animals are obliged to go inland for their wood. If the beaver has a long distance to go he will try to construct a canal along which he can float his logs to save the exertion of hauling them. Even after the dam is finished, the beavers must continually repair and raise it as the water constantly trickling through quickly breaks it down if not closely watched.

### Where Beavers Live

In the summer months beavers live on the river bank in burrows but in winter they move into what is called a "lodge." This dwelling, which is constructed from branches, stones and mud contains two sections an upper and lower apartment. The lower one has two entrances into the water and is filled with the food supply for the winter, such as twigs and boughs. Above are the actual living quarters of the animals, raised slightly above the surface of the stream. The walls of these lodges are usually three feet thick and are covered with sods just before the water freezes over by these marvellous little animals.

Only one family of beavers occupies a lodge at one time, comprising the parent beavers and the young varying from two to five cubs. In the third year the older cubs are sent out to commence a home of their own, but when the colony gets overcrowded it is always the younger beavers who seek a new home elsewhere.

### Necessity for Conservation

It is high time that beavers were conserved and cultivated in Canada before they become well nigh extinct. Experts in wild life asserted that unless beaver farms are soon established beavers will become as extinct as the buffalo within 20 years. Formerly they were numerous all over this continent, but in the United States they are practically exterminated. The finest skins come from Labrador, Nova Scotia and Alberta.

In the old days beaver fur was extensively used for the making of men's silk hats, but today it figures largely in coats, neckpieces, muffs and trimmings for women's wear. It is estimated that altogether some 80,000 skins are trapped in North America and about 1000 are imported from Asia.

As an example of how the commercial value of the beaver skin has changed authority is given for the statement that fifty years ago the fur sold at $1. a pound whereas the price at the last auction held in Montreal was ranged between $7.25 and $35. a piece.

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The question of the affiliation of the International Fur Workers' Union with the International Fur Workers' Secretariat, a world federation of International Fur Workers' Unions, was discussed at Montreal and the Canadian board issued instructions to the general officers to investigate and report on the matter at the next meeting of the board, which takes place in June.

# Fresh Shipments of Persian Lamb

## Are Reaching Canada in Pre-War Quantities—Foxes in All Colors To Be Good For Spring, Say Toronto Furriers—Stone Marten To Be A Strong Second—Belief That Forming Of New Canadian Fur Auction Company Is Good Thing For Fur Business.

"WHAT WILL women wear this spring?" the busy fur manufacturer repeated the question asked by Dry Goods Review. "You tell me when spring begins this year, and I will answer you. Merchants are still ordering their winter furs, just as though it were October or early November. My factory has worked three nights a week since the middle of September. The retail stores will sell winter wraps and coats until late in February, this year." He then went on to say that the last few weeks have brought a remarkable change in the demand for fur coats. Previous to that, no matter how great the demand was for coon or muskrat, seal was wanted most of all. Now the call is for lamb. Enquiries and sales for this fur have totalled nearly as much as the others altogether. "There is no doubt," he states, "that this is the surest indication of what will be worn next year. We manufacturers would like to see a return of the black Persian lamb. Almost all of the women who will ever buy a fur coat, will have one by the end of the season, so something else must be pushed to take the place of seal. Moreover, the scarcity of the muskrat skins makes the vogue for the Hudson seal a real hardship for the manufacturer. Persian lamb is now being shipped over to this country as it was previous to the war and there is no reason that it should not be used again."

All the furriers are agreed that what-

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*A window on Yonge St., Toronto, which is attracting much attention these January days. The actual size of the window is only 10 x 4 but the screen at the back and sides and the snow on the floor makes it look like a large forest. The falling snow is cotton glued to the window. Display by the Princess Fur Co., Toronto.*

### FRESH SHIPMENTS

Continued from page 111

ever the spring will favor in chokers and scarves, there will at any rate be a large number of foxes. These will be in all colors, white, brown, Lucille, cinnamon blue and cross fox. The animal shape will prevail, fur being as a rule on both sides. Fox just had its beginning last spring—a beginning which augurs well for one of the best seasons this fur has ever had, for the first few months of this year and for next fall as well.

Stone marten is second to fox for this season. It is a fur which never becomes strong enough to outgrow feminine interest and for that reason is one of the best year-in and year-out sellers. Two Toronto manufacturers believe that it will have a run this year as never before. Canadian marten will not be far behind in the race for second place. Furriers in this country, say that it is gratifying to see our women learning to appreciate Canadian furs. Women of other countries have demanded them for years—in fact Canadian furs are asked for in Europe as Russian sable is bought here.

Mink and grey squirrel has by no means fallen below its usual standard of demand. These will be worn in both chokers and scarves.

A Toronto wholesale furrier informs Dry Goods Review that the forming of the new Canadian company to promote fur auction sales is one of the best forward movements that has taken place in years. There will now be no reason for turning over the huge sums that have been spent heretofore on exchange when buying at the American marts. It will also mean quicker delivery in most cases. Moreover, it seems fitting that Canada, which is one of the largest fur-bearing countries in the world, should have a market and a distributor for its products.

#### After-Christmas Sales Emphasize One Point

Furriers who look for a business in winter furs after the New Year has set in, declare that it is always better to emphasize values at such a time of year. The style end of it is, as a rule, only incidental.

Most women who delay buying their furs until January, do so because they want the best price they can get. These women have also the advantage of knowing the accepted fur and style of the season. Invariably, retailers declare, the stress is laid by such purchasers on the most staple and practical furs. There is a growing tendency on the part of the consumer, to patronize specialty fur shops in preference to fur departments in large stores, and there is a preference shown this year for stores of high-standing with a reputation for value-giving at sale events. Drastic measures were taken in December and are being continued into January by many stores, in a determined effort to reduce their stocks.

Taking into account the heavy supply of skins which have come into the world's fur markets, the Canadian Fur Auction Sales Co., in a report on the raw fur situation, maintans that more serious consideration must be given to the working out of the law of supply and demand. The present indications show that the Canadian crop will be quite extensive and as far as prices are governed purely from a basis of supply and demand retailers should give this problem serious consideration just now.

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### REVIVAL OF DRESSMAKING

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are especially wanted in these heavier fabrics.

Cotton crepes are being shown in a more artistic range than usual, in which the sweet pea design is decidedly the outstanding effect in patterns. The demand for American made crepes is steadily increasing as the quality has improved so greatly and is to be desired in preference to Japanese or other imported varieties. Lingerie crepes are also shown in new patterns such as birds, butterflies or figures.

A warning is issued that if sufficient ginghams are desired to last throughout the season, orders must be placed at once. The demand for all kinds of gingham is enormous, especially in the checked patterns, so that every available yard will probably be placed by the mills before long. Two toned shepherd's plaid checks and four toned composite checks are very big just at present, but there is also a constant call for qnarter to inch sizes and larger checks. British ginghams are very effective this year in these checked effects, but the plaids are also noticeable on account of their smaller, neater composition. The dark colors are probably the best sellers so far, and such combinations as navy blue and white, brown and white, green and white and red and white will be seen later on for street and house wear.

#### New Tub Fabrics from Paris

Although Canadian firms do not as a rule go in heavily for imported wash fabrics, yet those that do are always assured of the appreciation of really discriminating shoppers. The latest fashion with French dressmakers is called "Organdina" and this is said to be a fine cotton crepe which is admirably adapted for the making of wash frocks. All the French fabrics, whether of cotton or silk are featuring the "blistered" effect this season. This peculiar finish is known as the "Bulla" treatment and is not woven but applied to the finished goods. All the French wash goods incline to rather striking Oriental patterns, but the linen and the crash fabrics are simple and plain, depending upon clever manipulation to bring out their latent possibilities.

## Better Prices By February

**Canadian Fur Auction Sales Co., Looks for Improvement—Europe Heavy Consumer**

Taking cognizance of the heavy supply of skins which have come into the world's markets, the Canadian Fur Auction Sales Co., Ltd., in a report on the raw fur situation, maintains that more serious consideration must be given to the working of the law of supply and demand.

The company, however, declares that it looks for an improvement in market conditions and for better prices than those now prevailing before its mid-winter auctions beginning Feb. 13.

Consignments for the February sale, it is ascertained, are now being solicited by officials of the Canadian company, including Frank H. Pingree, the new general manager.

It is reliably reported that up to 50 per cent advance, based on the company's valuations, has been offered on consignments.

The company's market report follows:

"There has been but little change in the fur market during the past few weeks.

"At the opening of the season, buyers were over-enthusiastic and paid some exceptionally high prices, but the increasing volume of merchandise that came on the markets forced prices down to a more sound and justified basis. As we predicted, the catch in the States has been exceptionally heavy, and buyers throughout the trade have had some difficulty in financing the large quantities that have been offered in the various centers.

"The present indications are that the Canadian crop will be quite extensive, and buyers throughout the country are inclined to make their purchases as reasonable as possible. Europe will be large consumers of various kinds of fur, provided prices are kept within their means.

"Fur prices are governed purely from a basis of supply and demand, and where the catch is large—such as it is this year—this fact must be taken into consideration more seriously than ever.

"All indications point to better prices and conditions as the season progresses; consequently, we feel that the market at the time of our coming sale, Feb. 13, 1922, will be much improved."

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### OFFICERS ELECTED

The annual general meeting of the Montreal Wholesale Millinery Association was held recently at the committee room at the Board of Trade, with a large attendance.

Following are the officers elected for the ensuing year: President, J. W. Belisle; vice-president, E. J. Orkin; treasurer, S. H. Ivey, and directors, G. B. Beattie and B. M. Hallward.

### HARD WORK

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Many retail merchants in the writer's observance, have not as yet written off the loss caused by depreciation in prices and they are thus able to make a showing on paper, which does not exist in fact. In the terms of the vernacular, it is bad business policy "to kid oneself" and the careful man of business will write his stock down in his January inventory to just where it belongs, placing it on the market at a price which will show a reasonable profit on the replacement cost. It is only by facing the situation, as it exists, and marking goods at a price to interest the public that the springs of business will once again begin to flow. Manufacturers, wholesalers and most of the retailers have taken their losses and know where they stand. Those who have not, should do so at once.

#### Failures Among "Don'ts"

While on the subject of inventories, what proportion of the retail merchants take stock annually? Most of the really successful ones do. Most of those who fail, don't. In the writer's experience with The Canadian Credit Men's Association Limited, over a period of nine years, he has come in contact with hundreds of merchants who have failed. Very few of them indeed were in the habit of taking stock and preparing an annual balance sheet. Had they done so, the danger signals would have been apparent and steps would no doubt, in many cases, have been taken to avert disaster. Why go it blind when annual balance sheets and trading statements were made to see with?

With regard to balance sheets, how many merchants see fit to supply annually a copy of their statement to the Mercantile Agencies and The Canadian Credit Men's Association Limited? To do so is often as refreshing to your business as a good night's sleep is to you after a heavy Saturday. Many retailers feel insulted when asked for a statement. They feel more insulted when Credit men refuse to O.K. an order for shipment. Yet how is he to know; a "leap in the dark" is not a popular form of sport in these strenuous days. The merchant, whose position is sound, has nothing to fear from disclosing his standing to the organizations whom his suppliers look to for information and the merchant, who finds himself getting into difficulties, would do well to consult his chief suppliers before it is too late. After the trying times through which we have passed, it is no disgrace to require accommodation and this is much more readily granted, when complete information is volunteered. Legislation passed in 1920, coupled with close co-operation with creditors, has, during the period of depression, made it possible for many businesses when taken in time to be saved from liquidation, and will continue to be the means of saving many during 1922.

The future calls for hard work, close economy and the exercise of sound business judgment. With the exercise of these, a return to normal conditions is assured.

### MANY NEW CREPY WEAVES

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and outer apparel, including fancy designs appropriate for sports clothes.

#### Deliveries Later Than Usual

A peculiar feature of the Spring season is that deliveries are exceeptionally late from the mills and most importers state that they have not yet received their orders which were booked last August for delivery in November. This condition applies to both domestic and foreign silk shipments.

### FUR FARMS IN CANADA

The latest statistics available on the fur-farming industry in Canada show the distribution by provinces as follows:

| Province | Number of fur farms |
|---|---|
| Prince Edward Island | 309 |
| Nova Scotia | 55 |
| New Brunswick | 57 |
| Quebec | 80 |
| Ontario | 42 |
| Manitoba | 2 |
| Saskatchewan | 2 |
| Alberta | 15 |
| British Columbia | 11 |
| Yukon | 14 |
| Total | 587 |

The raising of wild fur-bearing animals for the sake of their pelts, has been carried on in this country for more than forty years but it is only within the last decade that it has become one of the established industries. The fox has proved the most suitable for domestication, although some success has been attained in the raising of mink, skunk and raccoon.

### DEATH OF MRS. FRASER

Mrs. Donald Fraser, wife of Donald D. Fraser, dry goods merchant of Stratford, Ont., died recently at her home. She leaves to mourn her loss, besides her husband, one daughter.

## THE MARKETS AT A GLANCE

Continued from page 59

anxious to do their Spring buying and it will mean a brisk trip for travellers when they once get out with their showings. Sailors, turbans and other staple lines of millinery are going very well to begin with; the veiling business has helped these lines along very nicely. Among the imported lines to be seen are some very striking models from Paris and New York.

#### Some Accessory Lines

Travellers are already on the road with ivory goods for Christmas 1922 but there is a noticeable tendency to give a less seasonal aspect to ivoryware and to promote its sale all the year round. A certain wholesale house in Toronto since Christmas has dropped prices from 20 to 40 per cent, the average being 30 per cent. Some very good business has already been received. Tortoise shell ware is being pushed with greater energy than formerly and it promises to be strong by Christmas. Handerchiefs are also being sold for Christmas this year; the Christmas just passed cleaned up stocks very well and a good demand is for immediate delivery. Some big retail sales of short gloves are in progress: the coming season promises a big demand for the long glove with a gauntlet.

Laces still continue very strong: the demand has been steady ever since fall. Prices from the wholesaler and manufacturer do not fluctuate. Embroideries have been rather slow. Manufacturers' agents here state that their mills are hungry for orders and that prices have dropped considerably since a year ago. They say that stocks are clean, however, with the manufacturer and that he is only working on a guaranteed business.

Advance showings of new leather goods in Toronto and Montreal have been very successful from the manufacturers' point of view. Lingerie manufacturers say that the season will be one of the best they have ever had and the Canadian manufacturers generally are showing some most creditable merchandise both from the standpoint of style and quality.

#### Ready-to-Wear

Travellers have not been out on the road very much since the turn of the year but where they have been they have received most encouraging businesss. They say that retail stocks are entirely cleaned up. Buying is careful but not stinted at all as indicating that retailers are looking for a slack season. They are ordering well.

# Conservative Styles in Knitted Goods Are Favored by Montreal Manufacturers

## Less Bizarre Designs in Sweaters Will be Shown—Tuxedo Will Still be Strong—Good Styles for Sports' Wear—Knitted Blouse-Coats Will be New Feature—Vogue for Knitted Bathing Suits Grows Each Month—The Knitted Cape for Beach Wear

NO HARD and fast rules regarding styles in knitted garments can be laid down this season, declares a prominent Montreal authority on knitted goods. It all depends upon the purpose for which the garments are to be worn. There are those who say that dark shades will be the vogue and there are others who predict that fashionable women will prefer fancier designs and novel weaves and are tired of navies and blacks. And so we have arrived at a season when it will be permissible to select a style for every occasion and a color appropriate to the same, irrespective of whether some fashion authority degrees brown or blue as the case may be.

Insofar as Montreal manufacturers are concerned however, it is said that they will confine their efforts to the less bizarre designs in sweaters and will put out only such models as are certain to appeal to the conservative tastes of the Canadian woman of the better class. Therefore, it is safe to predict that there will be more tuxedos of the strictly tailored sort shown than there will of the slip-over type, yet for young girls and children the latter kind of sweater is probably the most becoming and youthful sort of garment ever devised for the comfort of "sub-debs" and the younger generation in general.

### Pullover Styles Good for Sports Wear

To begin with the last named, we shall probably witness a great demand for Peter Pan sweaters complete with collar and cuffs of contrasting colors. One maker says that he has registered a distinct success with a black pullover model in the simplest stitch which has a turn down collar and muffs of white angora. This sweater is also made in navy and camel and is undeniably smart and useful. A very large number of mens' and boys' sweaters have been sold this winter to women for sports wear. These are of the heavy white slip-over type with large rolling collar and close fitting neck and are especially good for winter sports. On this account the trade expects that the open neck pullover will stand a good chance of popularity next summer for golfing, etc. A very fetching little model recently seen by Dry Goods Review was of Byng blue yarn in hip length with a kind of "breast-plate" effect made of looped strands of the same shade. Another was of camel shade with horizontal inch-wide stripes of jade. These are distinctly on the order of extreme novelties however, and cannot be worn by everyone.

### Tuxedo Still The Favorite

Tuxedo styles are like the famous river which "goes on for ever" since they reappear for next spring in new stitches and novel color combinations. No other style has yet been evolved which is so completely becoming to every woman, and it is safe to predict that 90 per cent. of the sweater business done by the stores of Canada will be on tuxedos both plain and fancy.

### Art Silk Coats for Summer

Expectations are that fibre-knit sweaters of art silk will carry the day especially in more solid and plain designs. The ultra extreme and over elaborate models shown last summer which were trimmed with long fringe, etc., were neither smart nor serviceable and the new styles will not resemble them in the least degree. Instead the makers are featuring regulation tuxedo coats in long lengths made in ribbed or striped effects in plain solid colors, mostly blacks and navies, which will be adopted by smart women to whom the plain style has always the greatest appeal.

### Silk and Wool Mixed is Effective

A mixture of silk and wool will be another important novelty, particularly attractive when it combines wool in one shade and a silk admixture in another. One such model is developed in a pretty heather mixture in browns, blues or fawn and features short sleeves with tuxedo collar and cuffs of brushed wool. There is a narrow string sash of wool, tipped with bushy tassels and the coat is bordered with narrow stripings of the predominating color of the wool. This silk and wool mixture is decidedly more dressy than the regulation all-wool variety and will fill a decided want in this direction. For the young girl who loves out-door sports the same manufacturer is showing a simple little pullover finished with a round monk's collar in white angora wool. This sweater comes in brown, navy and fawn with white contrast.

The straight tuxedo coat of Krepeknit or Chinchilla fabric is a new idea, that will probably be very successful when worn with a sports skirt of contrasting shade. This kind of coat is not worn for warmth but for style solely.

### Knitted Blouse-Coats

From New York have come some novel sports sweaters which will shortly be copied by Montreal makers. Their principal claim to originality is in the fact that though they are pullovers they stimulate blouse coats cut on roomy lines with the low waist line gathered into a wide band on the hips. They are cut with deep V necks and the sleeves are beautifully fitted and are mostly short in length. On several of the models there is an unusual applique of fibre silk in a vivid cold contrast, cut into deep points all round the waist. On practically all of these imported models there is a lavish use of silk and wool in combination so that it would appear as though this were to be the outstanding note in knitted goods for the spring and summer.

Another manufacturer states that he is receiving constant calls for sweaters developed entirely of brushed wool and that he cannot begin to fill these orders on time. The wanted styles are entirely of solid colors, principally in brown, fawn and blue with a tuxedo collar, cuffs and belt of a deeper shade. The same house registered considerable success with a line of knitted dresses which they showed this winter and they expect to do equally as well with a coat and skirt costume of wool, the skirt of which will be of white, stripped in black or colors, worn with a plain coat in a shade to match the striping. Striped blazers are another novelty shown for women and men, the color combinations being particularly striking although the stripes are quite narrow.

### Knitted Bathing Suits Again Lead

The doom of the knitted cape would appear to be sealed unless for beach wear or country use, but on the other hand the vogue for knitted bathing suits grows with every month. Anent the outlook for the coming season in the latter class of knitted goods, a prominent manufacturer expressed himself as being very optimistic.

"The unusually successful, although short season for 1921, showed how great was the consumer demand for the knitted bathing suit," he said. "And even though wholesalers and retailers are placing orders in larger quantities, I cannot foresee that there will be any surplus of goods. For years the knitted bathing suit has grown in popularity, due to many reasons, the most important of which are that the fabric was made better, so that it did not hang and sag and become shapeless, and also because knitted bathing-suit manufacturers con-

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# Operating Expenses of Department Stores in 1920 Show Average Net Profit 1.8% of Net Sales

## Bureau Of Business Research Of Harvard University Issues Statement Compiled From Information From Department Stores in United States And Canada—Total Expenses Were 25.9% of Net Sales—305 Stores Heard From.

DURING the past year the Bureau of Business Research of Harvard University has been collecting figures on operating expenses in department stores. This research was undertaken with the support and co-operation of the National Retail Dry Goods Association in order to obtain data that might aid in securing greater economy in store management. The results also provide first-hand information on this important business for use in teaching the Graduate School of Business Administration, of which the Bureau is a part.

Detailed profit and loss statements for the fiscal year 1920 were submitted to the Bureau by 305 department stores. Tabulations based on these reports show that the common figure for total expense in department stores in 1920 was 25.9% of net sales and the average net profit 1.8% of net sales.

The report recently sent by the Bureau to all firms which co-operated by submitting profit and loss statements is as follows:

Report of the Harvard Bureau of Business Research.

### Operating Expenses in Department Stores in 1920

Profit and loss statements for 1920 were received from 305 department stores, located in thirty-nine states, in Canada, and one in Hawaii, with aggregate sales amounting to $535,193,000. The net sales of the individual firms ranged from $71,000 to $29,000,000. The reports of 266 stores were in sufficient detail for reliable tabulation of the items of expense for which common figures are in Table 1. Inasmuch as 1920 was not a normal year, these figures are to be used only as a guide for comparison with the 1920 results in the individual store. Definitions of what is included in each item of expense are given in the Explanation of the Schedule for Department stores previously sent to co-operators and in the reports of the Standardization Committee of the Controllers' Congress. Total expense includes interest both on borrowed money and on the net investment in the business, and a rental charge for the store whether the buildings are owned or leased. The figure for Rentals includes insurance, taxes, repairs, and depreciation, paid in lieu of rent. The figure for Advertising is the expense incurred for advertising space and does not include Publicity salaries and the smaller items of Publicity expense. The Net Profit figure represents net profit on merchandise operations before adding Sundry Revenue (Net) and Interest and Rentals Earned, and before deducting Provision for Income and Excess Profits Taxes.

Of the 266 statements used in compiling Table 1, 110 gave a detailed distribution of salaries and wages. For these 110 stores, common figures for the subdivisions of salaries and wages are shown in Table II.

**Table 1**

**Operating Expenses in Department Stores in 1920—266 Stores**
Net Sales=100%

| | |
|---|---|
| Salaries and Wages | 13.9% |
| Rentals | 1.9 |
| Advertising | 2.0 |
| Taxes (Except on Buildings, Income, and Profits) | .6 |
| Interest (On Capital-Borrowed and on Capital-owned) | 2.1 |
| Supplies | .8 |
| Service Purchased (Heat, Light, Power, Delivery) | .6 |
| Unclassified | 1.6 |
| Traveling | .3 |
| Communication | .2 |
| Repairs | .3 |
| Insurance | .4 |
| Depreciation (Losses from Bad Debts | .2 |
| Other Depreciation | .5 |
| Professional Services | .1 |
| Total Expense | 25.9 |
| Gross Profit | 27.8 |
| Net Profit | 1.8 |

**Table II**

**Salaries and Wages in Department Stores in 1920—110 Stores**

(Net Sales=100%)

| | |
|---|---|
| Administrative and General Executive | 1.5% |
| Other Administrative | .4 |
| Office | 1.2 |
| Occupancy | .6 |
| Publicity | .4 |
| Buying | 1.7 |
| Receiving, Marking, and Stock-Room | .2 |
| Inside Selling-Dricet | 6.3 |
| Indirect | 1.1 |
| Delivery | .5 |
| Total Salaries and Wages | 13.9.. |

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George D. Montgomery, traveler for the Cobourg Carpet & Matting Co. died at his home in Toronto, on December 19.

### CONSERVATIVE STYLES

Continued from page 114

tinued to put more style into their garments.

"The common tendency has been to stick to conservative ideas as far as putting new ideas and new vogues into the knitted bathing suit was concerned with the result that we find for years the manufacturers almost unanimously using a horizontal stripe or stripes of different colors in the body of the suit. There will be a tendency to feature vertical stripes next season, as well as plenty of other new trimming contrasts. I may say that the defects that formerly caused the knitted bathing suit to be criticized have now been practically eliminated. The knitted suit is serviceable and keeps its shape and insofar as its popularity is concerned, I may say that it sells in the proportion of 30 to each one of silk or satin.

"My opinion is that the knitted bathing suit for men, women and children has come to stay, for the marked increase in sales proves that the consumer regards it as the most practical swimming garment."

### Feature Capes With Bathing Suits

Another prominent importer of knitted goods pointed out that the retailer who finds himself overstocked on knitted capes should push them with the bathing suits later, combining both garments in sets, specially priced. There will be a certain demand for these capes in this connection once the bathing season sets in.

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### LIGHTLESS ADVERTISING SIGN

London, England, boasts a new lightless advertising sign, which the manufacturer claims, saves between 50 and 70 per cent. of the ordinary cost of the lighted sign. This new sign is visible by day or night without electricity. It is called "Catchlite." A piece of glass is silvered and fluted horizontally. A second piece of clear glass has flutings at right angles to the first. The first is placed under the second, the outside one being painted on the interior in various colors. The portion which is required to form the letters or signs desired, is left clear of paint, so that the silvered glass shines through. This gives a brilliant light both in daylight and in dark.

# How Worsted Yarns Are Made

## Industry Is A New One In Canada And Splendid Progress Has Been Made—Unballing The Wooltops—Other Operations Described—The Process Of Dyeing The Most Difficult—Useful Points For The Salesman.

THE making of worsted yarns is a comparatively new industry in Canada, yet it has already reached a stage where it can compete with those made in most other countries. In one or two instances, manufacturers have even been called upon to instruct representatives from mills in the British Isles and the United States, in the use of improvements which have been discovered here. Most Canadians engaged in the industry here, make the better grades of wool, either for use in their own garments or for hand-knitting. The cheap grades require to be made in such quantities in order to obtain a worth-while profit, that Canadians are content to let British mills supply the needs of this country. It is only by making the best brands that Canada will be known for its yarn-making as it now is for its homespuns and tweeds.

The proprietor of a worsted knitting mill in Toronto, that of Aked & Co., allowed a representative from Dry Goods Review to make a call on his factory and watch the yarn in the process of making. The whole process was so interesting that it seemed worth while reproducing for the trade. Very often merchants themselves have a fair idea of how most of the fabrics they carry are made, but clerks who actually handle them, have not an opportunity of calling on manufacturers.

### Received Here In Wooltops

The wool is only carded or combed when it enters the spinning factory. It comes from the English or Scotch mill in huge balls of soft wool stripes about two inches wide and an eighth of an inch thick. It resembles strips of very fine and soft cotton batting more closely than anything else. This wool is called "wooltop," when in the condition described.

This wooltop is first "unballed," that is, passed through a machine which separates the wool into a loose mass still in one long strip but more easily handled than when worked on from the original ball. It is then blended, that is, several strips are passed through a machine to form one strand. Spooling is the next process. Each strand is worked onto a large spool which is one of hundreds placed in long rows for the next operation. This is one of the most interesting of all. The contents of two spools of loose thick wool pass into the machine to come out of it as one close, thin strand, or three or four or five strands spun into one according to the type of yarn required. Twisting is the last operation—some machines draw into one strand and twist at the same time. Twisting is done by means of a "flyer" which revolves at a terrific speed, winding the strands as it goes. The yarn is now in a circular uniform shape, the thickness of which depends on the number of strands of which it is composed and the quality of yarn used. The machines used in this work are constructed in such a way that when one spool runs out, the whole thing automatically stops. There is therefore no danger that a four-ply yarn, for example, should be only three-ply in some parts because one spool has stopped feeding its strand for a time. As far as the making of the yarn is concerned, it is now ready for hand-knitting as soon as it is washed and bleached or dyed.

### Scoured In Soap-suds

The yarn which has a great deal of oil in it is now placed in a large vat of soap-suds and rolled through it several times before being rinsed. The water is then extracted from it by centrifugal motion. The container in which this is done, revolves at such a rate—850 revolutions per minute—that 85 per cent. of the moisture is removed before it is placed in the drying closet. Ordinary warm air is used to remove the dampness which remains.

In the case of white wool, washing is not sufficient to give a good color. It must be bleached. The yarn is placed over night in a peroxide bath and then kept for another twenty-four hours in strong sulphur fumes. The whiteness of the finished wool cannot always be attributed to the method of washing or bleaching but to the original quality of the wool used.

### Dyeing The Yarn

The dyeing process is probably the most difficult of all, because it requires more care than the other operations. The selection of dyestuffs must be done by an expert. In one or two colors, there are American and British dyes which are very good but most of the best ones are still obtained from Europe, particularly from Switzerland. In European dye factories, where they have studied dyes for hundreds of years, each man is taught how to make one color and nothing else. In this way the general secrets of dye-making are never disclosed. This is one of the reasons why the industry has had such up-hill work in America.

The yarn is dyed by passing it through the solution while suspended in skeins on revolving rods. It is then "extracted" as described above, and dried in the warm closet.

To make Oxford grey yarn, two black wooltops are fed to the drawing machine for every one of white. As the raw black wooltop is more expensive than the white, this yarn is often dearer than the white or colored, even though the processes of bleaching and dyeing are not used in making it. In order to make heather yarn, it is necessary to dye the different yarns first and then spin them into one strand. Where a mercerized silk and wool is required, the silk and wool may be spun together before dyeing, as the silk does not take the dye to any extent.

### Made Into Balls

As it is difficult to handle in loose skeins, the yarn is first wound into large cones which hold it firmly for the next operation. It is then made into small diamond-shaped balls by means of a machine which shapes and balls at the same time. The balls are finally subjected to a drying process which makes them full and light and are then branded. They are then boxed, usually twenty-four balls to a box and shipped to the retailer in a condition which makes makes them attractive display articles for his counter.

Some Canadian mills, have so far, not used their own brand to the same extent as is done by British manufacturers. They have been content to place the names required by the leading wholesale and retail houses, on the orders sent them. Now, however, they are beginning to use trade-names which will distinguish their make from every other, because the trade and the consuming public are becoming more and more satisfied with the worsted yarn made in this country.

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## DINNER TO END TRAVELERS' MEETING

A most successful convention of travelers, managers and sales staff brought 1921 to a close for the firm of Alphonse Racine, Ltd., followed by a dinner at the Place Vigar hotel, at which instrumental and vocal music and community singing formed the principal entertainment and were entered into with great gusto by all the guests.

Visits to the company's factories, lectures and discussions on sales topics as seen by both indoor and outdoor sales staffs, formed the main features of the convention, and revealed a most optimistic feeling pervading the whole personnel, as to the prospects for the future. The event covered three days.

# Early Year Knitted Goods Sales

## The Merchant Whose Merchandise Is Dependable The Year Round Will Cash In On January And February Sales—Customers Want One Hundred Cents Worth Of Quality For Each Dollar—Stress Infant's Wear More—Giving Service To Mothers

JANUARY and February sales are bigger features than ever among the retail stores of this country. The appeal of thrift is finding a ready response in every city and town in Canada. Consciously or unconsciously the public is asking; Is a dollar worth a hundred cents when changed into merchandise? Genuine reductions and good merchandise are the chief factors in sales during the first two months of 1922. Both of these phases of the sale question, present, at times, real difficulties. Stocks, because of the conservative buying policy of 1921 are very low compared with previous years. For this reason, one prominent retailer believes, that on lines which must be replenished, it is better not to buy merchandise on which reasonable reductions cannot be made. The merchant who is satisfied to conduct his sales on the basis of stocks on hand, will, this year, have better results in the long run.

Merchandise of the serviceable and staple variety should, as a rule, predominate during these sales months. Of course, a small percentage of new goods is necessary to freshen up the appearance of the stock. Many customers at this time of year, are people, women especially, who have received money gifts for Christmas. The appeal of thrift is the primary one to such shoppers. They think of this money as a nest egg, to be used when time and advantage present themselves. Then there is the big class of men and women, and it is bigger than ever this year, who practise thrift as a matter of course. The word "Economy" and its allies are the biggest words in the advertising vocabulary of the merchant of today.

### All-Year-Around Confidence Backbone of January Sales

The live merchant, knows that the sales he looks forward to in January and February will never reach his expectations, unless he has the confidence of the public during the whole year. There is a store in a small city in Ontario, which owes its very existence to the fact that it has built up a satisfied clientele. This store is considered high-priced by the average women and is therefore, during ordinary times, only patronized by the better class of shoppers. During a sale however, it is remarkable how many other people are drawn inside its doors. The manager believes that the saying which is on the lips of most of the women in his town is responsible for the general appeal. It



is: "When Blank Blank & Co. advertises a sale, you know it is genuine." He never buys specials and though he may lose immediate opportunities by so doing, he has gained life-long friends by reducing only the stock which was originally marked in his store at a higher price.

If there is any department where service should be stressed more than in others it is in the infants' section. Only those stores which encourage mothers to bring their children, will make a success of infants' wear. This service question as it applies to encouraging trade, can be settled in many ways, besides hovering constantly over mother and child in an effort to sell anything and everything on the counter. Attention to the matter of seating accommodation, means service. A representative of Dry Goods Review recently made a call on a general store in Northern Ontario, which boasted a counter for babies' needs. At that counter there was not a single chair to be seen. There was moreover, a feeling about the place which discouraged the taking of time, which is so essential to a mother who carries an infant while making purchases.

### Service to Mothers

An American store has solved the problem in a very satisfactory way. In a small section of the department there are several easy chairs and couches where mothers and babies may have garments which are to be tried on, brought to them. Besides this, there is a scale where babies are weighed free—an accommodation which many mothers who have their children on a special diet, take advantage of. Diapers are hemmed here free of cost. Women are taught how to cut and sew garments for infants. Most important of all, the saleswomen in this department are "handpicked." Girls who understand children are chosen. Every clerk cannot make a success of selling to young children. Sometimes the best saleswoman at another counter, is the poorest choice for this section. On the other hand, a girl of only mediocre ability will win many friends for this store, if she possesses sympathy and patience. Crowds nearly always frighten children. That is the principal reason why babies which are usually well-behaved, will become hysterical in stores. One of the first things a saleswoman should know, is that time must be given babies, to become accustomed to the general surroundings, before they are fitted with caps and wraps. Crying babies keep the mothers of other babies away, because, of all the ills that children are heir to, crying is the most contagious of all.

### An Infants' Department in Every Store

There is not a specialty shop in this country to-day, selling infants' and children's wear exclusively, which is not making a success of it. Department stores which emphasize this section, report excellent profits. Then why do not more merchants in Canada, have infants' departments? Experience has taught that they will never sell as many lines or as much of any line, while they keep them all in the store. A section for children is as essential as one for men. Mothers are the very best customers. Children rapidly outgrow their clothes if they do not wear them out. A mother's tendency is to buy for her children rather than for herself. If times are bad, she will buy baby things and save in the merchandise she ordinarily purchases in other departments.

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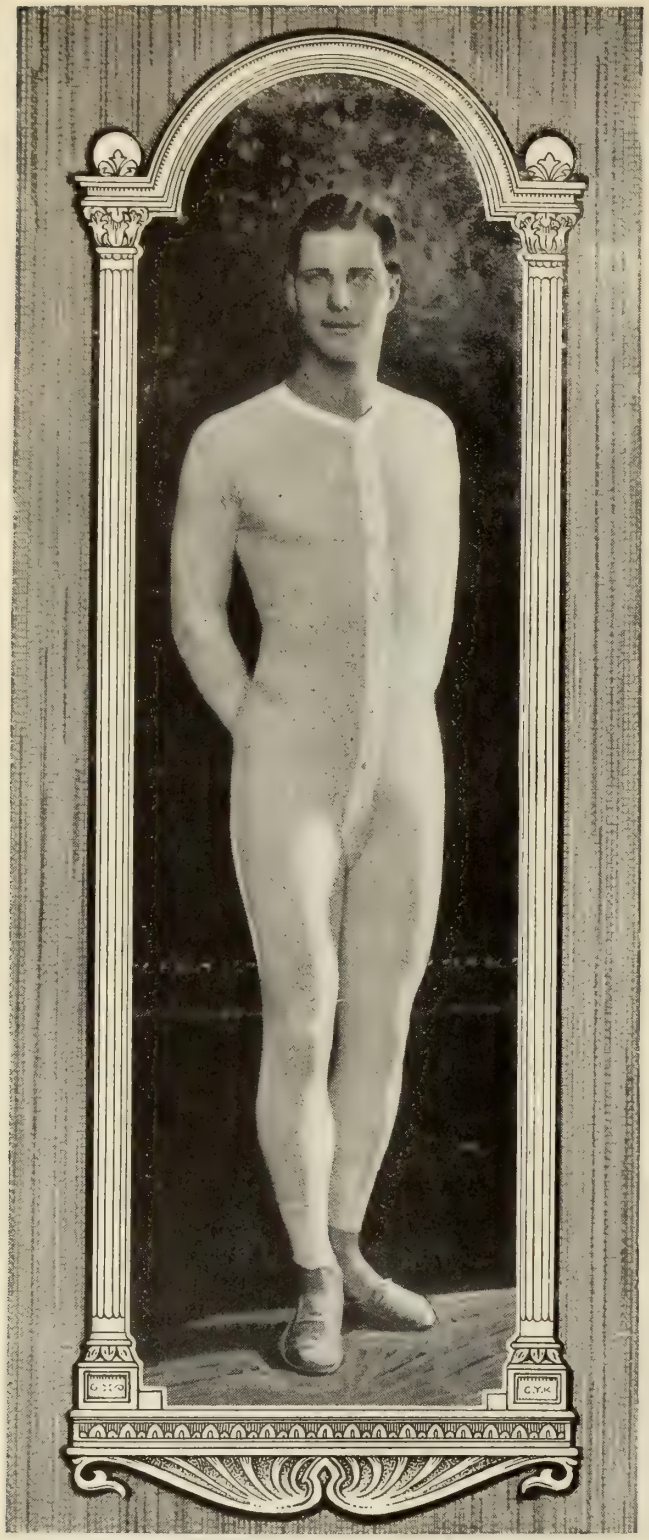
### MOVED TO BOWMANVILLE

The Thomson Knitting Co. Ltd., formerly at 15 Morrison Ave., Toronto, have moved to Bowmanville, Ontario. No change has been made in the staff.

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### NEW PLAN BRINGS CUSTOMERS

The Jas. Ogilvy Company of Montreal tried out an unusual feature in the way of publicity this month when they advertised that one of the leading artists at a local theatre would give an exhibition of her skill at the store on a certain morning. This demonstration was to take the form of a shopping tour undertaken by "Shireen" the girl with the "X-Ray" eyes, who would walk blindfold from the theatre down St. Catherine Street to the Ogilvy store where she would demonstrate her mysterious power. The affair was widely advertised and enormous crowds gathered along the street and in the store to await her arrival which she did completely blindfolded. She walked through the store telling colors, textures and prices of goods, and describing the sales staff accurately, to the amazement of the crowd. As the annual January sale was in progress many attractive bargains were arranged to attract visitors on this occasion.



ATLANTIC

UNSHRINKABLE

The UNDERWEAR *that Overwears* 34

ATLANTIC UNDERWEAR
LIMITED
MONCTON - - N.B.

E. H. Walsh & Company
Montreal & Toronto
Selling Agents for Quebec, Ontario and Western Provinces

# "Burritt's" means "Buy It"
## —to the woman who knows



Whatever texture, whatever color is wanted for the occasion

BURRITT'S HOSIERY

will supply the need. You are confident of satisfying when you carry our line.

COLORS

White, Black, Navy, Tan, Cordovan Grey, Beaver, Champagne

**Silk and lisle hosiery**

attractively boxed for the fastidious buyer

## A. Burritt & Co.

**Mitchell, Ont.**

Established 1875

Manufacturers of Sweaters, Pure Camel Hair Men's Seamless Gloves, Pullovers, Toques, Boys' and Men's Ribbed Worsted Hosiery.



# *A Leader*

*for*

# *Your Trade*

## No. 368

This smart model is knit full fashioned from extra quality yarn. Black and white form the contrasting stripe effect on the long tuxedo collar and cuffs, also the hem of the skirt. Comes in combination of all popular colors.

This is but one of the many interesting Burritt lines we are prepared to show you.

Our travellers are now on the road with samples for Spring and Fall delivery.

# A. BURRITT & CO.

## Mitchell, Ont.

*Established 1875.*

Manufacturers of Sweaters, Pure Camel Hair Men's Seamless Gloves, Pullovers, Toques, Boys' and Men's Ribbed Worsted Hosiery.



# BALLANTYNE KNI

## For Spring 1922 is now Being

Novelty Coats, Scarfs, Girls' Middies, Children's Smocks and Pullovers, Boys' Jerseys, Shawlettes, Bathing Suits for Men, Women and Children.

*The New Style Ideas are First*

**R. M. BALLANTYNE, LIMITED** -



# TTED OUTERWEAR

## Shown By Our Representatives

The new styles are here shown for your approval within a few weeks of the opening of the spring selling season. They show the newest style tendencies and they set the styles wherever shown.

*Seen in the Ballantyne Range*

## - STRATFORD, CANADA

## Announcing the removal of our Factory and Office to

# Bowmanville, Ontario

Our new quarters have been equipped to increase, if possible, our service to our customers.

The following lines are made by expert Canadian Operators for the special requirements of the Canadian trade—

"Italian Silk" Hosiery for Ladies and Misses
"Leader" 2/1 Ribbed Cotton Hose for Children
"Jack and Jill" 1/1 Ribbed Cotton Hose for Children

The superior finish of these brands is carried out in new labels and attractive packages. Give these three popular brands a prominent place in your Hosiery Department.

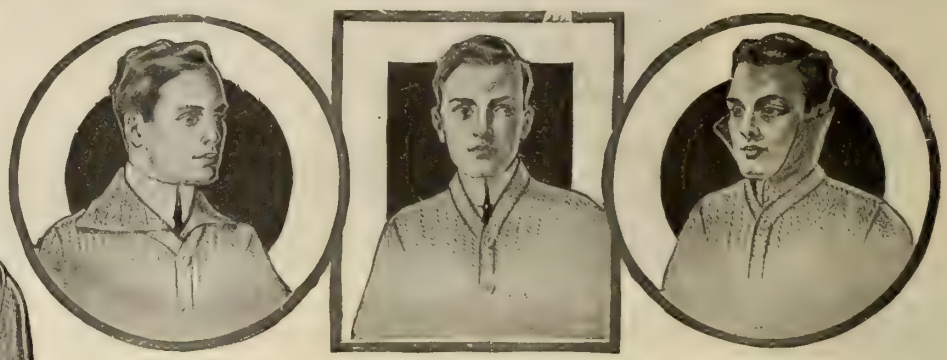
# Thomson Knitting Co., Limited

**Manufacturers of Quality Hosiery**

## Bowmanville, Ontario

SELLING AGENTS: Wm. R. Begg & Co., 20 Wellington St. West, Toronto.
J. B. Trow & Co., Old Birks Building, Montreal.
A. E. Montgomery, 212 Hammond Block, Winnipeg, Man.





**Protected by Canadian Letters Patent No. 131,529 and Canadian Letters Patent No. 120,709**

# The Visor "4 in 1" Sweater

## (*Four Sweaters in One*)

Note the four ways the collar can be worn. The most practical and best selling coat on the market. Made in many weights in HALF CARDIGAN. SHAKER and JUMBO stitch.

We make also this year the best SHAWL COLLARS on the market in all our lines. Also V-NECKS, PULL-OVER sweaters with stripes, and other lines of PULL-OVERS for Men and Ladies. Also Double Reversible CAPS. Ladies' CAPS and SCARFS, BRUSHED. Men's SCARFS BRUSHED and UNBRUSHED. We have added several new attractive lines this year, both in Men's, Ladies' and Boys'. Some of them light weight, all with the superior VISOR finish.

One of our representatives will call early in the season. Don't place your order until you have seen our complete line.

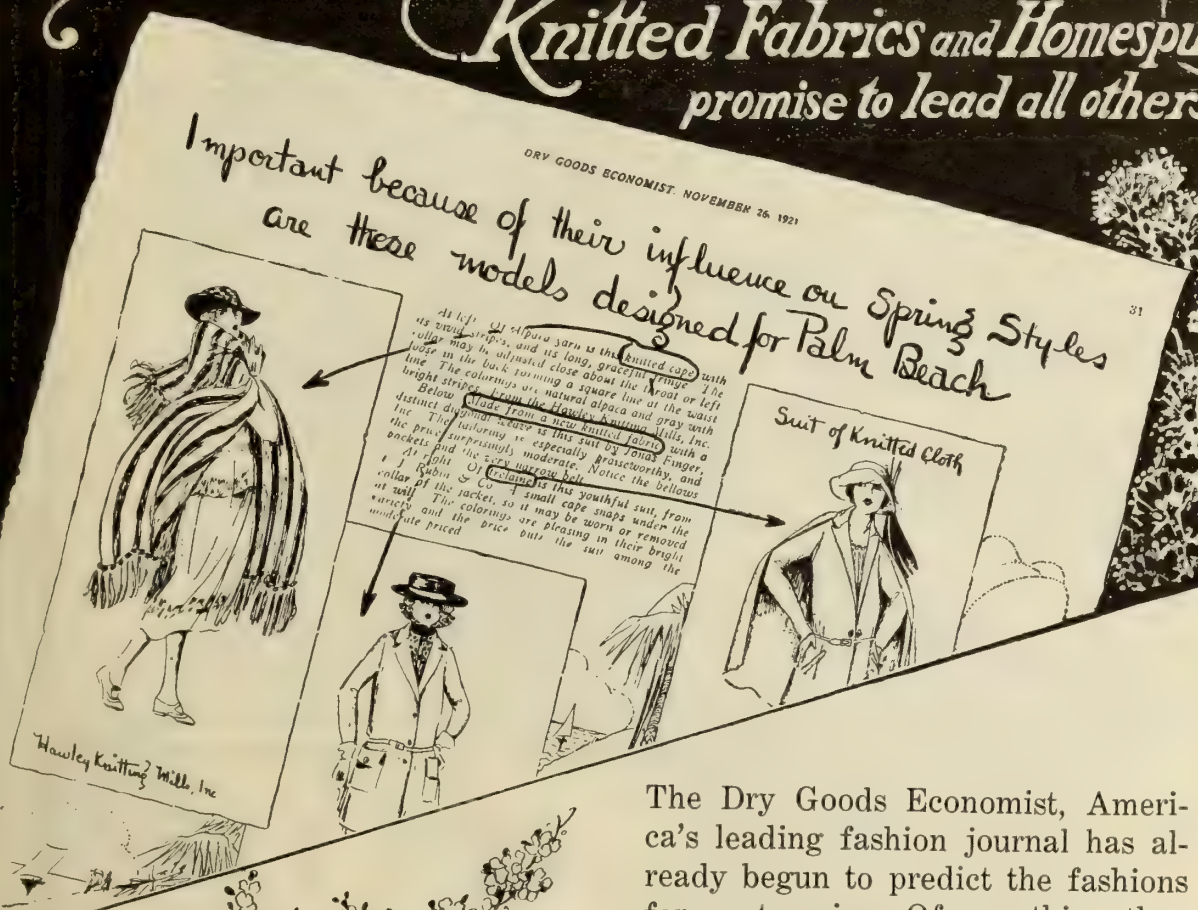
We particularly RECOMMEND our new light weight coat called **DUROTEX**. It is the best of its kind on the market. It is a BIG SELLER. Shown in many NEW STYLES and NEW COLORS and SELLS ALL THE YEAR.

## VISOR KNITTING COMPANY, LIMITED

**NIAGARA FALLS, ONTARIO**
**Factories also at Niagara Falls, N. Y.**

# Forefelling the Modes of Spring

## Knitted Fabrics and Homespuns promise to lead all others




The Dry Goods Economist, America's leading fashion journal has already begun to predict the fashions for next spring. Of one thing they are sure,—that sports wear will be more fashionable than ever, and that the leading fabrics will be **knitted fabrics and homespuns.**

Hawthorn Fabrics have been gaining more and more prestige every year, partly because of their beautiful draping qualities and delightful shades, but even more so on account of their genuine serviceability, and the fact that they will not crease or sag.

It will pay you to lay in a good stock of garments made from these splendid fabrics. Write us for list of manufacturers who use Hawthorn Fabrics in their new spring coats, suits and cloaks.

HAWTHORN FABRIC
CANADA PRODUCT

# HAWTHORN FABRICS

*Made in Carleton Place, Ont., by* HAWTHORN MILLS, LIMITED

GYK

# The Acme of Comfort and Durability

Peerless Underwear is ever satisfying the demands of descriminating customers with its fine texture, its neat fitting and wearing qualities.

Retailers all over Canada find it a profitable line to handle.

For Women — Children —Infants.

**MOODIE'S**

*Peerless*

UNDERWEAR

***Representatives***

E. R. Woodill, 123 Roy Bldg., Halifax, N.S.

Ernest Hamel, 66 Rue de L'Eglise, Quebec, Que.

R. C. Poyser, 417 King's Hall Bldg., St. Catherine St. W., Montreal, Que.

C. & A. G. Clark, 35 Wellington St. W., Toronto, Ont.

Hanley & MacKay Co., 407 Hammond Bldg., Winnipeg, Man.

J. J. MacKay, 504 Mercantile Bldg., Vancouver, B.C.

**PEERLESS UNDERWEAR Company Limited**

Controlled by

**J. R. MOODIE & SONS**
HAMILTON, ONT.

*Season follows Season*

in the demand for

## Our All-wool Plaids and Stripes

Sport Caps
Heather Sox
Black & White
Worsteds
Tweeds
Homespun
Cashmere



Men's & Boys'
Jerseys
Sweaters
Jerseys
Underwear
Socks

**Mitchell Woollen Co., Limited**

**Mitchell Ontario**

# CELTIC
## SILK HOSIERY

Salesmen are now on the road with samples of the latest "CELTIC" lines, plain, and with hand-finished embroidered clocks in designs that will please your customers.

**Selling Agents:**

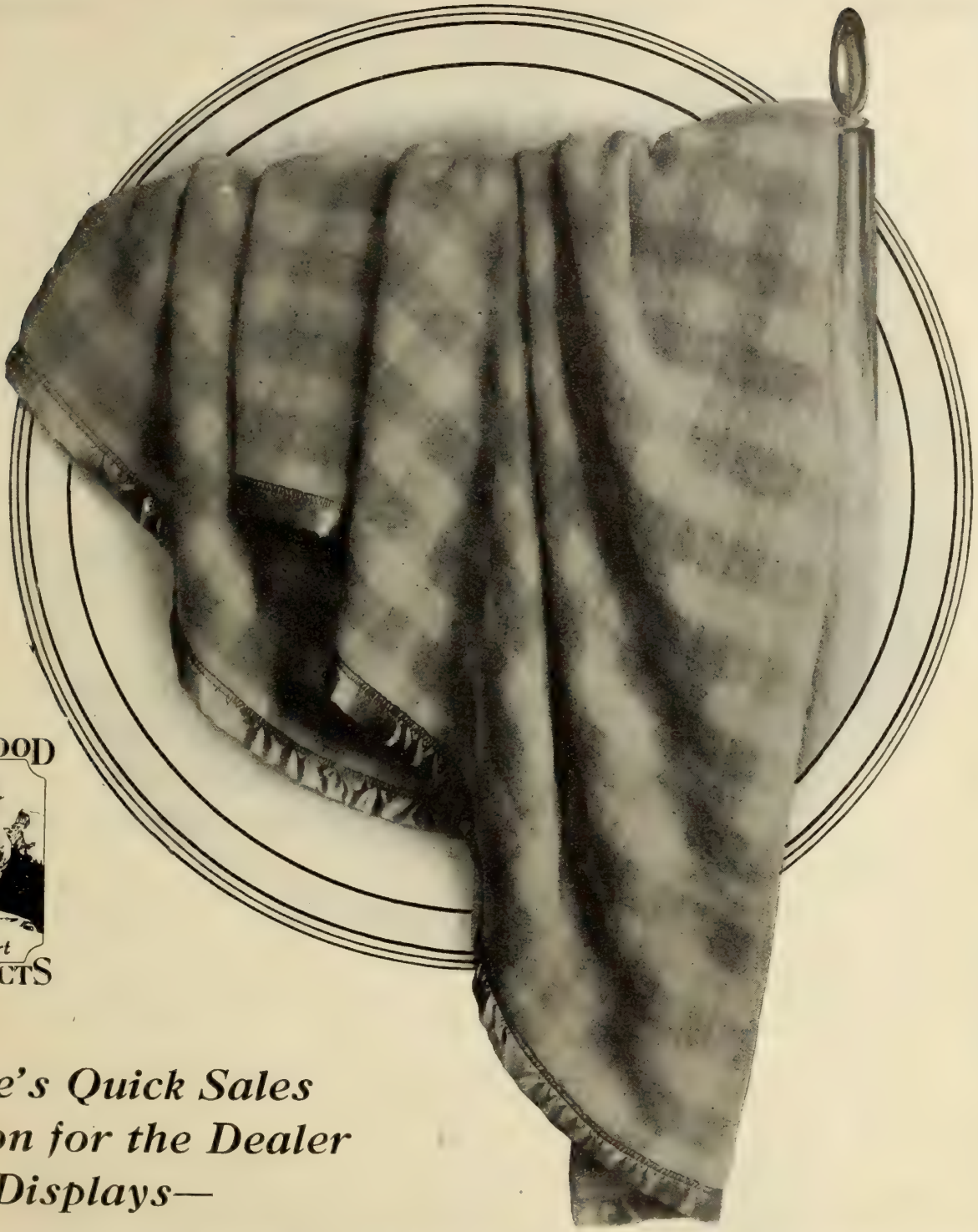
HARVEY BROS. & SEMPLE Ltd.

224 Empire Bldg. TORONTO — 313 Fort St. WINNIPEG — 325 Howe St. VANCOUVER

CELTIC

## The Celtic Knitting CO., LIMITED

**14 Turgeon St. Montrea**



KENWOOD

Outdoor Comfort

PRODUCTS

***There's Quick Sales Action for the Dealer who Displays—***

# Kenwood All Wool Bed Blankets

Few women can resist the appeal of Kenwood colorings, the quality of the blanket and the attractive price. This fact has been demonstrated by many dealers.

**SOLID COLORS**
White, Delft Blue, Tan, Grey.

**PLAID COLORS:**
Rose-white, Blue-white, Tan-white, Rose-blue-white, Rose-tan-white, Blue-tan-white.

Kenwood Bed Blankets are woven of clean, new (virgin) wool only—selected wool which creates a firm, sound fabric, soft, warm and durable. Size 72 x 84. Weight 4 pounds each blanket, 8 pounds the pair. Binding either whipped all 'round with worsted, or across ends with 3-inch satin ribbon.

**And to Help You Profit from This Display—**

window material that strikingly features the advantages of Kenwood All Wool Bed Blankets, FREE to dealers purchasing 12 (or more) pairs of Kenwood Bed Blankets. Particulars on request.

## Kenwood Mills, Ltd., Arnprior, Canada

# New Dods-Knit Lines Are Opened




**See This Trade Mark on Every Garment**

## *Selling Agents*

**Ontario and Western Canada:**

R. Reade Davis
Manchester Building
33 Melinda Street,
Toronto, Ontario.

**Quebec and Maritime Provinces:**

William C. Forster,
128 Bleury St.
Montreal, Quebec.

WE are pleased to announce to the trade that we have opened our new lines for Fall delivery 1922.

Our Selling Agents have full sets of samples, and are now touring their respective territories.

Do not decide upon your requirements until you have seen the new samples—they're good!

## *Two Additions This Year*

are—Beaver Fleece for ladies and children made up in

Vests and drawers, combinations and bloomers for ladies.

Waists, bloomers and sleepers, vests, drawers and combinations for children.

Each garment will be stamped with our new trade-mark—our guarantee that the quality is there.

All lines have been made out of new stock, so that we are able to touch rock bottom with prices.

Our new factory is completed, and with the addition of the most up-to-date bleaching, knitting appliances, etc.,—the Dods Scotch and Elastic Knit guaranteed 100% pure wool, Dods Merino and Dods-Knit Beaver Fleece lines are the best that money can buy.

# The Dods Knitting Company Limited

ORANGEVILLE - ONTARIO

"British, Founded 1883"

Jaeger

FINE PURE WOOL

NOVELTIES

FOR

Spring and Fall 1922

Our Travellers have left with a full range of new lines and standard goods.

We have made all provision possible to meet the demands for the coming season.

Our agents can rely on our best endeavors in the execution of orders, which should be placed as early as possible.

**THE JAEGER Co., Limited**

**243 Bleury Street - Montreal**



**JEM KNIT GOODS**

***Made in Canada***

**For Infants and Children**

**J E M** knit goods sell throughout the year. Different weights for different seasons. Mothers quickly realize that the dainty warmth-giving **J E M** knit goods are necessary for the baby's health and wardrobe.

**PROMPT DELIVERY**

CANADA'S BEST JEM KNIT GOODS J.M. ROBERTSON KNITTING CO.

**J. M. Robertson Knitting Co., Limited**

35 BRITAIN STREET, TORONTO

Sales Rooms 66 Wellington St. West

*The Standard for Style, Quality and Value*

# Monarch-Knit
## SWEATERS · HOSIERY
## KNITTING YARNS

MONARCH-KNIT products offer you the biggest range of styles and the best values in Sweaters, Hosiery, Yarns, Jerseys, Bathing Suits and other Knitted apparel for men and women. The Monarch-Knit label is virtually a guarantee of quality. When the Monarch-Knit salesman calls at your store, be sure to see his samples, for they embody the very newest styles in knitted garments and novelty knit goods.

## The Monarch Knitting Co., Limited

Head Office: Dunnville, Ont.

Factories: Dunnville, St. Catharines and St. Thomas, Ontario

TORONTO
The Monarch Knitting Co., Ltd.
Ogilvie Building
Cor. Bay and Wellington Sts.

MONTREAL
The Monarch Knitting Co., Ltd.
Dubrule Bldg., Phillips Square

VANCOUVER
The Monarch Knitting Co., Ltd.
408-409 Mercantile Block




# These Stockings In

"THREE EIGHTIES" Stockings for women enjoy a greater prestige and sale than any other one style of hosiery in Canada.

The comfort, durability, and economy of "Three Eighties" have built their reputation and make them a really consistent seller.

"Three Eighties" are a seamless

THREE EIGHTIES BRAN

80 80 80

The Chipman-Holton Knitting Com

*Mills at Hamilton a*

# The Toe is more Tapering And the Heel is Deeper in **Circle-Bar Hosiery**

These are only two of the many points which mark Circle-Bar Hosiery as different from other lines, and make it easy to sell.

All styles in silk, wool and cotton, for men, women and children.



*Superior Quality*
*gives satisfaction*
*Elastic Top*
*gives Comfort*
*Perfect Weave*
*gives beauty*
*Narrowed Ankle*
*adds shapeliness*
*Deeper Heel*
*prevents wrinkled instep*
*Reinforced Feet*
*give durability*
*Tapering Toe*
*provides comfort*

CIRCLE BAR HOSIERY

## The Circle-Bar Hosiery Co., Limited

Head Office : Kincardine, Ont. - Mills at Kincardine and Owen Sound

*For the highest QUALITY—*

# ATHLETIC UNIFORMS

*at the LOWEST PRICES.*

**Place your orders with**

## A.W. MOYER & CO.

**124 KING ST. W. TORONTO.**

**Manufacturers of**

Complete Uniforms for Baseball, Hockey, Soccer and Rugby, also Gymnasium and Basketball Jerseys and Knickers, Boy Scout Uniforms, all wool Bathing Suits and Swimming Trunks, Girls' Middy Blouses and Gymnasium Bloomers, and a full range of White Duck Clothing.

**Write for prices**

We will give your enquiry prompt and careful attention.



There is only one make of knitted underwear made in Canada—that is reinforced at all wearing parts.

***That is***

"CEETEE"

THE PURE WOOL
UNDERCLOTHING
THAT WILL NOT SHRINK




Our travellers are now on the road with new samples and prices — with a full line of CEETEE and Turnbull's Ladies', Children's and Infants' garments.

***Don't place your order until you have seen our lines.***

***Made only by Turnbull's of Galt, Canada***



# Novelties in Accessory Lines

## Glove Manufacturers Concentrating on Long Styles — Safety Pocket for Envelope — The "Snappon" Umbrella Coming to Canada—Look For Season of Colored Hose—Some of the Latest Footwear Styles

GLOVE manufacturers are very anxious to prevent a repetition of the shortage of last season in long gloves. In fact some firms are making the gauntlet and long glove almost to the exclusion of the two-clasp glove. Of course, this is partly due to the fact that the retail trade is heavily stocked with short gloves which give little promise of moving. There is a decided inclination moreover, to reduce the prices on short gloves. Merchants are anxious to get rid of them as they do not look forward to a return in favor of these even by Fall. The prevailing shades for Spring will be sand, mode, beaver and the greys.

### Leather Novelties

The leather envelope with the safety pocket is being introduced in all the Spring shades in the novelties just arrived from New York. Ecrise leather is favored in square and circular shapes for handbags in the new soft shades. A novel canteen and vanity bag is probably the last word in purse creations. Two kinds of leather are often shown in these. Moire is used as lining, the soft pastel shades being specially favored. The fittings are usually of bright metal, which are said to give longer wear than those of the silver finish. The vanity type of handbag is the one that designers fancy particularly at the moment. The models are varied, some coming to a narrow point and others following the long envelope style. Sterling button clasps and corners ornament them and some have even cord handles and tassels.

Filigree tops of green gold are fancied for many of the vanities. They are used also on the pouch bags of moire silk.

### Spring Parasols

The "Snappon" umbrella which has been taken hold of in so many of the American cities, will very shortly be made in Canada. This umbrella has different covers for every costume, covers which can be slipped on the frame at a moment's notice. Fabrics for this line include umbrella silks in the high sports shades, fancy waterproof silk brocades and a rubberized silk for use in bathing. Handles and ferrules are made for this parasol in all the novelty types and in amber, ebony and bakelite.

### Great Expectations for Colored Hose

Rarely does a Spring season pass without some color fad in hosiery. This year manufacturers are expecting a



vogue for beige, sand, nude, taupe and grey. In fact, the demand for these is expected to be as strong as that for black. The sheer stocking will hold its own, according to one of the leading retail stores in Toronto which says that in the better class of hose, women have been asking for sheer lines, particularly chiffon, more than for any others. Silk net is the second choice by particular patrons.

The fad for white hose with colored slippers, which was brought over to Canada a little late last Summer, will be in full swing this year. This will mean a record business in white hose. As the vogue for cotton dresses is promised again, this is also given as a reason why white will be the biggest seller during the midsummer.

### Footwear Styles

All the new style tendencies in shoes were presented at the eleventh annual convention of the National Shoe Retailers' Association which met in Chicago on January 10. The fancy shoe was again exploited and color played a conspicuous part in most of the models. The exhibition was very satisfactory from the point of view of variety—two hundred mannequins took part in the promenade. The strong tendency toward novelty footwear received a great stimulation at this exhibit. Prominent retailers say that the decorated shoe has come to stay and that women are very much interested in them.

Black shoes trimmed with brilliant red were shown not only for evening wear but for the street as well. Red heels which were confined mostly to the stage last season, were introduced by several manufacturers. Black patent leather and black satin made the body of many models, with narrow strips of red leather as trimming, as well as the red leather heels. Even the new Cuban heel was shown in red.

Although red predominated at the Revue, bright blue and green trims gave a pleasing touch of color to some models. That grey has not been relegated to the days of past and forgotten glories, was very evident from the numbers of afternoon slippers and street shoes shown in grey suede with black satin or black patent combination.

### The Oxford Again

The Oxford was very prominent at the exhibition and while the plain walking Oxford was shown in tan and black calf and with Cuban and very low heels, the only actual change in them was in the contrast of colors rather than in the style.

Straps were a feature of all the shoes from the evening pump with four straps to the walking shoe with one.

White was very strong in combination with bright colors or black but it was not shown to any extent alone. In fact, in most cases, color was used in equal proportion with white. Broad bands or the entire vamp or even the heel was of the color and the rest was white. Of course there were many models which had white heels.

For evening wear the colored tinsel fabrics were displayed extensively. Black brocaded slippers were also shown with straps or buttons of rhinestone. The stockings worn with these slippers were usually plain; fancy hose with drawnwork or beading were the exception rather than the rule.

Hiking shoes which were so prominent a year ago, were not very much in evidence. Shoes for children had the very square toe and the high shoes displayed black patent leather vamps with white kid uppers. Dress slippers for children were in black patent leather or white kid and had an ankle strap.

Women's boudoir slippers featured the mule with the back, which, after all, should be welcomed as being more comfortable than the ones worn during the last year or two.

There were two features which were

(Continued on page 135)

# What Paris Says About Lingerie

## Combinations Are Strongly Favored—French Woman Wears a Boudoir Cap—Pyjamas a Part of Every Outfit—Many Fancy Garters Seen—The "Leap Into Beds"

PARIS, December 28th, 1921

LINGERIE: Such is the subject I told you in my last letter I would write about this month. In fact there is nothing very new to say on this subject. The general fashion, in spite of all trials, is pretty much the same as it has been for several years, viz: very straight and narrow, therefore undergarments have to follow. If next Summer, the fashion for much longer and fuller skirts is adopted, then we shall have to look forward to longer and wider chemises, with more tucks, and elaborate trimmings, knickers longer too, and much wider, with flouncings, lace, etc., and we shall also have to think of petticoats which, for quite some time, have been neglected. This department is on the lookout already, for a good many petticoats can be seen in taffetas, silk, etc., with tiny pleated flouncings that show the above tendency.

### Combinations Favored

As combinations are very much favored, maybe they will remain in demand, provided the skirt is devised so as to suit the new needs. The materials still in favor for rich lingerie are silk and cambric, the latter being preferred for Summer wear. More and more do we adopt the knitted garments for Winter wear, either in wool or silk, also jersey. In fact, in the big dry goods stores here, you see almost nothing at this time of the year, unless for presents, in which case the articles shown are heavily trimmed, to be effective, with lace and embroidery. By the way, some very nice presents can be made that way, either in real underclothing, for close relatives, or embroidered blouses, doilies, cushions, etc., all in white cambric with real lace and hand work. In the way of trimmings, those that are most important are real lace, filet, Venetian lace, binche, Valenciennes, etc., openwork and embroidery, not in big quantity, but of fine quality, tiny group of tucks now and again, but nothing very elaborate. The present lingerie is very neat, and often trimmed with plain net, which is strong, and very light.

### Chemises With Knickers to Match

So far, we still have short chemises, generally empire shape, with nothing but a band of pointed filet lace, for instance, inserted on the cloth, and bordered by a band of material. The shoulder straps may be a very narrow filet entredeux, or a ribbon. The former is more practical, but the latter is brighter.

Of course, the knickers match it, and are closed. The night gown is devised on the same lines, and has short sleeves, also a ribbon threaded round the waist. Combinations are also similarly made, and may not change, unless big petticoats are needed next season, which I don't think will happen, at least not just yet. It will take us several seasons to get again used to those sumptuous but most tiresome skirts —that is if we can change the mind of the younger generation, which is growing more and more independent in every way. Will our young ladies bend their heads to the ever ruling queen Fashion? That is the question! In the present days of Bolshevism, one may doubt it!!!

### Pyjamas Kimono Shape

I am much more inclined to believe in pyjamas, whose fashion is growing more and more: some can be had at very decent prices, and as there are no bounds to fancy in that line, the most extraordinary can be seen, both as regards printed materials and shapes. However, those adopted by people (ladies and gentlemen) who prefer comfort to "propriety," (for here, pyjamas are, in many instances, considered shocking), and yet mean to be decent all the same, they will take the striped ones with collar and revers of plain material. Zephyr cotton cloth for Summer and cotton crepe or zenana for Winter are mostly demanded for the purpose.

### "Leap Into Beds"

"Saut de lits" are also part of lingerie, and very much like pyjamas, as far as materials are concerned. Since the kimono shape is very fashionable for that style of garments, we shall have them with Japanese designs or embroidered on Japanese silk, duly padded if for Winter, and zenana which is a kind of silk metallasse very comfortable in appearance. Light shades are always preferred, especially for young ladies.

Another thing which is more and more fashionable is "Boudoir caps." In fact, nowadays, everybody has some; they may be made of rich material, embroidered or trimmed with real lace, or be made of embroidered cambric, or more simply by a piece of spare net, gathered in bouillonnes, and just edged with a bit of ordinary lace and a ribbon.

Garters are also amongst the accessory lingerie articles, and some fine ones there are too, all made of ribbon gathered on elastic, with a beautiful ribbon flower on the side. These found a ready sale when corsets were neglected. At present, however, the latter are being in demand again, with the new style of half fitting suits. So far, though, they are very little more than elastic belts, with a few bones, to underline the shape of the body. They are very plain with no trimmings but a garland of roccocco flowers at the top. Brassieres worn with them are made of str ng filet lace or embroidered strong batiste.

Handkerchiefs are still very fanciful, quite a number of them being made of colored cambric, only one shade; khaki, vieux rose, deep blue, etc., or with wide stripes bordering the edge, crossways. To my liking, these do only for gentlemen, to wear in their coat pocket, but ladies who have adopted them to a certain extent, cannot enjoy such handkerchiefs as much as they did the dainty white cambric ones, with a neat hemstitch and pretty embroidered monogram or flower motifs, or the lace bordered handkerchief, which was really an ornament more than anything else. But this sounds old-fashioned to our youngster's ears. They are much too sporty to care for beautiful work, and our grandmothers derived many a happy day, first in choosing their trousseaux, then in making their babies' "layettes," and their daughters' trousseaux. The new generation is too much occupied with all kinds of sports to care for such things. As long as their clothes are practical, it makes no difference to them what they are made of.

Let us hope the ancestral taste will revive in them, in time, so that the reputation of the Parisienne may not be lost. It is her most brilliant feature!!

Yours very truly,

Jeanne Gsell

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### NOVELTIES IN ACCESSORY LINES

(Continued from page 134)

outstanding at this convention, and which should be particularly interesting to those of the Canadian trade who are interested in smart footwear. These were; the solid black, the solid white and the solid tan shoe were almost unseen and that while nearly all the slippers had straps these were confined to the instep rather than the ankle as in other seasons.

# Silk Gloves in Gauntlet Length

## Montreal Men Say They Will be in Strong Demand for Spring—Three Styles of Gauntlets—Trade Not Placing Much for Fall—Some New Fall Styles—Wool Gauntlets Will Imitate Leather

A LEADING Montreal glove manufacturer whose line includes every kind of staple and fancy gloves, states that the coming Spring and Summer will witness the heaviest demand for silk gloves of all sorts that has ever been known. From the orders placed already it is quite evident that styles in long lengths will be most fashionable and it seems probable that few one and two dome fastening silk gloves will be produced. All the usual neutral shades of browns and greys are being called for in gauntlets, mousquetaires and even full length styles. Washable chamoisette gloves will also be in greater demand than ever for every day use, especially in the many charming new styles which feature cutwork or applique upon the cuffs in imitation of leather or leather effects. Cream on brown or pearl on grey are very smart combinations.

The fact that raw silk has already advanced considerably in price has apparently influenced the retail trade opinion that there is no time like the present for buying. At any rate most retailers realize that there is danger in delaying to place orders for silk gloves and are acting accordingly.

### Three Styles of Gauntlets

In strap wrist gauntlets there are three styles of particular interest. One of these has a strap, about one inch wide, carried all round the glove and this strap has a very narrow border of lighter color. Another gauntlet is extra wide and long in the cuff section with a gore set in, while a third style has a turn back cuff of lighter kid. This glove can be worn either as a straight gauntlet or with cuff effect. The embroidery on the back carries out the lighter color scheme. The gauntlet is the glove par excellence for the Spring sports costume while the longer length glove is favorably considered for dress wear.

According to an importer of French gloves there is no demand for the short glove whatever, and with the shortage of skins of certain kinds on the increase there will not be any too many of the gauntlet style available a little later on. There is said to be an increasing demand for the new loose glove, or one which has a wide wrist permitting it to be pulled on without the use of a fastener, elastic or strap. This is equally smart in leathers for sports wear or in kid for dress occasions. All white kid shows heavy trimmings of black in applique or else an all-black glove is similarly treated in white.

Montreal houses are chiefly concerned just now with Fall orders and travelers are now out with samples for the Fall and Winter of 1922. Retailers are very slow in placing, it was said, and it is feared that a very serious situation may arise if prompter action is not taken by the trade. As one prominent maker pointed out, the demand for fine gloves has now overtaken the supply and as the manufacture of gloves is an industry which necessitates plenty of time for the process, it is esential that orders be received early in the year if deliveries are expected on time or sufficient quantities are to be available. If the trade delays in ordering, the manufacturers suffer a sales loss and it inevitably reacts to the disadvantage of the retailer insofar as prices are concerned. This Winter there was a shortage of lined gloves and all wool gloves due to this reason, so that the advice so strongly urged by the makers is not uttered without reason.

As regards the new styles for next Fall which are being offered the trade by Montreal houses there is much that is interesting. Fur trimmed gloves will again be shown especially in a new style with elastic wrist with a deep fur cuff of mole dyed coney on real mocha skin in such shades as grey, sable or slate. This style is lined throughout with pure wool of a very soft and comfortable texture and the glove is so designed as to look extremely well without being in the least bulky or clumsy.

Another new glove is a strap wrist gauntlet model shown in sable or slate mocha with fur forming a heavy cuff which is extended up one side for several inches.

### Wool Gauntlets Imitate Leathers

There are at least two unusual new woollen gloves for next Winter, including a gauntlet of angora wool, trimmed with a fringe of the same up one side simulating the leather cut-work formerly often seen on leather gloves of this type. Another smart heavy wool gauntlet is rather longer than the usual type, being especially designed for ski-ing or other Winter sports. It is developed in a range of four patterns, or rather color combinations, the pattern in each case being a checker-board effect upon the cuff, done in inch squares in two or more tones, chiefly vivid colors on white.

In addition to these Winter-weight models there are being shown the usual range of leather gauntlets with or without strap wrists and a very large variety of 2 dome short gloves in different staple colors. Embroidered points are now much in vogue and will be a strong feature next Winter.

For dress wear there is a particularly effective range of washable kid gloves in pale pastel shades in 2 dome length and also a new 1 pearl dome style of pique kid which features the new "premier" points down the centre of the back stitching. These are also shown in different staple shades.

Washable doeskin still continues to be in great demand especially in the two varieties which show black stitching in either fine or coarse effect upon the outside. This particular range of Canadian made gloves are considered to be leaders in their field and it is now possible to sell washable doeskin gloves with an absolute guarantee of satisfaction.

Another leading Montreal house is adopting the helpful plan of issuing a leaflet to any glove department which cares to have it, illustrating by pictures and by careful instructions the correct method of putting on and removing kid gloves. This leaflet is a brief summary of what every glove saleswoman should know and will be appreciated by everyone to whom the selling of gloves presents the usual problems.

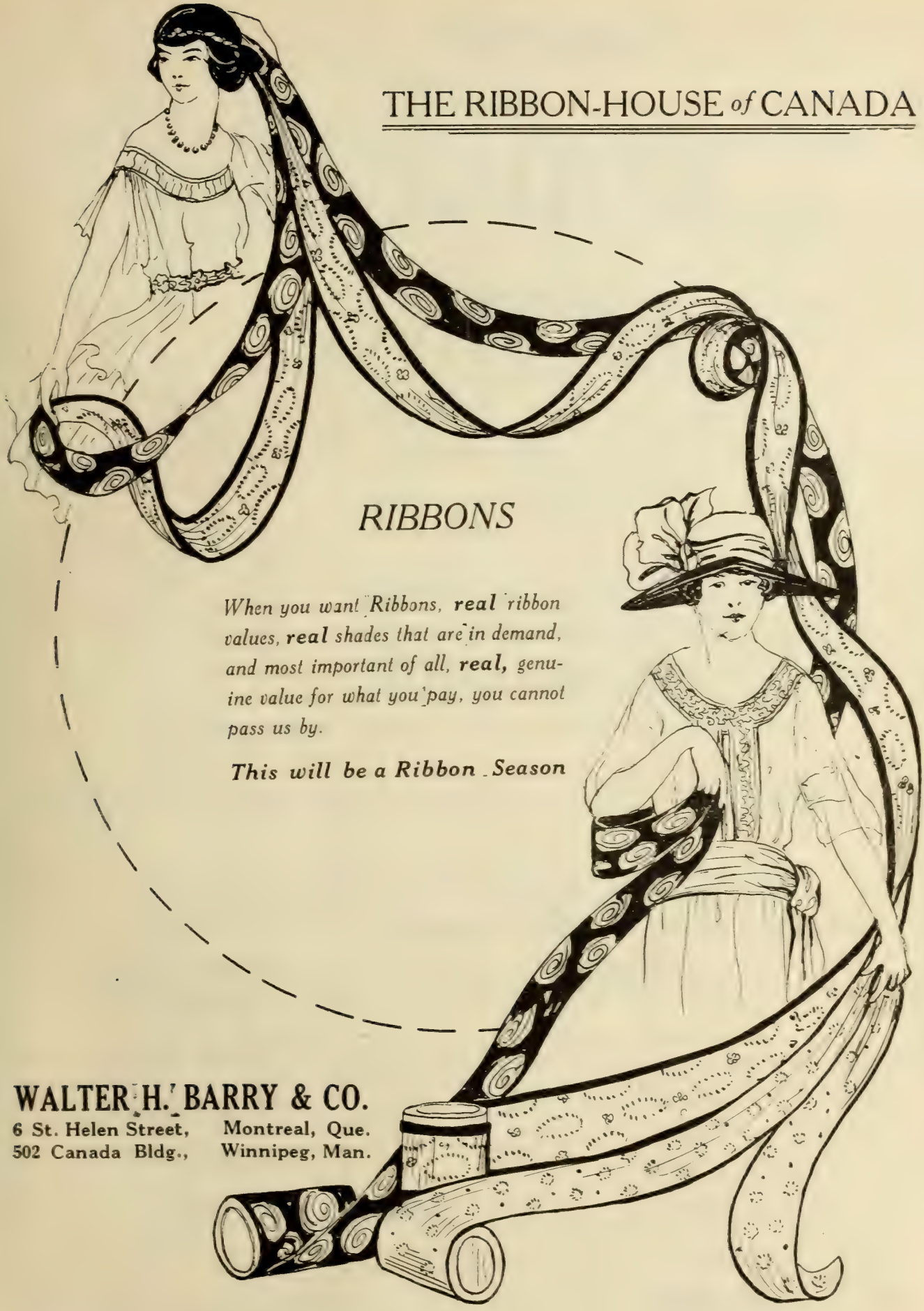
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### NEW IDEA IN BUYING CLOTHES

C. M. Harrison, in a recent issue of Printer's Ink, writes an interesting article on getting women to buy clothes that they need instead of ones which fashion decrees that they wear. The H. Black Company, of Cleveland, manufacturers of women's garments, have actually begun a campaign along that line. They claim that women themselves have taken the first step in the direction of using common sense as their basis. Present-day standards are a hundred times more desirable from the standpoints of hygiene, appearance and good sense, than they were a decade ago. There are two reasons, he claims, for this change. They are, the growth of democracy and the increasing popularity of outdoor life. The independence of woman has developed a desire for freedom in the choice of her clothes.

Women as well as men now see that fashion is not a mysteriously gifted oracle, but is strictly a commercial proposition, designed to sell as many clothes as possible. The present newspaper campaign of the foregoing company, is a carefully planned effort, to sell the women of New York and Chicago and the vicinities of these great fashion centres, on the idea of what they want. The intention is to crystallize the independent sentiment that has been rising. Many a woman may be entertaining these ideas without realizing that she is one of a great number.

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# Fitting Stout Women with Corsets

## Spring Provides Opportunity for Reorganization and Development of This Department—Terms to be Avoided in Fitting the Stout Woman with Corsets—Hints on Fitting Them—Comfort and Service Will Mean Steady Customers

SPRING provides the corset department with a really invaluable opportunity of reorganizing and developing its methods. With the arrival of warmer weather and the consequent shedding of heavy garments, women become immediately conscious of their needs as regards corsetry which becomes an annual problem before the purchase of the Easter costume is decided upon. And among all others, there is none who requires more attention and special study than the large woman, yet as everyone knows, when once the corsetiere has gained her confidence she also earns the undying gratitude of this customer who becomes ever afterwards a most profitable and satisfactory client.

### The Stout Woman

If you have not made a special study of stout women now is the time to improve the opportunity. Do not regard the fitting of the large woman in the light of "hard work" but rather from the stand-point of the customer who comes to you in real need of your help. The stout woman cherishes the perfectly natural desire to become well proportioned and she is usually a little nervous in trying a new corset lest it mar her figure still more. The corsetiere who gains her confidence by satisfactory work in fitting, has won over not only this customer, but all her stout friends who will become permanently linked with the department. Although the "average figure" trade is the most dependable part of the business done in the corset department, yet this type is apt to purchase here and there as the fancy prompts them, feeling certain that they can be fitted perfectly in one store as well as in another. The stout woman however has just begun to learn that she can wear stock corsets, the new models designed by experts who made a study of scientific corsetry. Thus she abandons gladly the idea that her corsets must be made to order since she is able to obtain equally good service at short notice from a reliable corsetiere.

So when the stout woman comes to you for advise, snatch the opportunity to establish that feeling of confidence on her part, by the exercise of tact and sympathy and genuine interest.

Scarcely anyone realizes that the famous figure of the Venus de Milo is moulded on lines far from slender, and yet, the popular opinion regarding her is that the Venus is divinely proportioned. It is bcause there is so much grace, dignity and perfect proportion in her figure that it is universally upheld as a criterion. Therefore there is no earthly reason why the plump woman should not have a figure of good proportion. If she has not, it is because no corsetiere has taken her in hand.



### Things to Avoid

There are two significant points to bear in mind when the stout woman comes to you for help in corsetry problems. The first is to avoid asking her waist measurement, and the second is to avoid the use of the words "stout"; "fat;" "big" or "fleshy," etc., in fitting her. All corsetieres will agree that the commonest fault to be laid at the door of the average customer is her invariable habit of demanding a corset a size or two too small, and therefore, it is perfectly useless to ask the size. It is preferable to secure her attention by tactful interest and slip the tape line about her waist in such a manner that she is impressed by your knowledge af the art of corsetry.

### How to Fit

In fitting the customer in a Spring corset, having due regard for the fact that she will not require as heavy a model for the warmer weather, it is essential to bear in mind one fact which applies universally to all types of large woman. **See that the abdominal flesh is entirely supported by the corset,** so that not even a fraction of an inch escapes below the front boning. While the front stays must be long, they must not be so long that they press into the flesh when the wearer is seated. There should be ample room in the corset for the uplifted flesh.

Another important point is the even distribution of the flesh under the corset. Such superfluous flesh cannot be eliminated but it can be disguised if the corset holds it evenly from the bottom edge to the top of the bust section. Should the abdomen be abnormally developed the corset that is provided with a special supporting attachment is desirable, providing it is not to hard to adjust. The new models which show an elastic section underneath the front are especially good in this connection as they do away with the necessity of wearing a separate bandage.

There are many large women who are merely stout round the thighs but are quite thin above the waist. This is particularly true of women engaged in sedentary occupations who lack the opportunity to exercise much and have grown fleshy and heavy in consequence. Here there is difficulty in fitting because the corset tends to slip up constantly. Several manufacturers are now showing new models which care for this very defect, and these are extra long and shaped to fit the thigh, with an extension at the lower back edge which can be sat on and thus prevents any "riding up."

### Comfort and Service

The one idea to be borne in mind by the successful saleswoman is that every corset sold should provide its wearer with the maximum of comfort and longest possible service. The reason why so many women do not return season after season to the same corset department is because they have not had that feeling of perfect satisfaction and pleasure in having obtained just the right thing. The corsetiere who understands her customers and is willing to devote just as much time as they want to their individual needs, will not need to rely upon a card catalogue system to remind them that it is time to consider the purchase of a new corset. When Spring or Fall returns the satisfied customer goes back of her own accord and places herself unreservedly in the hands of the expert. She likes to see and try the newest models, of course, and nothing is more fatal than to persuade her to keep on wearing the same model another season. Even though it may have been modified by the makers to conform to the new silhouette, yet she is not always convinced that there is nothing else which will do as well. Of course there are many women who cannot be pried loose from old fashioned models without exceptional difficulty, but it is always safe to emphasize the decline in prices and the great improvements in design and style which have occurred of late, and the conservative woman will nearly always allow herself to be fitted into something more modern, even though only on trial. By slipping her dress or blouse over the fitted corset and demonstrating how much better her lines are thus, such a customer is generally convinced.

# Numerous Imported Lines for Spring

## Will Be More Shown Than For Some Time—No Tendency Toward Elaboration According to Montreal Houses—Some Of The Newest French Imports—Some of the Newer Shades In French Lingerie Described

UNDERGARMENTS for 1922 will not show any tendency towards elaboration, but there will be a far greater amount of imported lines available than has been the case in the past. And to those buyers who desire to feature the more delicate and intricate specimens of hand-made lingerie in their Spring displays, there will be much of interest in the exhibitions of such goods now being shown in Montreal. According to experts in under-apparel, the various models now on display at the Ecoles Des Hautes Etudes in Montreal, which have been sent out by several leading Parisian manufacturers are among the most charming and original in their respective classes of any such lines yet seen in this city. Apart from the exquisite workmanship and unusual designs of the different garments, there is a distinct "chic" and an indefinable atmosphere about them, which identifies them as being Parisian and therefore correct. Although most of the dainty undergarments are shown in sets of three pieces, it is not necessary to buy them in this way. But so unusual are the designs of each garment and so diferent are the trimmings that few buyers can resist the temptation of featuring a complete display in each case.

The undergarments are of silken fabrics and cottons, including crepe de chines and fine nets and sheerest batiste, handkerchief linens and nainsook. The predominating note is simplicity of line but close inspection reveals the fact that the elaboration is marvelously done, so that the perfection of the embroidery is almost unnoticeable.

### Bias Folds Add Color Contrast

The favorite garment evidently is the straight chemise which is shown in a multitude of designs mostly with the straight top finished with narrow shoulder straps either of ribbon or self fabric. A particularly charming finish is a narrow fold of pastel-tinted fabric used to edge the top and straps of a white garment. Chemises and camisoles of flesh crepe de chine are charming when edged with mauve or blue, while there are many all white garments which show the edging in either of these colors. Lace is not often used, but in the more elaborate sets where it is employed the preferred varieties are valenciennes, point de Paris and Binche lace. By far and away the most beautiful finish is the edge or insert of fine Bretonne net upon which a buttonholed or appliqued edge is applied worked on the garment itself. Exquisitely dainty are the straight and simple hems of the undergarments thus finished, and besides the unusually sheer effect of the net, the handwork variously carried out, has an appearance of altogether unusual charm. One can imagine in examining the infinitesimal stitches which have gone into these models, that they were done by the nimble fingers of French women and girls who have made the art of needlework something finer and more beautiful than could be expressed anywhere else. France has certainly excelled in the matter of exquisite lingerie for nearly three centuries and it is no wonder that her needlewomen inherit gifts in this direction which seem impossible to duplicate in other countries.

The new vest and drawer sets are exceptionally effective, featuring a wide diversity of edge finishes in novel designs. There is much fine featherstitching, novel fagoting effects, French knots and the new "worm" stitch. But the tailored style is pre-eminent.

The various French exhibitors make a specialty of lovely underslips for wearing underneath sheer frocks. One especially striking model is of accordeon pleated crepe de chine with bouffant tunic effect of fine net also pleated the edges of which were picoted. Another all white one had an extra hem fagoted on, and its shoulder straps were composed of hand-made rosebuds upon ribbon. Much flesh crepe de chine was used for these slips, decorated by drawn work in the usual effects.

### For Miladi's Hours of Ease

Negligees also almost defy description on account of their individuality and exquisite workmanship. One model of baby blue crepe de chine was designed on straight simple lines with a handmade lattice-work banding as its sole ornament together with a girdle of braided self fabric. Its wide flowing sleeves were particularly graceful. To be worn with these models were shown numberless adorable little boudouir caps of various laces, nets, and quillings, made up with handmade flowers and little flutings of ribbon. Caps with wired brims and wings were especially dainty and unusual.

A magnificent pyjama lounging costume was shown developed in black satin for the trousers, which were drawn in at the ankle with elastic, while the slip-over mandarin coat was of maize colored silk, daintly beaded and embroidered in black.

### French Lingerie Features New Shapes

All these colorful models come in time to supply a long felt want in Canada, where manufacturers are reluctant to make up much lingerie in colors such as are prominently featured in the United States, since they fear that the demand will be only ephemeral and localized. It is impossible they say to purchase the right materials in such shades as the new orchid, jade and sunburst tones. The reasons given are that in the United States the large field of consumers who are willing to spend money on these novelties warrant the risk, but here in Canada, the making of pastel tinted underwear is a precarious venture. Canadian makers of course are turning out large quantities of flesh colored "undies" because they see that this shade has become a staple. The consumer who complains that she cannot purchase original or novel creations here, will therefore find in the new French models the very thing she has been seeking so long.

### Princess Mary Sponsors Blue

Rumour has it that blue it to take a sudden leap ahead in the matter of popularity for lingerie, due perhaps to the fact that Princess Mary has ordered blue to be used in the decoration of her trousseau pieces. Now that blue dyes are more durable and washable, there is no doubt that it will find a certain amount of favor. Princess Mary has ordered all her lingerie in the finest of Irish linen, to be trimmed with Irish point lace featuring the shamrock motif. Nightgowns will be short of sleeve and will be ribboned in pale blue, which is her favorite color, and some sets will show appliqued coin dots in blue linen while others will be simply lace trimmed. There will be six pieces of each article in her trousseau, each of which will be made up on the very simplest designs.

### A Practical Novelty

A very clever idea recently introduced in England and which may possibly be seen over here shortly is the "unmade" lingerie. This means that sets of three pieces, including gown, chemise and knickers are sold with the seams unsewn, so that they can be adjusted to the actual figure, only the embroidery being completed. This is generally a simple scalloped edge with a tiny motif in the centre, and the fabric is most often a fine cotton crepe. This is duplicated in the idea already so well known over here, of the embroidery outfits offered by fancy work departments which however reverse the plan and offer stamped garments already made up.

Early reports from Montreal makers state that the bloomer craze has been growing steadily all month, and the new models in Jap silks or crepe de chine are sold right out. The satin varieties, on account of their greater cost, are not selling so quickly on the average.

# Demand for Pyjamas Steadily Growing

## Toronto and Western Coast Lead in Demand—Black Will Be Strong This Season—Vogue for Undergarments in Sets is Strong —Lingerie Manufacturers Are Encouraged by Response of the Trade to Their New Garments

RETAILERS say that women are asking for pyjamas more than they ever did before on this side of the border. In Toronto and on the western coast, particularly in Vancouver, there is a big demand for them. Manufacturers are devoting their energies almost entirely to the two-piece outfits in the silk pyjamas. One merchant believes that there is a big field for two-piece pyjamas in the cotton and other inexpensive materials. Many women who cannot afford to buy them in silk, would wear pyjamas instead of nightdresses, if they could buy them in any but the single garment, which is rarely comfortable.

**Black Almost Certain This Season**

A Toronto manufacturer informed Dry Goods Review, that he thinks Canadian women will favor black much more than they did last Fall. New York had a great run in the dark colors last Fall but women on this side preferred the pinks and yellows. One maker says that he sold only nine black nightdresses from coast to coast last Fall but that he expects great things of black this Spring in almost all the lingerie lines. Some of the black garments now ready for the trade are: camisoles, bloomers, step-ins, knickers, chemises, pyjamas and nightdresses. A few have relieving touches in bright-colored ribbons and laces but the majority are shown in sombre all-black. Importers say that Paris has completely succumbed to black in lingerie and that New York is featuring it in its January sales.

**Bui't-up Shoulders on Camisoles**

Manufacturers of lingerie have found that the trade welcome the return to the built-up shoulder in garments. The strap at best is not as comfortable or as durable while the surplice effect made of the goods and narrowing to a point at the shoulder is very neat without being any more in evidence. These are now made in nightdresses and chemises as well.

There is a great tendency among makers of fine lingerie, to follow the lead of New York in making garments in sets. It is now possible to obtain a set consisting of the following three outfits: 1. nightdress or pyjamas, 2. camisole and knickers or chemise and bloomers, and 3. step-ins. These should prove very acceptable to the trade for Easter gifts and for June bride sets.

No one type of garment seems to take preference. There are tailor-mades with only neat hemstitching being featured by some makers while others are holding to the val. lace and hand-embroidery. French and Phillipine lingerie is as good as ever in the cotton underwear and domestic muslins are certain to have the vogue prophesied for them last Spring.

As to the fabric used, crepe de chine and satin are both good. There is probably not as much georgette shown as in other years except in camisole trimmings. Radium is coming to the fore very fast.

One manufacturer has devised a splendid scheme in the camisoles he has made this Spring. The trade have always complained about the width of these at the top unless an elastic is run through. An elastic all round pulls the garment out of shape, often causing the pattern in the front to be hidden, so he has placed the elastic only under the arms where the camisole is very loose. It holds its shape well this way.

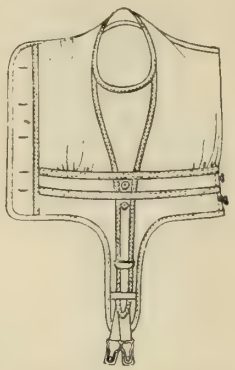
The first one-piece slips for wear under sheer overdresses, were for the most part, of the dark shades for use with black and brown tunics. These have had an excellent beginning for a new garment and manufacturers are now encouraged to make them up in brighter shades to be worn with the organdy dresses next Summer. One manufacturer is turning out these costume slips on a new style, it hangs from the shoulder, a great improvement on the one which shows a waist-line through the loose-fitting tunic or overdress of radium.

Negligees, for the most part show the long-waisted silhouette. Irish or filet lace is used on the more expensive models while val. is seen on those designed for the January and February sales. Pin tucks are seen a great deal and there is a great prevalence for drawn-work, which is both machine and hand done.

**Canadian Manufacturers Pleased**

Those who are interested in the progress of the fancy lingerie lines in Toronto, say that they are very much encouraged with the treatment they are receiving from the trade. Retailers in this country now believe that they can turn out garments which are the equals of those made anywhere else. Lingerie manufacturers are very wide-awake as a rule. They send their designers down to New York every five or six weeks and the result is that they are not very far behind in the styles shown on the other side. Even the largest retailers in this country are becoming more and more satisfied with the goods shown by travelers for our Canadian manufacturers.

*The R. and J. CHILD'S WAIST, shown by courtesy of the Parisian Corset Company of Quebec.*



R & J. GIRLS WAISTS

*The accompanying diagram illustrates a new style of child's waist which has several practical features, chief of which is the fact that it has adjustable garters attached, doing away with the necessity of safety pins and with a consequent saving of expense to mothers who are not obliged to purchase garters and attach them. The garters attached to this waist are uniform and can be extended to any length required, so that if the child's hose to-day should happen to be a little shorter than those worn yesterday, the garter is instantly adjusted to fit. An additional point is the fact that underneath the garter is a protecting pad of material which prevents any metal touching the flesh, and further, the shoulder straps are designed in such a manner as to take all the strain from the garters on the shoulders, as it should be, allowing for perfect erection of the body. This waist can be retailed for 70 cents complete, which means that it is more economical in the end than buying waist and garters separately.*

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That a style revue need not be just the usual fashion parade has been successfully proved by the Lasalle & Koch Co., Toledo, Ohio, in the semi-annual children's style revues which it has presented during the last few years. Last Spring, when the affair came very soon after President Harding's inauguration, a miniature White House was used on the stage as a background, and the authentic Harding Blue was introduced in youthful attire by the Harding Blue Kiddies.

For the Fall revue last year, the idea of art in children's dress was taken as a theme and a perfect replica of the Art Museum, Toledo's most beloved and representative building, complete even to its pillars, its broad marble steps and the hospitable lighting of its cornice, greeted the audience of 3,000 or more which gathered in Lasalle & Koch's Auditorium Saturday afternoon, Nov. 19, to see the much-heralded revue.

# Women Still Wear Ill-Fitting Corsets

## Manufacturers Say Harm Done To Trade When Proper Fit Not Given to Customer—Increasing Orders For White—Corselette Gaining Favor in Canada—Spring Designs Give Slim Long Line Effect—Bloomer Business Still Good.

WHERE are the dollar corsets gone? One can go to almost any store in this country today and see very few counters carrying the cheap corsets of a few years ago. Manufacturers say that even in the very worst months last Fall, orders for low-priced corsets were exceptional. One traveler explains that Canadian women have learned the value of comfort. They know that badly-cut and badly-boned corsets are not comfortable. The luxuries to which they accustomed themselves during the war, extended to the wearing of good corsets, and now, though money is tighter than it was for several years prior to 1914, they will not buy poor ones. Of course there has been considerable reduction made in price since January last year but there is no corset turned out which compares with the inexpensive ones of the past. A traveler for a large corset manufacturer in Toronto says that, where eight years ago he sold 100 dozen at four dollars and a half, he now gets orders for fifty dozen at eighteen dollars a dozen. His firm try to make as little as possible of the type of corset which goes to the retailer for price under twelve dollars a dozen.

### Women Still Wearing Badly Fitted Corsets

The manager of a Toronto manufacturing house, says that it is sometimes discouraging to corset-makers to see the numbers of corsets still being sold in this country without being fitted or with an incorrect fitting. Nine out of ten pair returned to the maker, he declares were the wrong size or the wrong type of corset for the women to whom they were sold. There are not many imperfect corsets being made today. It does not pay. Yet, try as they will, manufacturers are encountered on all sides with merchants who do not place enough stress on fitting. For one thing, he says, all saleswomen should know that there should not be a greater space than an inch and a half for the lace in a back-laced corset. This can be made a little narrower or a little wider at top or bottom but a corset which is drawn in at both top and bottom, will always strain the bones at the centre. Moreover he believes that there is still a great tendency to sell a size or two too small.

### White Coming Back

Orders for the last few weeks point to a return to white, in corsets. Pink is still very strong in the fancy lines but there seems to be a tendency to ask for the heavy white coutil just now. Women who want white, do not like brocades or stripes. In fact the only white fancy corsets that are made, are for brides. This applies particularly to Quebec. In Ontario and the West brides still like pink. There is, moreover, a stronger liking for silk stripes than for brocades, although one manufacturer believes that the brocades will outlast the stripes in the long run.

### Corselette Gaining Favor in Canada

The corselette was invented as an antidote to the "corsetless" figure craze which gained such a foothold in the United States last year. Women who could dispense with the corset, felt that they needed a fitted undergarment of some kind.

A garment was devised which had a fitted bandeau body, a panel front and hose suporters. This was accepted to an amazing extent not only in the United States but in this country as well, for while Canadian women did not adopt the fad for going without corsets, they were glad to find something to take their place during the summer months. The corselette and the girdle are also responsible for bringing back the desire for corsets by women who have discarded them. These garments are not as expensive as corsets—a very good line can be obtained this spring for $15 a dozen. Manufacturers declare that the retail trade seems ready to accept them for late Spring and Summer business.

### Three Types of Corsets Shown

There is one note in common in the lines offered for Spring—they are all designed to give the slim long line. The elastic topped corset, which is unusually popular among buyers, is shown in plain wash satin and in brocades. It comes in medium and long skirt models, reaches slightly above the waist-line and is lightly boned. It is therefore not particularly suited to the stout woman. The one designed particularly for the heavy figure, slopes from a low bust to a high back. In this type there seems to be a preference for the back-laced corset although some stout women still prefer the front-laced model. For very slight figures, there is a corset which has only one flexible bone in front.

### Bloomers Still Good

Toronto manufacturers are still confident of the possibilities of the bloomer business. They are making them even more extensively than they did last Fall. The brightest of shades are being shown to the trade to encourage Spring business. Some of the colors are: nile green, olive green, spring beauty, pumpkin and gold. There is as well, a call for the sand and taupe shades.

While many of the underwear lines have become just Christmas and Easter sellers, because so many women like to make their silk garments for personal use, bloomers are now considered an all-year round staple. It is no doubt because women find that these are not as easy to make. Almost all the manufacturers are showing styles which have a gusset right down to the knee.

There is an increasing demand for loose-fitting bloomers. In fact the largest sizes are now bought by very small women. This is because they feel that some fulness needed to take the place of the discarded underskirt. The garment which comes just above the knee has given place in most of the Spring bloomers to the one which extends for an inch or two below.

One manufacturer believes that the bloomer trade may not last longer than April or May this year, because many women complain they are warm for Summer wear and there is therefore a general attempt to promote the loose knickers on the part of wide-awake designers. In the meantime, there is a big field for the bloomer not only in plain jersey, silk and jap jersey but in wash-satins and in sateen.

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### A MISTAKE

"The greatest mistake in advertising is boosting the goods above their value. An advertisement is simply an invitation to the public to inspect the goods for sale, and if they are found to be wanting the advertisement is wasted. The merchant who misplaces his advertising is a fool," said C. H. Mackintosh, president of Associated Advertising Clubs of the World. "There is nothing more detrimental to any business than to overrate ts wares. It is absurd to advertise forty-dollar va'ues at fifteen dollars. No sane person would believe it, and it is dishonest, as are always comparative prices. The public is quite satisfied to receive a full round dollar's value for a dollar.

"Advertisers must tell the truth, or the money expended is wasted. It is the more stupid for a merchant to misplace his advertising for he must remain on the spot, whereas the crook who places his fraudulent stocks by advertising can make his 'clean-up' and get away from the place."

# Front Lace Models That We Like To Recommend

## *Warner's* *Rust-Proof* Corsets

We have numerous styles in front lace as well as back lace corsets, but there are always certain models that meet with the greatest response. The four styles listed below are such. These are all rubber top corsets, but others equally satisfactory in standard designs, or semi-rubber, are carried in prices from $21.00 per dozen as high as $48.00.

If you are looking for moderate priced front lace corsets of guaranteed quality, we recommend a trial order on any of the following styles.

Style 36 — Pink Coutil, Fancy rubber top. For slender figures. Sizes 20-28, Price $21 per doz.

Style 549 — Pink Coutil, Fancy rubber top. Exclusive Warner feature "Extension back." Average figures. Sizes 22-32. Price $30 per doz.

Style 909 — Pink Brocade, Fancy rubber top. For average figures. Sizes 20-30. Price $30 per doz.

Style 547 — Pink Coutil. Surgical Elastic top. Special Warner features of "Anchor" and "Diamond" elastic gores in skirt. Sizes 22-30. Price $36 per doz.

**F. O. B. Montreal. 3%10 days, 2½% 30 days. Net 60 days**

## The Warner Brothers Company

**356 St. Antoine St.** **Montreal, P. Q.**

# The "Julian Sale" Travellers

## Are Away With A Great Line

### Silk Bags

Beautiful effects in satin stripes, mounted on narrow gilt and silver-finished frames. Black, brown, blue and taupe—tassels are passe.

### Leather Bags

In Pin Seal, Beaver Calf and Morocco leathers. Small pouchy effects. Mounted on narrow gilt and silver-finished frames. Colors well assorted.

### Monte Carlo Bags

The newest novelty in bags. A special feature of the "Julian Sale" line--made in octopus, alligator and spider web leathers.

New Samples in

## BAGS PURSES

And other lines of Leather Goods and Novelties



Our travellers will wait on you in due course—they have never started away on a trip with a more attractive collection of samples than their trunks contain to-day. Bigger assortments, greater variety, finer quality, more novelties, better values, all manufactured under ideal conditions in our own great sun-lighted factories.

Prompt and painstaking service is the watchword. Order through the "Julian Sale" traveller, or phone, wire or write.

### Suede Bags

A fine line, made in the one-piece pleated effects. Lined with high-colored satins—mostly covered frames. Newest shades and colors.

### Swagger Bags

Still the very popular bag. Made in the new octopus, frog and Monte Carlo grain leathers. Blue, brown, grey, black.

### Party Boxes

Meeting the call for more popular price lines. Double handles, swagger styles. Fancy leathers, novelty shapes—good color range.

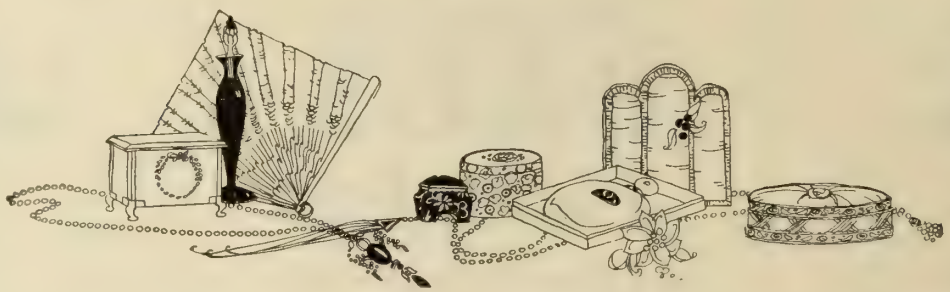
## The Julian Sale Leather Goods Company

**Limited**

**600 King Street West, Toronto**

# Canadian Manufacturers Making Distinct Progress in Ivory Ware and Toys

## Travellers Starting Out With Excellent Ranges This Month Including Some Worth-While Novelties in Ivory Goods—A New Comb on the Market—Plea For Open Mind on Part of Canadian Merchant With Regard to Canadian-Made Toys — Progress Reported



THE manufacturers of ivory goods in Toronto are sending out their travellers this month with a splendid new range of goods. They say that this line is no longer a Christmas specialty. The retail trade are anxious to promote sales all the year because toilet articles of ivory can so easily be worked into a chain of sales. A few years ago only jewellers and the largest department stores carried the more expensive ivory goods but now-a-days most general stores, druggists and fancy goods shops have them. Of course, the decline in the demand for silver and ebony was a big factor in promoting ivory. Canadian manufacturers have made every effort to have their goods known as first-class. In fact several factories have stopped making the cheaper grades and are allowing American firms to specialize in them. Wholesale houses in this country are very glad to allow the name of the maker on the ivory they handle, instead of their own stamp as they used to insist upon. They try to obtain their stock from manufacturers who make every line, so that they can supply their customers with the same brand from year to year.

**Canadian Workmen do Excellent Work**

The manager of a factory which now makes more than three hundred articles of ivory, declares that one of the achievements of which he is most proud is that he has developed his factory altogether from the work of Canadians. He declares that the Canadian artisan is the peer of any in the world for artistic taste. The most intricate things can be accomplished by our men, pieces which rival those of the French, who were the first to bring ivory toilet articles into this country.

Work of this nature is very difficult to handle. It requires a great deal of experiment and patience. The machinery required is original and the initial investment very large. The fact that all the factories which are making ivory in this country have been very successful, is saying something for Canadian ingenuity and industry.

**Several New Lines This Spring**

Travellers are carrying with them this month a new ivory comb which is superior to anything yet offered. It is very flexible as well as strong and is of three types: the all-coarse, the all-fine and one which is coarse and fine. Some very artistic picture frames are among the new lines. Salesmen are going out with a determined effort to impress on the trade the selling points of ivory under the headings, "dignified, sanitary and indestructible." They are also specializing in the DuBarry or the De Fleury pattern, which is panelled. It is made up in nearly all the articles necessary for toilet or travelling.

One manufacturer pointed out to Dry Goods Review, that if retail salesmen would give the following argument to customers who still think that good ivory or French ivory is actually the elephant's tusk, they would carry a great deal of conviction; the elephant's tusk, if made into toilet articles, would curl back into its original shape after a few weeks' use, it would turn yellow and split into streaks as a billiard ball does.

The same informant says that people want Canadian materials as never before. How long this desire on the part of the public will last, he does not know but he believes that manufacturers, wholesalers and retailers have for the year 1922 an opportunity to talk the products of their country as they never had before, and probably never will again.

**Will Tortoise-Shell Sell This Year?**

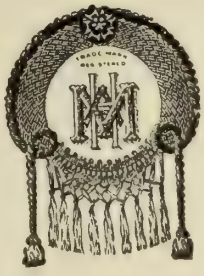
Toilet goods of tortoise were a big feature in some cities of the United States this year. Canadian women did not fancy them though several manufacturers prepared for some business of this kind. Two makers in Toronto say that next Christmas will see a big rush on tortoise-shell. Very little additional expense is required in the manufacture of it, because practically the same process is required as in ivory. Celluloid is the base, which is worked with cotton into a chemical composition. This becomes a tissue-paper-like substance which is treated with alcohol and camphor. The original ingredients are colored in making tortoise instead of white as in the manufacture of ivory.

**Is the Trade Giving Candian Toys a Fair Chance?**

Visits to manufacturers of toys in this country result in various expressions of opinion as to the attitude of the trade toward their goods. Some houses declare that the retail and wholesale trade are anxious to sell their lines, others say that the fact that toys are Canadian-made places them at a disadvantage. Some merchants think that all foreign toys, whether they come from the United States, Germany, England or Japan are of a better grade than our own. One Toronto man declares that this has had the best possible effect on manufacturers. They have struggled during the last two years as they never would have under less trying conditions. He says that if the retail merchant will only take an open attitude as to the respective values of toys made in every country, the Canadian maker will soon prove that those of this country are as good and even better in some of the lines now specialized on.

One manufacturer believes that the day is far distant when Canadians can turn out mechanical toys which will rival those of other countries. Most countries which are now making them, depend only on home consumption for their products and are satisfied if those which they export, obtain a price which will cover the overhead. American manufacturers, for example, have 110 million people to sell to at a profit and are satisfied, for a few years to come, with the publicity which is obtained by exporting them to Canada. In this country, our manufacturers would have only 8 million to draw profit from and, provided they could get into the export market, the toys sent out of here would only sell at actual cost when laid down. Why does this not work out in every line of toy or in fact in all Canadian products? asked Dry Goods Review. Our informant, who has attempted mechanical toys and given them up, says that the initial cost in the manufacture of this line, because of the dies needed,

(Continued on page 154)



# TRIMMINGS

Cords Ornaments
Girdles Tassels
Fringes and Yard Trimmings

## FOR SPRING 1922

We have anticipated the demand for Trimmings in all the newest and most popular colors for the coming season.

The quality of our goods cannot be equalled and the prices are fair. You cannot make a mistake by having a quantity of "Moulton" Trimmings.

The demand is sure to be great, so order now!

## THE MOULTON MFG. CO., LIMITED

4 Inspector St., Montreal

ONTARIO and QUEBEC: W. S. Adcock and A. W. Woodhouse, Head Office, Montreal; J. Rutherford, 23 Scott St., Toronto.

WESTERN PROVINCES: Cleat & Co. Robt Cleat, 410 Crown Bldg., Vancouver; A. E. Partridge, 708 Builders' Exchange, Winnipeg.

MARITIME PROVINCES: F. L. Wright.











## WM. E. WRIGHT SAYS:

"In 1921 I was so busy talking to our friends about the way we manufacture WRIGHT'S Bias Tape that I had no time to speak of a subject very interesting to us all—the marked increase in home-sewing during the last two or three years.

"The reason why it is worth our while to make WRIGHT'S Bias Tapes just as well as we know how is that home-sewing is a growing art.

"This fact is of great importance throughout the dry goods trade. If women really are going to sew more and more and better and better from year to year, it means enlarged departments for piece goods, larger sales for paper patterns, trimmings, notions and everything that goes into a garment. To us it means that women will want tapes in a great variety of widths, fabrics and colors and that they will want them in greater volume than at any previous time.

"In 1921 the movement took us by surprise. Women used six times the normal volume of WRIGHT'S Bias Fold Tape. This kept us jumping and kept some of our friends writing letters about deliveries.

"Happily we've caught up with this big demand and can look 1922 in the face with a clear conscience."

**Send for Color Card of**

# WRIGHT'S BIAS FOLD TAPE

Showing our full line of fast colored percales, also Wright's E-Z-Trim. You will find this card to be a great convenience in making up your orders. It shows our 12 plain and 6 striped colors of Tape and 6 colors of E-Z-Trim.

## WRIGHT'S BIAS LAMPSHADE TAPE

Something new and useful for the Notion Department. Sample card showing colors sent on request.

**Wm. E. Wright & Sons Co., Mfrs.**

315-317 Church Street
New York

*Agencies*

CHICAGO
R. C. Taft
223 W. Jackson Blvd.

ST. LOUIS
L. F. Sherman
613 N. Broadway

PHILADELPHIA
Jas. F. McCarriar
1011 Chestnut Street






In U. S. Pat. Off.

# Demand for New British Crochet Hook

## Will Enable Woman to Turn Out Uniform Edging—New Dress Fastener Being Shown—Button Prices 40 Per Cent Lower Than in1920—Possibilities of Notion Department in 1922—Should be Kept Well Forward

ACCORDING to a representative of a leading Montreal wholesale firm, there is a heavy demand for British-made crochet hooks, especially the new style which will enable the woman who crochets to turn out edging that is uniform throughout the entire length. The fault of ordinary hooks has been due to the fact that it was impossible to draw the little loop up tight enough on a straight handle, and with this new improved hook, it is now possible to achieve an even, firm chain without any need of tiring the hand by extra pressure at each stitch. These new hooks which are commonly known as Roma hooks, are selling rapidly and cost no more than other kinds. Buyers of these goods should be on their guard in ordering against falling into the error of stocking the same sizes in both American and British made hooks. British manufacturers always number their goods from 0 to 8, while American makers feature sizes ranging from 1 to 16.

Many people are unaware of the fact that the finest steel needles cost a high price because of the fact that it requires skilled labor to put the eyes in accurately and this class of labor in England is very highly paid. It is not so much the price of steel that counts in fixing the price of $1 per thousand which is quoted today, but rather the intricate process essential to the exact placing of the eye at the end of the tiny bit of steel, a process which is done by hand and is therefore slow in comparison with the operations usually turned out by machinery. Needles which have large eyes can of course, be turned out by machines, but in the very fine sorts, girls have to adjust them to a minute fraction of an inch, underneath the machine which stamps the eye exactly in the centre. Japanese needles can be secured for as little as thirty cents a thousand. Steel pins have declined in price but brass pins remain at their former level.

There is a new style dress fastener now on the market which is proving to be a boon to home dressmakers. Its particular advantage lies in the fact that it can be sewn to the garment right through the centre of the dome. The greatest demand just now is for the style which can be sewn on either side and which lies perfectly flat on the material so that it can be ironed over without leaving a tell tale mark. Judging from the reports that larger quantities of wash goods and summer fabrics are selling than usual, it appears probable that dress fasteners will be among the notions that sell readily when once the season opens.

In buttons it is said that shirt pearls are in the greatest demand in sizes 18 and 25, but low priced goods are becoming very scarce, so much so as to cause considerable conjecture as to how to fill the orders coming in. There is an absolute shortage also in leather buttons, especially in the hand made variety of which there are none to be had. In regulation composition or ivory fancy buttons the demand is entirely centered upon sizes 24 and 34 in practically every fashionable color. The sew-through style is very popular on account of the increasing vogue for tailored or sports clothes with which the fancy button looks out of place. But the demand for shank buttons is still large in certain quarters for the trimming of coats and spring suits of the more dressy type. Tiny trimming buttons are quiet just now but enquiries are coming in for a novelty drop button, shaped like an olive, which is particularly smart on dresses.

English made jumper braids are expected to be heavy sellers this month as well as black military braids in widths varying from 6 to 14 inches. Fashion decrees lavish use of these black military braids on cloth frocks and suits so that early orders are advised if quantities are wanted. Rick rack braids are being called for now in large quantities especially in medium sizes in the leading spring colors and the preference is shown to imported braids as being of better quality and durability.

Prices on buttons have dropped about 40% lower than 1920 prices for the reason that demand fell off from the clothing manufacturers last year and the button manufacturers decided to keep their plants going as long as possible making reserve stock. Button operators are experts whom it is undesirable to lose and thus the action taken by the makers was a wise measure. Now that the large stocks of unsold clothing on the shelves have been materially reduced and retailers are now in a good position to buy, it is expected that the demand for buttons will again spring up from all quarters. The manufacturers have taken up the question of export business with great success and what they cannot dispose of in this country they can find a good market for elsewhere.

In summing up the general trend of spring business in notions in an interview with Dry Goods Review, a Montreal wholesaler emphasized the point that notions can be made to be the pivotal point around which a business can be built up. "A display table about 6x3, with a space for reserve underneath or behind, in charge of a capable wide-awake girl, can do as much business as one ten times the size, provided that just the goods that the public wants are displayed and the location is right at the front door," explained this man. "I know of small stores which are doing a greater business in notions than many of the largest department stores for the reason that they have played up their notions prominently, stocked the newest things always and kept sizes and colors, etc., complete. The consequence is that women will go out of their way to go to this little store because they are certain that they can get what they want and can purchase conveniently without having to spend a lot of time locating the department. Notions can roll up big sales totals if you give them the right opportunity, but you cannot expect to make a success of this department in 1922 if the policy of keeping them out of sight and showing old fashioned goods is pursued. It pays to be original in selling notions and it is just as easy to sell quantities as it is to sell single articles. The best method to follow is to display as much as possible out on tables so that customers can pick up what they want themselves. This is the age of table displays and price tickets and the under-glass method of display is as out of date as are the wax flowers that used to be considered the ornament of every parlor. Now is the time to replenish notions and small wares because prices are at their lowest during the month of January. Definite advances may be expected in February and March in most lines, so that no better time than the present can be looked for in which to check up present stock and send in orders for new goods."

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### CANADIAN MANUFACTURERS

(Continued from page 148)

is too large for the field from which profit is derived, as explained above. On the other hand makers of articles like games, wooden toys, dolls, etc., can keep their prices low enough to meet foreign competition, because they have to depend on quantity of production alone and not on initial costs. One of the lines made here, which has been able to give better prices than any yet imported, is garden sets. Home consumption has enabled manufacturers to set a price which is several cents below foreign toys of the same kind.



"A SHRINE OF BEAUTY."

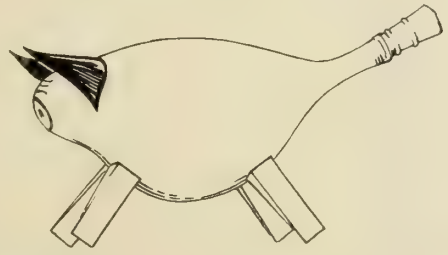
*A toilet goods department which presents an unusually attractive appearance. The centre display is carried out in purple and gold and each line is grouped in unit pyramids built up about the violet shaded lamps. The display is a permanent feature of the Jas. Ogilvy store of Montreal and was arranged by Mrs. Morris, manager of the section.*

# Inflated Pig Toy Novelty

**Proved to be Popular Seller for Holiday Season—Other Features to be Introduced**

One of the amusing novelties of the Christmas season was the range of balloon toys put out by a Montreal manufacturer just before the holiday season. No festivity is complete without a number of these amusing trifles which come in the shape of pigs, balls, clowns, nigger babies and even airships. Some of the balloons are fitted with valves so that they will move quickly over a smooth surface, others are supplied with a "squawker" which emits a considerable volume of noise. The pigs are perhaps the most popular of the present line and are to be shown in very large sizes in the near future, which will measure as much as a yard in length. These are fitted with four wooden legs and rubber ears and decidedly realistic, whether fitted with the valve for motion or a squawker. The air ships or toy dirigibles are quite large and impressive in appearance, being supplied in sets to be inflated by the purchase and fitted with propeller and wings, and even the Union Jack upon a tiny mast. These toy dirigibles are priced at $24 a gross and are being quickly distributed all over Canada for holiday setting.

Another novelty introduced by the same firm is the covered balloon balls which range from 6½ inches in diameter to 12 inches and are covered in multicolored cotton, in sectional effect, giving a gay and even gaudy appearance. These are greatly in demand for children as well as for grown-ups at their holiday revels, and refills can be had for the cotton covers so that the latter can be used again and again if the balloon breaks.



*THE TOY BALLOON THAT TOOK THE COUNTRY BY STORM THIS WINTER*

*Just introduced to Canada by Robertson and Murphy Ltd., of Montreal, and the rage at entertainments of all sorts for both adults and children. The pigs are of two kinds, squealing or walking and come in two sizes, both fitted with wooden legs and rubber ears. The tail is formed by the mouth piece.*

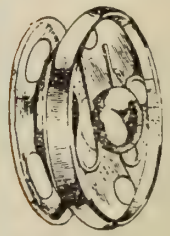
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The first determined attempt on the part of Canadian wool growers to compete on the overseas market with the wool of Australia, New Zealand, South Africa, and South America is being made by actual sales in the London wool market. The first shipments of some seven different types of Canadian wool have been made to England by the Canadian Co-operative Wool Growers, these representing some of the best wools grown in Eastern Canada and the range area of the West.

Made in Four Sizes 000 00 0 1




It's all in the Spring



Strong—Durable Made of Brass

*It's a Snap to Snap This Snapper*

# Colonial Maid

## *Wire* Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER But is MADE WITH HIGHLY TEMPERED WIRE SPRING. . . . . KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS will not rust

ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK ∴ ∴ SIZES: 00-0-1

*To be had of all leading wholesalers.*

Manufactured by

## Colonial Fastener Co., Limited

Montreal, Que.

CAN YOU MEET THE SPRING DEMAND?

# FORSYTH KIMMEL COMPANY

## BUTTONS

Are so styled and priced that the Button Buyer can see in them the appeal that pulls sales.

Our REAL VALUES and GOOD SERVICE should merit your confidence and your orders.

## Forsyth Kimmel Company LIMITED

THE BUTTON HOUSE

KITCHENER : : CANADA

Button Sales LIMITED

Trade Mark

## How Do You Stand as Regards Your Button Stocks?

Do not allow your button department to run short of any line. Buttons are always in demand. We carry the largest range and can ship at once.

Resolve not to lose a sale this year, by not having asked for goods.

Your mail order will receive prompt and personal attention. Ask the Button men what's what.

**Travellers now out with Spring range.**

## Button Sales Limited

**66 Wellington St. W. - Toronto**



*This wax figure will make a wonderful attraction for your SPRING DISPLAY. Write for prices, etc.*

J. R. PALMENBERG'S SONS, Inc.

63-65 West 36th Street, New York

BOSTON CHICAGO BALTIMORE

# New Importance of Equipment

## Manufacturer, in Closing Best Year in His History, Says Merchants Are Being Forced Through Keener Competition to Instal Better Equipment—When Headless Figures Should be Used and Not Used Selection of Figures—"Interchangeable Heads."

AN ILL-WIND that blew badly for some of the trade, was true to form in blowing good to others. A prominent manufacturer of wax figures in this country, says that never in the history of his business has he had as large a turnover as this year. The Summer season especially, was good this year. The numbers of small merchants who are beginning to realize the great value to them of display, is remarkable compared with a year ago. He gives two reasons for this. One is that the dry goods trade in Canada is getting nearer the standard that is set in the United States. Our people are expecting more, our merchants are keeping more closely in touch with their trade papers and with their competitors, and they are devoting more time to travel than formerly. The other reason is, competition was so keen and business so poor this year that merchants were forced to look for attractive ways of displaying their goods. The last two years of the war brought trade so easily, that merchants fell into the way of th nking that good display was unnecessary. If they had not the merchandise that was asked for, they had something else which the customer would take without a murmur, because money was plentiful and variety was hard to get. This year, the buying public were satisfied with nothing but the thing they wanted and even then only when merchants emphasized values and need.

Business in equipment during December and early January was much quieter than at any time last year, except the corresponding months. This is only natural. The merchant who has not taken the trouble to install special equipment for Christmas, certainly has not the time to devote to it in December. January is the time for ordering spring merchandise and February the big month for getting his display materials together. One Toronto wholesale specialist in these lines, says that in 1921 he cleared $20,000 more than in 1920 in spite of the lowered costs of the f nished work. Next year, he will be very much disappointed if he does not increase this profit by $25,000.

### Points About Spring Display Goods

In ordering racks, stands, figures and fixtures of all kinds for spring showings, one merchant with many years experience, advised the retailer to stock a plentiful supply of waist forms this season. A strong revival in waists is expected and they are one class of merchandise which need forms. Camisole stands follow as a consequence of the vogue for waists. These are good in either the ivory or the grey finish but there is a slight preference for the French grey because of the high colors in which camisoles are now made. In ordering dress and suit forms, he warns the merchants to ask for the narrow shoulder type. It is very difficult to fit the prevailing modes on some of the forms now on the market.

This merchant believes, that as a general rule, it is well to use figures with heads for window displays. They are much more expensive but two of these in an ordinary window are more effective than three or four of the headless ones. In the departments where customers come to see the actual garments which are sold exclusively there, it is quite all right to use the headless ones. The point to emphasize in the window is that the passing public must be attracted, to the general display, while the floor of the store must carry the responsibility of showing merchandise which will bear close scrutiny, apart from the way it is displayed. In the matter of heads, our informant believes that fair hair in wax models has the effect of attract'ng more attention and that there should be at least one fair model in every group. It is, for the same reason, the best type to use in showing an unusual display. The dark-haired models are by far the best where the numbers of such figures are limited to one or two, because almost every shade may be used on them. Red-haired models should be chosen most carefully of all.

A Canadian manufacturer is now making a head which may be used on any number of figures. It is called the, "interchangeable head." If a dealer orders one of these heads at one time along with a figure, he can at a later date have another figure made to fit it, provided he gives the size or number of the head. This is of great assistance to the merchant who can thus have a reclining figure, an upright one, a stout and a small figure at a minimum of cost.



*New standing enamel display form which is particularly adapted to the models shown in Spring gowns. Note the narrowed shoulders and slim general outline.*—SHOWN BY THE DALE WAX FIGURE COMPANY, TORONTO.

Draping stands are becoming more and more popular as merchants realize the splendid effect of a drapery trim in a window or on a counter. It is almost impossible, on the other hand, to display fabrics to get either the proper sunlight or a good overhead lighting without these forms.

Men's wax models are almost as essential as women's, though retailers in this country have not yet taken advantage of them to any great extent. It may probably be that manufacturers have not reached the same point of perfection in these as they have in women's and children's forms. This is even true of the French models, which are world-renowned. It seems very strange, that while the athletic type of man is shown in art and particularly in commercial art, wax-figure manufacturers still keep to the polite, drawing-room man when they make their models.

There are some milliners who prefer to show their hats on stands rather than on heads. There is no doubt however that more milliners are ordering one or two heads for their shops than ever before, because there are vast opportunities in them for pleasing impatient and homely patrons. Women are often induced to buy when they see how they should look rather than how they do look.

With the vogue for lace collars of the very open type this spring, manufacturers are laying stress on collar forms which are finished in a flesh enamel. The trade are putting a great deal of faith in these. One retailer claims that he increased his collar sales twenty per cent in one week, by installing a half dozen forms and instructing his saleswomen in their use.

Shoe stands are gaining in favor, manufacturers declare. They enable merchants to display more shoes than they could by leaving them all on the floor of the window.

### MARKING ACT POSTPONED

By an order-in-council dated January 11, 1922, the operation of the law requiring imported goods to be marked with an indication of the country of origin, has been postponed until after the close of the next session of Parliament. This order cancels all the regulations issued by the Department of Customs and Excise respecting marking. Goods may, for the time being, be imported, without having the country of origin marked on them.

# The Problems of Retail Advertising

## Neil R. Bell Says it is the Force That Makes the Wheels Go Round —Mediums of Advertising—Writing the Advertisement and Things That Should be Avoided—Advertising is Salesmanship.

*The accompanying address on Retail Advertising was delivered at a meeting of the Hamilton Ad. Club by Neil R. Bell, Advertising Manager of "The Right House," one of the successful department stores in that city. It covers many interesting points that are of daily use to the advertising manager and deals with problems that face him daily. Not the least of these is the actual layout of the advertising and the instructions to the printer.*

IN THE limited time at my disposal to give you a talk on "Retail Advertising," it must necessarily follow that what I say will be just a general analysis of retail advertising as a whole —and I might mention in passing that my remarks will not apply so much to departmental store advertising—(although a departmental store is nothing more or less than a number of retail stores assembled under one roof) as retail stores in a general sense.

It is no exaggeration to say that advertising in retail stores is **the force that makes the wheels go round—it's the power of the business.** The many failures of retail stores which are recorded yearly, cannot always be laid to poor advertising or the lack of advertising. One or more of many causes may have been responsible. But, when a retail merchandiser is a success, it is a safe assumption, in the majority of cases, that he is a successful advertiser. Not necessarily a good one, because his success may be only partial—a poor realization of excellent opportunities—but, if he sells enough goods over his counter to make the books balance on the right side of the ledger at the end of the year, and continues to do so, it means that he has, somehow, reached his public, impressed them sufficiently either with the merits of the goods, his own personality, or some particular of his store to bring them to his counters, instead of his neighbors'.

Advertising, while so absolutely essential to retail merchandising, cannot do everything. It cannot compete against poor business ability—careless management—lack of sufficient capital or similar handicaps which make success an impossibility. It must have a proper foundation to build upon. But, given that foundation, the manner in which it is used determines the measure of success or failure of a retail store.

### Different Ways To Advertise

There are many ways to advertise a retail store, and it is difficult to formulate any set of rules for general use. Because, every individual store has its own requirements and conditions which must be taken into account when an advertising outlay is planned. Successful merchants have solved their problems in a variety of ways. Newspaper display is the most common form—street car advertising, billboards, circular letters, blotters, novelties of all description play their part in the general scheme of publicity. Only by careful and earnest study will you be able to solve the problem of finding the method which best suits your particular case.

### Benefits

Newspaper display space, as mentioned previously, is one of the most common forms of advertising used by retailers and it is one of the best. So many merchants, large and small, throughout the country, are successful users of newspaper space that there is no question as to its value. It can be, I think, fairly asserted, that as a general rule, it takes years of advertising through billboards, street cars, programs and circular letters to bring the same results that a constant newspaper campaign will effect in a short time. I do not mean by this that these latter mentioned forms of publicity are not valuable for retailers—they are all good in their way. Constant newspaper advertising will not only bring people to buy from you and increase your business, but it will raise your standing as a business man. It will give you better credit. It will enable you to buy more cheaply and in larger quantities. The wholesaler or manufacturer knows your advertising gives your store a wider outlet for his goods than that of a non-advertising competitor. He sees that you get the best selling propositions he has, because he knows you will push his goods. Things move in circles —you have a business that enables you to advertise—that increases your business—increased business means more advertising, and, so on—in an endless branching that brings you to success.

### Writing An Advertisement

It is not necessary to make an advertisement a piece of literature. The selling points you use across the counter are the points you should incorporate in your advertising. For, advertising is salesmanship on paper—nothing more, nothing less. The man or woman who will be interested in your advertisement, who is in the market for the article you wish to sell, wants to know but few things; but those things must be presented in a natural, interesting, convincing manner. A description of the article for sale, its particular advantage and value, and, its price, are the salient points you wish to impress upon the prospect.

### Avoid Levity

Always avoid levity in advertising. Anything which tends toward the humorous in copy invariably weakens it. The bright sally or jest which seems so funny when it is written usually looks very flat when reduced to cold type. The public usually resents anything of this kind and fails to give the advertisement the attention it should receive. People who are spending money do not regard it as a joke, it is usually a serious matter with them. If a stranger entered a retail store and examined an article, the proprietor would not regard this as an opportunity to be humorous, or to show his ability as a linguist—on the contrary, he would show the article in which his prospect was interested and respectfully and earnestly explain its advantages and merits—name its price and emphasize it if it was a special inducement. He would strive in every way to make a good impression, to make the prospect feel favorable toward the article in question and to create a desire on his or her part to own it. If the merchandise in question is right, and the price right, the sale would probably be made. The retailer accomplished this by the very simple process of showing his goods, explaining their merits and naming a price which convinced the prospect that it was a good buy for him or her.

### Advertising Is Salesmanship

The same retailer, when he takes his pencil in hand to prepare an advertisement often ignores the very sales methods and sales points which enable him to sell goods over his counters. He forgets the salient points he wishes to bring to the attention of his readers. He forgets properly to present and emphasize the vital facts in which they are interested and floats off among the clouds, finally turning out an advertisement absolutely lacking in selling force.

In preparing an ad., it is a good plan to follow the same method a newspaper reporter uses when preparing a story or an article. Put the gist of your news —the most important of your facts—in the first paragraph of your adver-

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# Are You Picking Location for Store?

## Or Are You Selecting The Cheapest Place You Can Get?— This Article Brings Out Points That Should Be Considered— Details As To The Definite Proportion Of Gross Receipts Each Type of Business Can Afford To Pay For Rent.

NOW THAT the necessity of carefully watching every item of our overhead expense is being forced upon us by reduced profits and greater difficulty in securing business, we are beginning to realize that if we are to make a successful showing in the competition for business, we must carefully analyze every item that goes into our expense budget to see that no one item absorbs more than its due proportion of the general charges.

The general complaint therefore of high rentals which is heard at the present time in all parts of Canada renders opportune a discussion on the subject of rentals in relation to the amount of business done by the retailer, of just how and why certain sites are chosen, the average percentage, different types of business set aside for rent and why certain merchants can afford to pay more for certain locations than others.

In a recent issue of "Forbes," C. C. Nichols, president of the Chain Stores Leasing Co., deals with the subject, primarily from the point of view of the chain store, but as a great part of what he says is of general interest to all merchants, our readers will, no doubt, appreciate a resume of the points he brings out. Mr. Nichols is one of the foremost authorities in the United States on the selection of sites for retail chain stores. His remarks will therefore carry weight.

### Careful Attention to Details

When I started out in my present business, he writes, I first trained my mind to retain what might also be termed a photograph of given districts. In looking them over I gave close attention to the physical condition of the buildings, the street level, location of show windows and doors, the height of the ceilings, the size of the posts and whether or not the buildings had available basements.

It is an interesting psychological fact that women buyers will walk to a basement more readily than they will take an elevator, and that where you have a broad stairway with a wide opening near the front of the store, as in 5-and 10-cent stores, women will catch sight of the merchandise and walk down without question, either forgetting or ignoring the return trip. Second-floor locations must also be carefully scrutinized, as men will walk up one flight to save money. However, from a standpoint of lowered expenses it is a question whether the merchant saves anything in the long run on a second-floor location, as he must spend much more, proportionately, in advertising.

### HIGH RENTS ARE FORCING MEN OUT

*The accompanying article is of special interest and importance at the present time on account of the enforced movement of many retailers from their present places of business due to high rents and, in many cases, increasing rents. For instance, a certain retailer on Granville Street, Vancouver, in a published statement not long ago said it was impossible with the present rents in that city to live and deal fairly with the public. He stated that he had paid $300 per month in 1919, $475 in 1920, and $600 in 1921. A new lease which he had been asked to sign demanded $2,000 per month. He was leaving.*

*We know of merchants on Yonge Street, Toronto, whose rent is being increased 45 and 60 per cent. Some of them are also moving because they say it is impossible to do business and make profits with such a high rent.*

*It is in view of the necessity arising to select a new site that this article is run.*

### Watch Street Car Travelers

Another thing to which I pay the greatest attention is the traveling population. I watch to see where people get on and off cars and analyze the general types. I study them to see whether they are the transient kind which only brings "drop in" business for drug and cigar stores. These I classify differently from the type which comes prepared to purchase. There is also what I call "station traffic," consisting largely of commuters; such persons are always in a hurry and usually add little to the coffers of the adjacent merchants.

In visiting a city or town I study carefully the advertising of local merchants, watching to see what part of this is regular advertising and what part is that of the merchant who is not located desirably and who must spend money in advertising to coax the customers to his store. I also pay particular attention to the difference in the classes of people frequenting different blocks. One block may be popular with the customer buying the cheapest class of goods, the second with those interested in things of moderate price, while the third may draw the highest class of trade. I am also much impressed with the fact that the blocks given over to women's trade are usually shunned by men.

There are two distinct types of location known to real estate men—men's and women's. As a rule the shady side of the street is the women's side, and rentals are about 25 per cent. higher. Where one side of the street develops women's business, the other stands fair to be good for men. It costs more in every way to do business in a woman's shop than in a man's, but women spend much more money in clothes than men do, and, on the other hand, women are more creatures of habit than men, and go in crowds. Department stores being classed as women's stores are usually on the shady side, but in some cases have early located differently and have drawn the trade.

Just as there are two kinds of locations, so there are two divisions in which we may class the merchants. Where a merchant is an advertiser he can afford to take a chance on a location. He may even go on the wrong side of the street or venture a block beyond the business district. Sometimes he even dares to locate on a side street. There are noticeable examples of stores that have done this with great success.

### Crowded Streets Not Always Best

Non-advertisers naturally have to be more careful about choosing their locations and must select places where heavy traffic passes their doors. In doing this they must be far-sighted and must anticipate where traffic is going to centre during the entire term of their lease. Being dependent for their business on the passing crowds, a loss of traffic would be disastrous. On the other hand, they should be careful not to commit the fatal error of selecting a place where the traffic moves so swiftly that people do not have time to look in the windows, read signs and deliberate on purchase.

Many progressive merchants continue both soliciting and advertising, reaping excellent results from the justified method. They have carried the study of locations to such a fine point that the psychology of the passing crowd and its purpose in that district is carefully included in their calculations.

### Points Which Establish Value

When I start out to establish the value of a given piece of property, the first thing I do is to find out the population. The second is to determine the character of people who purchase their merchandise in that city. Third, I investigate the main industries, to see whether it is a good city for men or for women. Fourth, I investigate the deposits

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### ARE YOU PICKING LOCATION FOR STORE?

(Continued from page 162)

and the bank clearings, which give an excellent history of business conditions. In doing this, however, great care must be exercised to see that deposits are distributed and that one has a reasonable chance of getting business from depositors. A mere statement of bank clearings and deposits is not sufficient to establish this fact. In Tulsa, Oklahoma, for intance, deposits are large and the clearings tremendous, but out of the $25,000,000 deposits of one bank alone, $10,000,000 is equally divided between two or three men which narrows down the sales possibilities. Fifth, the number of different industries in the city and the proportion of manufacturers in the city and the proportion of manufacturers to clerks. Sixth, after this has been thoroughly studied the proper way to locate a store is to plot the position of the several business blocks in their locations as to traffic, separating the women's from the men's.

When your block has been chosen, secure definite and reliable information on each piece of property in the block and the possibility of securing it, always remembering that a location's value depends only on the volume of actual business that particular site will secure for you. In this connection the same location might be worth $3,000 to one man and $4,000 to another. It is like putting a square peg in a round hole to put a cheap store in a valuable location, and vice versa. The drawing power of the surrounding territory must also be taken into consideration.

#### Analysis of Passersby

Some interesting statistics have been compiled in regard to the estimated percentage of people passing a given point who may be counted on to enter a store. Let us say it is a woman; where a thousand women pass a store in an hour a certain percentage will enter, a certain percentage will buy, and there is an average sale to each one. At this rate the merchant will do a certain amount of business an hour, eight hours a day, or a given amount of business yearly, three hundred days. (I have actually worked out this system for several different lines.) By this plan the merchant can form some estimate of his receipts, and can gauge what he can afford to pay for rent, etc. But, of course, he has to adjust these figures to the locality, traffic passing, type of people, the amount of sales, his particular type of stock, and many other individual conditions, such as competition. However, if he is an experienced man he can easily figure up a close estimate of probable business by this method.

There is a very definite proportion of gross receipts which each type of business can afford to pay for rent. High-class retail stores who are large advertisers can afford to pay six per cent. (as a rule department stores average around three per cent.); non-advertising, small specialty shops about eight per cent; 5- and 10- cent stores who are non-advertisers, five per cent.; high-class theaters and hotels, nine per cent; drug stores and soda water shops, fruit and candy stores, ten per cent.; grocery and provisions, ten per cent.; restaurants and cafeterias which do a long hour business, ten to twelve per cent.; cigar stores, six to eight per cent.; baker shops and shoe shining stands, twelve per cent; moving picture theaters and low-priced amusement places, skating rinks, bowling alleys, pool rooms, etc., twelve per cent. These last depreciate property and, therefore, a higher rental is exacted.

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### PROBLEMS OF RETAIL ADVERTISING

(Continued from page 161)

tisement. Then elaborate on the facts you wish to incorporate in your ad in the order of their importance. Describe the goods you are offering. State the prices. Explain why they are a good "buy". Avoid the use of superfluous words, but don't make your description too bare—remember, the man or woman who reads your advertisement is not as familiar with the articles you are describing as you are, and it is the purpose of your advertisement to make them so.

#### Theatre Programs

People go to the theatre to forget ordinary cares and matters and to be entertained. This mental attitude cannot be said to be very favorable to advertising; although the attention given the program before the play or entertainment begins and between the acts is at a time when the mind is impressionable. How far an interesting play or a cheerful entertainment goes towards effacing the impressions made by the advertisement cannot be gauged. The home reading quality of the theatre program is weak, very weak. A restaurant, making a specialty of after-theatre suppers should be able to get good results from this medium, so should an ice cream parlor located near the theatre. Clothing, hats, flowers, jewelry, toilet articles, dancing academies, can also be advertised to advantage on theatre programs, provided the rate is low.

#### Solicitors

Retail merchants and advertising managers have much to contend with in the way of solicitors that sell space in church and school programs, catalogues, telephone books, directories, etc. In some cities, the conditions are such that the local retail merchants' associations have passed resolutions pledging themselves not to buy space in programs and in such cases a copy of the resolution is usually posted in the store for the benefit of solicitors—rarely is the value of space in such a medium worth anything like the price asked, sometimes the advertising value is practically nothing and the only thing the advertiser receives for his money, is the good will of the solicitor or the one he represents and this may or may not be of service.

Outdoor advertising, street car advertising, circulars, direct mail advertising and various other forms of publicity all have their merits, in some measure, but which we cannot deal with now.

Just one word in closing—let us all strive to live up to the motto or slogan of the Associated Advertising Clubs of the World—TRUTH IN ADVERTISING.

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## Silver Cup For Best Displays

**Method Used by Montreal Firm to Stimulate Showcase Display Work**

Recognizing that competition always stimulates personal effort, no matter in what direction, the Montreal firm of Almy's Limited have originated a very satisfactory scheme to encourage enthusiasm on the part of the selling staff in keeping their various display cases dressed as artistically as possible. This plan consists of awarding a handsome silver cup trophy to the department whose displays are most artistic throughout any month.

The trophy, which was presented for this purpose by the store management, is a very large one, designed like a loving cup and engraved with an inscription setting forth the purpose for which it was offered, and in itself is a remarkably beautiful thing. The winner of the trophy has the privilege of showing it in his or her principal show case for 30 days, after which the committee in charge of judging, numbering three of the official personnel, award it anew and it is transferred to a new position. It so happens from time to time that the same department is adjudged superior in point of artistic displays for more than a month and it is allowable for the cup to be retained by the winner for two months, but as a general rule, the committee try to adhere to the one month policy, since it keeps interest up to a greater extent.

After the cup has been won and is in place amid a new display of neckwear, fancy goods, ribbons, etc., as the case may be, a card is added which explains to the public the idea underlying the award of the trophy. It runs after this manner. "This cup was won by this department for the best display during the month of November."

According to a member of the firm the awarding of the trophy undoubtedly stimulates the sales staff to take greater care of its show cases, to devise new methods of dressing them and more original colour schemes. The public are quick also to notice the presence of the handsome cup with its explanatory card and they frequently enquire who the winner is each month.

# Attractive Display is Big Feature of The Success of the Gay Chain of Stores

## Fancy Work Department Leads As Profitable One—Notions Is One Of The Feature Departments Of The Organization—Ribbons Are Sold Through Effective Display Work—Workmen's Needs Are Not Overlooked.

THERE is a direct answer to those re ailers who complain that business is quiet in different lines, in the analysis of the methods employed by the Gay Stores, of which there are five at present in Canada, whose extraordinary success is only equalled by the famous Woolworth organization. The Gay Stores are the result of the efforts of one ambitious woman, who recognized the need for shops in which pretty things and useful things could be obtained for little money. She felt that there was a great opportunity for such a store, especially in localities in which large numbers of industrial workers were living, and so she decided to operate a chain of such shops, devoted to the selling of really worthwhile merchandise of every description at prices which represented the very lowest figures possible. She calculated that she could make sufficient profit out of a good many stores to enable her to fix the maximum price at $1 and she found that by buying the stock in as large a quantity as she could obtain it, the cost price was much lower than in the regular way. So, with a well defined policy to sell nothing but the best merchandise obtainable at the lowest market price, the Gay Stores were started a short time ago and have already won a place for themselves as supplying one of the great needs in industrial life The policy of the Gay Stores is just what one might expect of their originator, who is well known to the merchandising world as Mrs. Almy, vice-president of Almy's Limited, and whose idea it was to name the stores in such a manner as to emphasize their character without stressing their commercial side to the extent that is done with most stores of the 5, 10 and 15 cent type.

As a matter of fact, there is much about the merchandising methods of the Gay Stores which could be adopted with success by the average dry goods store, especially as a temporary measure to stimulate business which is naturally dull during the latter part of January and into February. There is the matter of display, equipment and care of stock, not to mention the details of selling, which might be adopted either as a definite policy or at least as a means to stimulate business in certain lines that show an inclination to move slowly.

In the Gay Stores there are some thirty departments, including such lines as underwear for men, women and children, hosiery, fancy work, toilet goods, fancy goods, stationery, candy, ribbons, notions, gloves, leather goods and toys. It is a miniature department store conducted on precisely the same lines as are the biggest shops in any city, but with this difference that the whole object of the business is not to feature the newest and most exclusive goods, but rather to undersell competitors, if possible, by giving the public the benefit of every decline in prices, so that they, not the store, benefit by any advantageous purchase. By keeping closely in touch with the markets, the management of the Gay Stores is enabled to buy at the closest possible prices, and fully 80 per cent. of the vast quantities of merchandise distributed between each of the five stores in Canada, is purchased in this country.

To consider the different aspects of the Gay Stores in analyzing their claims to success, it is necesary to touch lightly on the different lines featured, and in each case the results recorded have been definitely proved the best that can be achieved.

### Fancy Work Department Leads

Department 1 happens to be fancy work and wools, etc. The greatest success of the whole store has been registered in this section due to the fact that there is a very wide range of fresh stock on display, including every sort of stamped pillow, pincushion, runner and centre piece with the silks or floss to finish them, all priced at low figures, yet of such a quality that when finished they equal the best lines on the market. In the range of sweater yarns, every color is stocked, arranged in a rack accessible to customers who can match up shades themselves. Instruction books are sold and the selling staff are all expert workers in embroidery and needlework and welcome any problems brought to them by customers who find their work difficult. Every facility available in large stores is offered to the customers of this department and yet although there is nothing in it which costs over $1, it is the most profitable department in the entire store. The secret in a nutshell is low prices, fresh, new goods, courteous staff and friendly assistance of all kinds in learning stitches, etc.

### How Notions Are Promoted

The next biggest department is the notions section, which sells a vast quantity of smallwares each week. The general policy is followed outlined above but much of its volume of sales can be traced to the fact that all threads and spool goods are placed out on the counters, graded according to size only, enabling customers to pick out the numbers required themselves, ascertaining the number of yards per spool, etc., without having to ask the sales girl to wait on them. In department stores, it is the custom to keep spools behind the counter, out of sight. The Gay Stores work on the opposite theory and have proved that sales can be doubled by putting the goods out on the display counters, thereby saving both sales staff and customers annoyance and waste of time. Buttons sell exceptionally well too, because they are featured in quantities instead of small lots. Even a gross of gaiter buttons can be disposed of in short order by displaying them just when the gaiter season opens and women are thinking of patching up last year's pair. The secret of disposing of small wares quickly is to show them at the right time and price them low. Quick sales will always result.

### Big Displays Sell Ribbons

Ribbons are another big seller, due perhaps to the effective displays featured. Glass bins are arranged to cover the entire counters, all of uniform size, and filled to overflowing with quantities of ribbon of all colors and widths, unrolled from the bolts for greater convenience in selling. The effect of this display is undoubtedly a great contributing cause to the volume of business done in ribbons. Wider widths are featured in the same manner in longer bins, and also a good display of ribbon novelties, showing what can be made from the different ribbons themselves. This display was made by the sales staff and has been the means of doubling sales at special seasons such as Christmas, Easter, etc. Ribbons are priced equally as low as the rest of the goods, a favorite price being 39 cents a yard, but qualities are always of the best.

### Caters To Railway Men

Men's furnishings likewise sell so fast that supplies cannot always be obtained. The Gay Store is located not far from the Railway Shops and consequently there is a great demand for work gloves, overalls, work shirts, heavy hose, etc. Most of the shopping is done by women but occasionally men drop in for some

particular thing personally. A great feature this month was a strong and comfortable leather working glove priced at 39 cents a pair. The word spread through the shops and quickly the huge pile of gloves melted away. Strong khaki work shirts are priced at $1 and they likewise move quickly.

Gigantic amounts of candy are sold annually from the Gay Store, which can be believed when the statement is made that a ton of hard candy alone was sold at Christmas time. The working man enjoys his week-end box of chocolates as well as does his wealthy brother and Saturday is a busy day in the candy department, where the best chocolates are sold at less than 30 cents a pound. There is one line in particular which has been named the "Gloria Gay" mixture, and whether it is because the candy is good or the name attractive, it sells all the time. But the secret of this extraordinary business is the fact that the supply of candy is never allowed to run out, but stocks are kept piled up constantly, so that there is always a mountain of candy in each bin all the time. Whenever a bin is half empty the demand mysteriously falls off, but when replenished, sales spring up quickly.

The same holds good of window displays, which must be crowded and colorful, though neatly arranged and showy, to produce results. Where unit displays of graceful arrangement attract in big stores, the Gay Shop draws by reason of quantity. The moral of this is plain—the working class loves to see quantities of goods and plenty of variety. Art is a secondary matter, price being much more important.

The interior of the store is painted French grey throughout with a novel decoration in bright blue used as a border effect. No other elaboration is used, except the overhead signs which indicate the position of the different departments in both languages.

There are two large music sections, one for the piano and the other for the phonograph. In the other a very accomplished little lady plays and sings to the delight of visitors and sells quantities of music for voice and piano through her talent in both directions. The phonograph department sells records in both French and English, the records being played upon a magnificent instrument which also attracts crowds. The management say that customers are so rested and refreshed by listening to good music that they find shopping much more enjoyable and they return more frequently on this account.

### Keeping Down Overhead Costs

There is no delivery system maintained by the store, nor are there any reserves of stock to be brought forward. Everything for sale is on view, and if a bin is empty, it means that something else must be substituted at once—no more of the first article is available. Customers are quite willing to carry parcels—even to an entire dinner set of china—and whole families are pressed into service to carry away purchases of this sort.

The displays are kept neat and orderly through the unremitting attention of one girl in each department whose duty it is to arrange the displays and refill empty bins each hour. She makes it a point not to mix goods together of different prices but to display each line underneath its own price tag, in a separate division.

The methods employed in the Gay Stores therefore simmer down to this:

Merchandise in quantity.
Lowest prices.
Neat, refined atmosphere.
Quick service.

In a word, the kind of goods the people want at prices they can afford.

---

E. A. Beauchim has recently purchased the men's wear store owned by J. F. Many of Coaticook, Quebec.

### UPHELD BY BOARD

The General Executive Board of the International Fur Workers Union in annual session in Montreal decided to uphold the local unions of New York, Brooklyn, and Newark, New Jersey, in their demands for the maintenance of conditions already prevailing in these centres, which include the 44-hour week, time and a half for overtime and ten legal holidays per year.

The agreements with manufacturers in these centres expire on January 31 and the conditions set forth will be pressed for when the question of renewal comes forward. The General Executive Board pledged full support to the unions in their efforts to bring about renewal of agreements on these lines.

---

A delightful dance followed by a supper and more dancing, was the splendid entertainment given by H. P. Ritchie and Co. to their employees and a few business friends on January 6. Through Mr. Ritchie's generosity, this is an annual affair and greatly looked forward to by the staff.

The examining department was tastefully decorated for the occasion with colored balloon, bunting and flags. Several feature dances enlivened the evening which was all too short and there was progressive euchre for those who did not dance.

This entertainment is now looked upon as an annual institution, at which the heads of the firm act as hosts and as workers, while the employees are the happy guests.

---

The British Clothing House, of North Bay, was recently robbed of $500 worth of merchandise.

## KENT-McCLAIN AGAIN

### Perkus & Swastika Co., Ont.

Messrs. Perkus & Company have recently augmented the display equipment of their Swastika, Ontario, store by the addition of "Dresden" silent salesmen with special trays for shirt display. "Dresden" cases are built by Kent-McClain, Limited, (Toronto Show Case Company).



*There is a difference between a mere display of linens and a display of linens with a suitable background to show them off. The above illustration brings out this difference very well and an added attraction is given to a well arranged linen showing by Charles Ogilvy Co., Ltd., of Ottawa.*



# Lamson

Speed
IMPR
Flexibility

# Read what this New Cable Service will do in Your Store

## This latest improvement in Lamson Service does two things that are of vital importance to merchants during 1922. It cuts down operating expenses—it gives customers uniformly quicker service

AN automatic central desk is the new feature of the improved system.

All carriers coming to this new desk are discharged on a fast moving belt, which takes them almost instantly to a receiving shelf in the center, within easy reach of the operators on either side.

Under the usual arrangement, cashiers and authorizers sit on opposite sides of the desk, and both pick up their carriers direct from the belt or receiving shelf, the two kinds of carriers being designated by colors. The old time relay from cashier to authorizer with its expense and waste of time is thus done away with.

Outgoing lines are grouped in the center of the desk so that operators on both sides can despatch carriers quickly and easily.

### A few of the most important advantages

**Uniform quick service.** All sales are handled in the consecutive order in which they arrive at the central desk.

**Even distribution of work.** As any incoming carrier can be handled by any operator, all operators are kept uniformly busy.

**Flexibility.** The cashiering force can be expanded or contracted in proportion to the load.

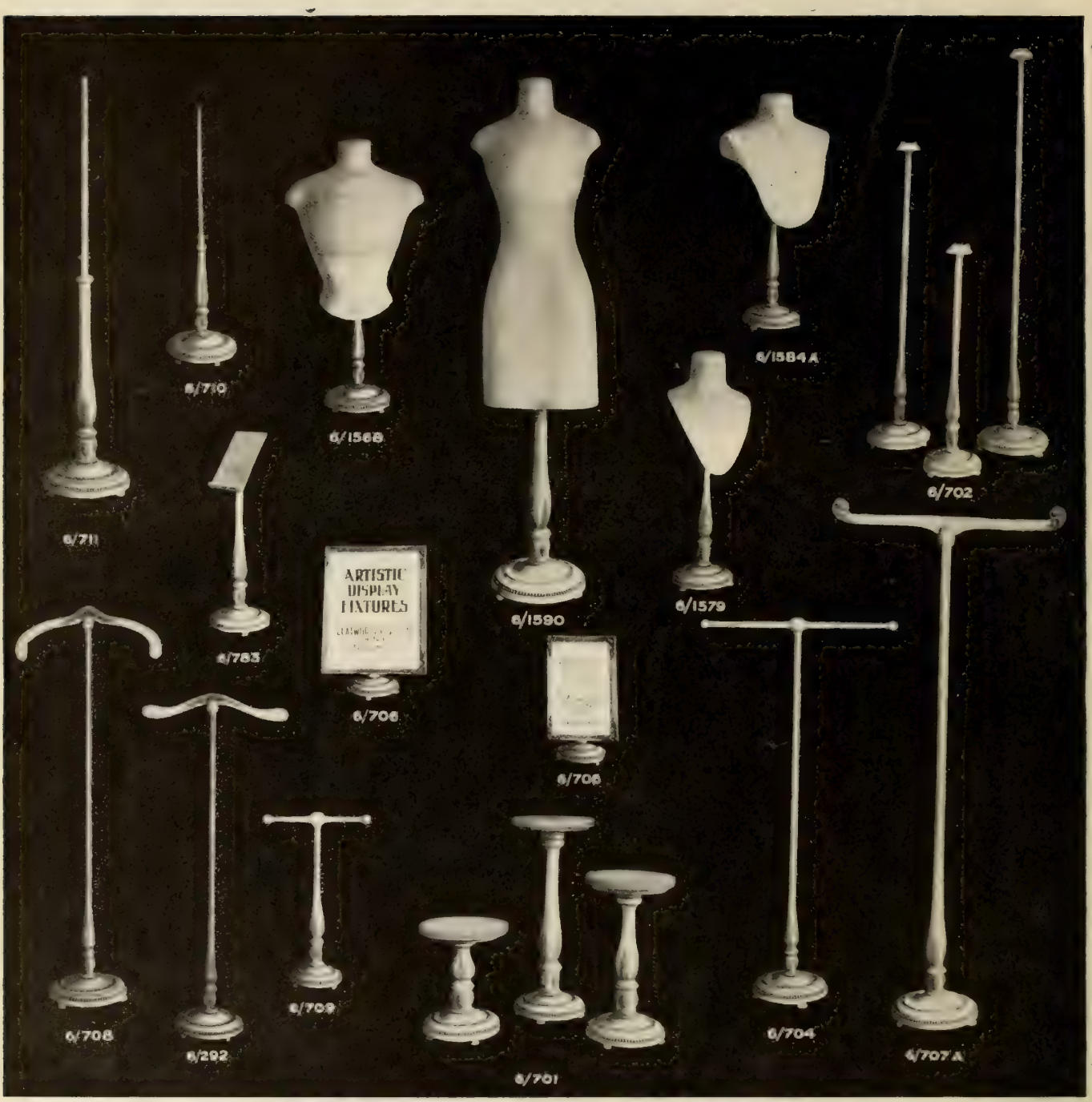
**Convenient Operation.** The new desk enables operators to handle their work with less fatigue, as they do not have to leave their chairs.

This new central desk is easily installed in place of an old-style desk. Lines and clerk stations need not be disturbed. The moderate cost of such a change is soon absorbed by the savings it makes. Let our nearest office give you full particulars of this new type of service. If you place your order for this equipment in January, you can begin making savings with your new system during the busy Spring sales.

**THE LAMSON COMPANY**

**Toronto, Ont., 136 Simcoe Street** **Vancouver, B.C. 603 Hastings Street**

Protection
**OVED** **Service**
Economy




## "Do Appearances Count"

We have in stock exceptional stands and forms for millinery trade. Call at our show rooms and inspect our lines.

Write for our catalogue showing complete range of fixtures, figures and forms.

*ORDER EARLY*

Full line of dress, suit and skirt hangers carried in stock.

## CLATWORTHY & SON, LIMITED

**London, England** — **Established 1896**

**Toronto, Canada** — **Incorporated 1908**

REPRESENTATIVES

Vancouver, B. C. J. S. Maxwell & Co., Mercantile Bldg. Halifax, N. S. D. A. Gorrie, Box 273.
Montreal, Que. E. O. Barette & Co., 301 St. James St. Quebec - Nap. Debigare, 205 Rue des Fosses.
Travelling Western Representative—S. J. Barley.



# THE SMALL TOWN STORE

## Why Not Keep Business in Your Town?

You can overcome the Mail Order House.

You can stop trading in the nearest city.

## How?

By installing the New Way System of store equipment.

By giving the same service as the big store.

By selling the same goods at the same prices.

The above photo shows a New Way Store in a town of 4000 people, equipped with the New Way System, that keeps business in the Home Town.
Consult with us. You can do the same.

## JONES BROS. & CO. LIMITED

STORE FIXTURES

29-31 Adelaide Street W.
TORONTO

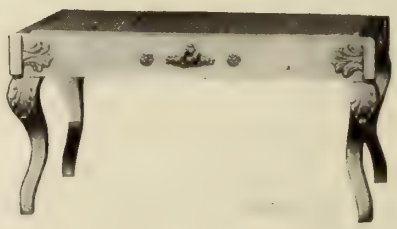
# Dale Wax Figure Co., Limited

**86 York Street, Toronto**



Our new standing enamel Display Form, made in sizes 16 and 36, heavily weighted and stands perfectly rigid. This form is used extensively in all leading American stores.

Canada's Leading Manufacturers of High Grade Wax Figures, Display Forms and Fixtures. Everything for the Better Display of Merchandise. Order now in plenty of time for your Spring Display. Avoid Disappointment.



**No. 3061, Plateau**

Finished in Old Gold, Old Ivory or any color tone required.
Write now for our Catalogues covering all lines.



**No. 151 E**

Girl's Wax Figure, made in all sizes.

# Dale Wax Figure Co., Limited

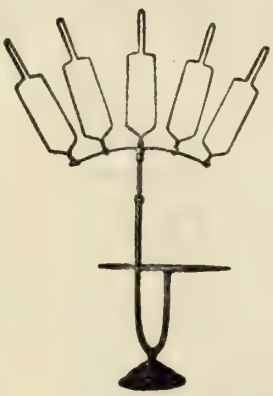
**TORONTO**

***Representatives:***

**MONTREAL: P. R. Munro, 259 Bleury Street.**

**WINNIPEG: O'Brien Allen & Co., Phoenix Block.**

**VANCOUVER: E. R. Bollart & Son, Mercantile Bldg.**



**No. 279**

Glove Stand finished in oxidized copper, nickel plate, brush brass or statuary bronze.



**No. 285**

Handkerchief Stand finished in Oxidized copper, nickel plate, brush brass or statuary bronze.

*Make Your Show Windows The Pride of Your Town*

# GET DELFOSSE'S FIXTURES, FORMS

Start to plan your Spring displays NOW. Sit down now and write us. Give us a general idea of your windows. We will be glad to furnish you with suggestions and estimates.



**No. 3044.**
**Latest Shirt Waist.**
Mounted on Louis XVI. Base.
Finished Old Ivory, Mahogany & Walnut



**No. 84.**
**Tee Stand.**
Adjustable
10 to 20 and 15 to 25
any Finishes.




**No. 86.**
**Card Holder.**
Standard 20, 25, 30 in. high, any Finishes.

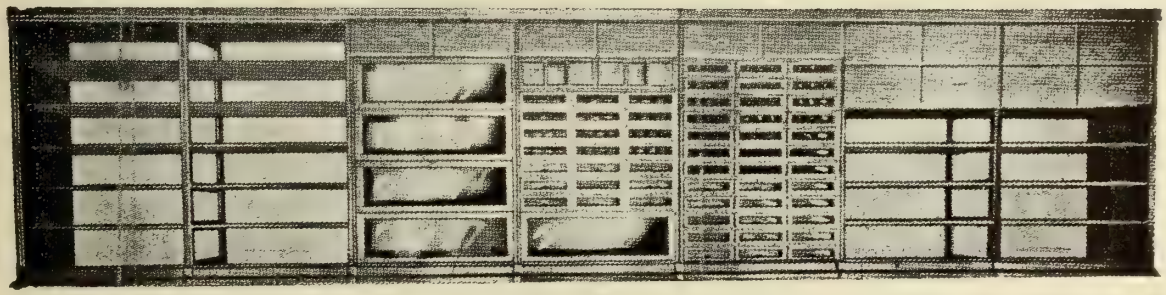


**No. 275. Dress Stand.**
Adjustable 24 to 40,
Oxidized, Nickel, Brass,
Statuary Bronze & Finishes.

## DELFOSSE & COMPANY, Limited

247-249 Craig St. West, Montreal.

## WALKER MEDIUM PRICED FIXTURES



No. 70 D-2 71-GH 72 SGG 73 S NO. 70 Shelf.

Combination of 50" long 26" wide, 7' high sections. Center units for Shirts, Underwear, Skirts, Gloves, Hose, Collars and Sundries.

Show Cases,
Wall Cases,
Counters,
Tables
and
Shelving

Are your fixtures worthy of the wares you display? Our name in fixtures means durability and attractiveness with moderate expense.

Your Store Attracts or Detracts by the Quality of its Fixtures

## THE WALKER BIN & STORE FIXTURE CO., LTD.

KITCHENER, ONTARO

# Spring Draperies Reflect Orchard and Forest; Montreal Houses will Not Import, but Convert

## Cretonnes Tend Toward Small and Neat Floral Designs—An Apple Blossom Design—Block Prints In Four Ground Colors—New Sun-fast Casement Cloths—Cretonnes For Tub Frocks And Neckwear.

THE SPRING showings of drapery fabrics of all descriptions seen at one of Montreal's most important wholesale showrooms are impressive from more than one point of view. To describe the multitude of new patterns, materials, colorings and improvements in general could not be attempted in detail, but one or two outstanding features call for emphasis. The coming year is going to be one in which a greater amount of converting of domestic drapery fabrics will be attempted than has ever been accomplished before in Canada, and as a result, there will be less need to import these goods from other countries than has been the case for many years past. That a great need for household draperies exists in Canada is the confirmed belief of our leading manufactures, and their Spring expositions of new ranges is perhaps the finest ever seen in this particular field.

In the selection of patterns for the new Spring draperies, the designers have used especially good judgment. Adapting their designs from the best imported materials, they have combined beauty and utility with harmony, and the new products are to be placed upon the market at prices which represent a mere fraction of the cost of the original fabrics.

### Small Designs For Cretonnes

From the wide range of dainty bedroom chintzes offered for Spring the most apparent characteristic is their extreme delicacy of coloring and design. Gone forever are the crudities of the war years, when the public put up with the worst specimens of amateurish effort since the mills were operating under such immense difficulties. But now all the inferior products have gone by the board, and instead we find intricately lovely floral motifs cunningly interwoven to represent nature at her best, with bud and full blown blossom entwined in artistic effects. Patterns tend towards the small neat figures rather than the huge, sprawling effects formerly considered peculiar to chintz and cretonne, and there is a general tendency to keep the designs regular and distinctive, whether an all-over or striped design is attempted. There are a number of the best of last season's designs carried over to this Spring, but these are all modified and improved by the addition of the zinc overprint, which lends a charmingly softened appearance to the former colorings and provides that shadowy effect which is so desirable in hangings and draperies of all sorts this year. From all indications, the demand is to be entirely for shadow effects in all types of drapery fabric and to supply this expected demand the manufacturers are offering two definite types of zinc overprint, namely the striped or poplin effect and the checked finish, both of which are supplied in many different floral patterns in blues, blacks and greys. Greys, by the way, are exceptionally popular in hangings, especially when combined with touches of rose or blue.

One of the prettiest patterns of the coming season is an apple blossom design, carried out in a very natural and life-like manner. This design, as well as all the others, is developed in the new 36 inch width which has entirely supplanted the 31 inch style that is chiefly found in imported draperies at present. The aforementioned apple blossom cretonne can be had for as little as 23 cents a yard, which is decidedly less than any imported fabric on the market. The price of the zinc overprints is only eight cents more, or 31 cents a yard.



*New tapestry cretonne in two blendings, absolutely reproducing the real tapestry patterns and colors, which is being largely featured for Spring for the coverings of couch-beds, etc.*
*Bedroom chintz in new lattice design, featuring the familiar bluebird motif in combination with a rosebud nosegay in natural shades.*
*New floral design in eight colors, in which vivid grounds are contrasted against natural effects. This cretonne is 36 inches wide, converted in Montreal.*—DRAPERIES SHOWN BY COURTESY OF DALY AND MORIN OF MONTREAL AND LACHINE.

Another new departure in cretonnes is the tapestry cretonne just introduced. At two feet away, it is impossible to detect this cretonne from the real tapestry upholstery material, so faithfully are the colors and designs reproduced. There are two distinct patterns in this tapestry cretonne, in which blue and brownish red predominate respectively. This particular fabric was evolved to meet the need existing for something new to replace the ubiquitous green rep, which seemed to be the only material available for covering couch beds, divans, and for making slip covers for furniture. In popular priced lines, this new material is certain to meet with a huge success, due to the fact that it is artistic, serviceable and inexpensive.

### Blocked Prints

In the more expensive and more elaborate drapery fabrics, block prints are

(Continued from page 172)

# Demand for Seasonable Merchandise Creates Sales of Homefurnishings in January

## Cocoa Mattings and Rubber Mats in Demand—Imported Down Puffs in New Designs — Down-filled Cushions Are Luxurious in Coverings — Some of the New Spring Rugs — December Was Good Month For Furniture Sales.

WITH the advent of January and its attendant snow storms and ice, comes the necessity of promoting the sale of door-mats of rubber or cocoa fibre as well as yardage mattings which are so essential for use on exposed steps where accidents might occur. A leading wholesale firm of Montreal is showing one of the largest stocks of these goods seen for some years, including all widths. The 2-4 and 4-4 widths sell most readily and are priced this season from 60 cents up to $1.25 while mats of the fibre may be obtained from 80 cents upwards. According to the manager of the department in which these goods were seen this month, this winter offers a good opportunity to the wide awake retailer to go after business on this particular line, since most establishments which utilize matting have not bought as frequently as usual and might be circularized with good results if the matter was done promptly. A certain Montreal store has adopted the wise plan of sending out price lists on mattings and mats to all the public institutions, apartment houses, churches, schools, theatres and clubs where there is a possibility of employing such merchandise in winter, stressing the attractive appearance of a well-laid matting as well as its valuable protection in the event of icy walking. If a contract department is maintained in conjunction with the store, a price might be also quoted for labor in connection with the laying of the matting.

### Rubber Door Mats

The vogue for rubber mats, both solid and perforated in oval and oblong styles is almost as great as for the matting variety, the former being considered more sanitary as well as giving longer wear. Rubbermats come in five sizes and patterns. These are especially good for private houses and should be extensively featured after Christmas in preparation for the real Winter months.

### Imported Down Puffs Received

A large shipment of imported down puffs has just been received by a leading Montreal wholesaler, which is probably the finest range yet seen on this side of the Atlantic. The puffs are made of a very fine quality of French silk damask and are filled with the best quality of down. They come in a large range of colors, including black, wine, old gold, dull blue, rust, etc.

These puffs are different in appearance from ordinary styles as they are constructed with a single wide French panel in the centre, made of a contrasting fabric and design. For example, a black silk damask puff was centred by a wonderful panel of natural roses so harmoniously blended as to coloring as to resemble a superb brocade such as is used for evening gowns. Another sand colored puff was left quite plain, but the panel section was outlined in stitchery. An old-gold puff was centred by a panel in conventional floral pattern in which the tones of rose, blue and brown predominated. Possibly the black puffs provided the most striking note of novelty and richness.

Prices on these beautiful bed coverings ranged upwards from $27.75 each and besides the damask they were shown in such materials as plain pure silk, satin and sateen.

### Cushions De Luxe

Next in importance to the puffs was the display of down-filled cushions all ready for use, featuring all the newest ideas in decorative art. There were circular, oblong, tubular and square pillows of really generous dimensions, each one so resilient and light as to resemble thistledown in weight.

The covers of these lovely accessories were delightfully appropriate, being made of different silks in such shades as navy blue, black, blue shot red, and black shot blue, etc. The bolster shaped pillows showed an effective panel of antique silver or gold tinsel brocade and the ends were fastened together with long hanging tassels. The circular cushions were covered in shirred and puffed effects with corded seams.

### Exceptional Demand for Blankets

The demand for blankets seems inexhaustible this season, stated a leading wholesaler to Dry Goods Review and it is many a year since the demand reached such proportions as it has done this Autumn. It appears as though every housewife had awakened to the wonderful opportunity existing for her to replenish her household stocks in blankets and consequently the blanket sales held in Montreal have been more successful than ever before.

According to advice from the wholesale trade, practically all the Spring designs in carpets and rugs will show entirely new patterns for the reason that the mills have not been able to feature new designs during the past four or five years but are now working on radically new ideas and colors. One leading wholesale house has just sent out a letter to its customers advising that all old patterns have been cleared from stock in order that the firm might be in a position to show an entirely new range of design, comprising the very latest and most artistic designs and colorings which are being shown by the various mills. This particular house does not confine itself to any one or two mills but makes its selection of designs and colors from practically every mill, which is a valuable asset to the retailer who does not wish to confine his range to a few individual lines.

### Labor Savers Sell Fast

Despite the fact that the public demands one hundred cents worth of value for its dollar and is inclined to show preference for goods which cost as little as possible, it is stated that all the different household labor savers are selling better than ever before. Such articles as carpet sweepers, vacuums, washers and ironers are enjoying an unprecedented demand as Christmas gifts as well as real necessities for the woman who is doing without a maid. Owing to the drop in the price of furniture of all kinds, furniture sales have been the order of the day in many localities and according to one store interviewed this month, practically every article of furniture sold in December was a Christmas gift which was to be delivered to the recipient on Christmas Eve. This idea of giving furniture as gifts has never been as general as during December and it is said that the smaller articles such as bridge tables, lamps, book cases, telephone stands and shirtwaist boxes proved to be the most successful sellers. It is just possible that the "December Furniture Sale" will become an annual feature in many large stores owing to the success recorded.

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### PRESIDENT OF VASSIE & CO., LTD., ST. JOHN, N.B., SAYS CONDITIONS BETTER

Hon. W. E. Foster, Premier of New Brunswick and president of Vassie & Co. Ltd. of St. John, N. B. has the following to say with regard to the outlook in the Dry Goods trade:-

"I can say that, on the whole, conditions in dry goods show marked improvement. During 1921 and the late fall of 1920 retail merchants restricted their purchases to practically essential needs; wholesalers held their's down to almost the same degree, and manufacturers refused to make up goods except when they had orders for them. Even with the small 'consumer' buying that went on throughout the year these policies resulted in a great reduction of the quantity of goods on the market, and to-day dry goods stocks are much below the average.

"One of the healthiest signs of the situation is the arrival of more stabilized prices. Textiles and clothing of all sorts were among the sufferers from price slumps during the period just past— in fact their prices fell in greater ratio than most other commodities. Lately we have had a spectacular rise in the prices of raw cotton, which had a slight reaction, but leaves to-day's price some forty per cent. above the low of last year. Raw silk has advanced somewhat, and so has flax. These advances in raw materials have been or shortly will be, reflected by changes in price of the manufactured goods of which they are component parts. Woolens, particularly the higher qualities, and hemp have had a fluctuating market for some time, which has not resulted that the period of violent price recessions such as commenced in the

(Continued on page 175)

# Wide Range of Curtains for Spring

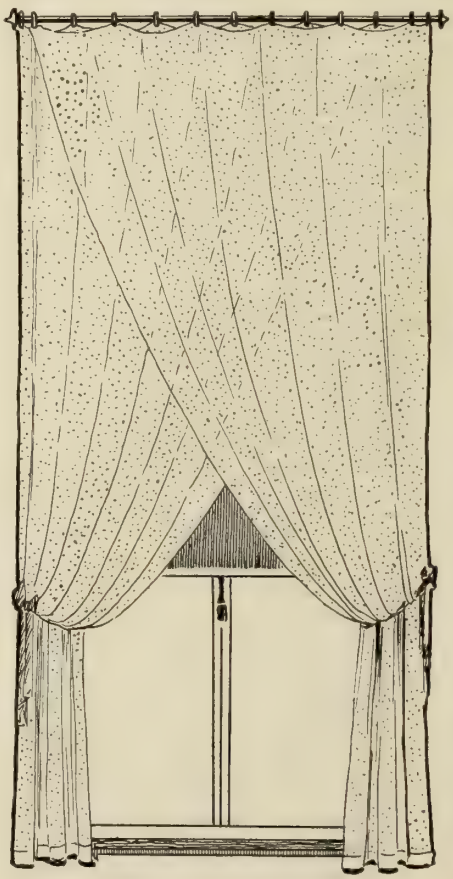
## Many New Designs Will Be Shown By Montreal Houses—Appropriate Selections Of House Furnishings Should Not Depend On Style But Correctness—Some New Spring Designs Described—How To Take Care Of Curtains

AN EXPERT in novelty curtain designing commented on the tendency noticeable nowadays to demand style in window draperies. "There should be no such thing as style in house furnishings," he explained, "because it should be understood that the selection of curtains, floor coverings and hangings depends altogether upon the architecture of the house in question, its individual type and personality, not upon the mere whim of a fashionable faddist. I overheard a woman say the other day that she was glad that frilled curtains 'were coming back into style' as they suited her room. I asked her what kind she had been using and she said that she had bought plain Bungalow net curtains as everybody seemed to be using them. This woman seemed blissfully unaware of the fact that Bungalow net curtains were not in the least suited to her dainty period room, with its French furniture and its exquisite old world atmosphere. Why, the very thought of bungalows and chateaux should be sufficient to prove that what is suitable to one type of dwelling is not necessarily correct for the other. Consequently, I pointed out to this would-be correct lady, that she had better consult competent authority as to what type of curtains her home called for, and then stick to this style for all time."

The majority of people make the error of confusing correctness with style in the matter of house furnishings, and they are encouraged by many salespersons in this error, because the latter are apt to clinch their sales arguments with the words, "This is the newest thing we have," or "This is the kind of curtain the Biltmore Hotel is using in its bridal suite." There are many people to whom such a recommendation is irresistible, despite its really ridiculous character, and to these people it should be explained that there is no such thing as style in the meaning of fashion, in the choice of curtains. Just as really smart women know that it is foolish to follow the dictates of the mode in either millinery or clothing slavishly, without regard to becomingness, so the house decorator recognizes that there are fundamental laws of balance, color, proportion, etc., to observe in the selection of those furnishings which shall enhance and bring out all the latent charm and character of the home.

### Spring Ranges To Be Very Varied

This introduction was considered necessary by the expert in curtain designing for the reason that during the coming season the range of curtains offered by the best firms will be more comprehensive and varied than ever before. It will be a season when quality in both fabrics and workmanship will be paramount, and there will be many radically new designs and styles to select from, necessitating discriminating judgment and a knowledge of demand in different parts of the country. Architects say that the new houses under construction have plenty of windows but of different sizes according to the needs of the various rooms. Thus the matter of curtains is rendered more difficult than it would be if windows were uniform as they used to be. There is no need, however, to confine the purchase of curtains to the yardage nets and marquisettes for the majority of homes can be successfully fitted with panel curtains which are supplied in a wide variety of widths and lengths and in all types of design, from the ultra elaborate lacy and formal type to the plain and simple panelling suitable for dens or living rooms. This panelling is now shown for Spring in novelty effects of voile, marquisette and scrim, made exactly like the conventional novelty curtain but combining the extra advantage of the yardage nets. Many customers have asked for a really high class curtain to be developed in this manner and thus the idea has taken concrete expression for Spring 1922.



One particularly striking example of novelty curtain panelling for Spring 1922 was shown to Dry Goods Review this month. The entire lower half was composed of Cluny lace in the form of vertical bands of insertion connected by inset filet motifs and circular medallions of Swiss lace on voile. Right through the centre of the curtain ran a double row of fine lace joined together by a thread, which can be cut apart without in the least damaging the edge of the curtain, if a narrower width of panel is wanted. In the same way any number of sections can be supplied, joined by the invisible thread. The upper part of this panel is of voile with hemstitched inner hems and inset with large Point de Venise medallions, one on either side. The bottom edge is trimmed with rich Cluny lace in a Van Dyke pattern.

Another style of novelty panelling was developed in ecru scrim combined with heavy crocheted filet lace in the popular rose design. This also was constructed with the centre adjoining thread and although more simple and inexpensive in character has a very rich appearance. The lower part of this curtain is entirely of lace, which looks extremely effective against the glass of the window.

### Unusual Lace As Trimming

The newest novelty curtains of the regular type are featuring unusual laces this Spring, especially in patterns suggested by the cretonnes that are commonly used as draperies with them. A very effective simple curtain is made of scrim with a four inch border effect of Cluny lace with a scalloped edge. The rounded part, however, is set on a curtain material with a zig-zag machine and the outer edge is straight, being finished with narrow Cluny. The effect of the rounded finish is unusual and is sure to be popular for the average home.

Another novel treatment in novelty curtains shows a dado effect of fine filet in combination with marquisette, the dado being carried right up on one side to the top and the whole edged with fine lace.

### Point d'Esprit Is Charming

Exquisitely dainty sheer point d'esprit ruffled curtains are now ready for

(Continued on page 198)

# Retailers are Beginning to Place Their Orders Direct

## Representative of British Firm Says System is Better for Both the Manufacturer's Agent and the Retailer—Saves Time and Money—Some New Spring Materials

A REPRESENTATIVE of a British firm in this country, says that there is an increasing tendency on the part of our retailers to order direct from the manufacturer. By this he means, placing an order with the agent, who forwards it to the manufacturer and, with this, his part in the transaction is done. The old method, which is still used by many merchants, is to buy from the representative who finances the merchandise in his own name. The direct method has many advantages for both agent and merchant, claimed for it. The representative receives the same commission as in the old way and does not have to finance a heavy load of goods, until such time as the retailer takes it off his hands. Moreover, there is no waiting for payment from the merchant after the goods are delivered. It gives the representative a better idea of what the trade want and there is no unsaleable merchandise on his hands. To the retailer it often means a great saving of time and certainly a saving in money for the following reason: in buying direct he pays duty on the gold value of the pound and has the advantage of the rate of exchange ruling at the time of purchase. He still has the privilege of ordering from the samples shown by the representative.

The same agent informs Dry Goods Review, that he has already sold more merchandise for Spring both by direct and indirect methods, than ever before in the history of his business. The trade are taking homefurnishing lines more seriously than they have for a long time. In fact, profits up to December 31, 1921, show a twenty-five per cent. increase over 1919, which after all, is the best year to compare business with.

There is a great desire on the part of large hotels in this country and in the United States, to do a real housecleaning this Spring. Huge orders are booked for new curtain and upholstering materials. Wide madras and grenadine are most in demand for the better class of window curtains. Seventy-two inches is the popular width and spots are asked for in most of the materials. These curtains are draped on a rod, each breadth covering the entire width of the window as shown in the accompanying illustration.

### 1922 Will Favor Colored Madras

One of the best drapery fabrics for this season and in fact for next Fall, will be black and colored madras. Since the war, rapid progress has been made in the production of Scotch madras and many favorable comments are made as to the beauty and texture of this fabric. The new madras yardage is from 36 to 50 inches wide. It is woven with Egyptian yarn, some of all mercerized and others of a combination of silk and mercerized yarn. The design and coloring of this material lends a beauty of tone which harmonizes with present day requirements in household decoration. One of the best features of madras is that it is adaptable to almost any window, for valances, portiere curtains, and overdrapes as well as for lamp-shade coverings and cushions. The colors are said to be fast and the wearing quality good.

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### SPRING DRAPERIES

(Continued on page 175)

easily leading for Spring, by reason of their bold designs and brilliant colors. Montreal manufacturers are now showing block prints in as many as four ground colors and say that mustard outsells all other colors in popular favor. There is a striking new range of hand blocked print draperies now being shown to the trade although the goods in question will arrive from France this month. These are featured in enormous but very gorgeous patterns in which a parrot is usually found among the usual tropical foliage, combining the richest and deepest tones against a background of vivid contrast. This range can be obtained for as low a price as 95 cents a yard because an enterprising Canadian firm has secured the exclusive services of a French mill in putting out this particular line, hence the quality and workmanship are of the best while prices are lower than ever quoted.

Among the heavier and more formal draperies, the greatest demand continues for velours in which a very wide color range is now offered. During the past year an extraordinary demand was experienced for burnt orange, due to the fact that a leading Montreal theatre used it exclusively for its sumptuous hangings and during the Fall season many inquiries were received for the same shade, as the public evidently admired it and decided to follow this same shade in their color schemes in house decoration. There are some good rose and green shades as well as taupe and blues offered, and it is said that apart from the burnt orange just mentioned, blue has been the greatest seller. Printed velours in a heavier quality are offered for upholstery purposes in good shades to blend with woods of furniture.

In order to supply the long felt want for a really sun-fast casement cloth which would keep its original rich color in this climate, a leading Montreal manufacturer has just introduced a range of such fabrics including seven different colors. The quality of these sunfast materials is more silky and supple than is usually associated with these goods, and they can therefore be depended upon to drape perfectly and adapt themselves to any type of under-curtain.

Canadian made tapestries of the better kinds are now being shown in many new ranges. The quality of these goods has gone ahead steadily from year to year and is now if anything superior to imported goods in durability, price and design. Those tapestries which feature a mercerized filling are particularly attractive in appearance, while others finished with a silk binder are richer and more heavily embossed in appearance, the pattern standing out with greater effect. Prices on these goods, which are uniformly 50 inches in width, remain at their very moderate level around $2.25 a yard, and though production of all these tapestries is slow, due to the fact that looms cannot turn out more than 120 yards a week, yet the demand continues unabated from the furniture trade.

### New Use For Cretonnes

The manufacturers of cretonnes point out that the coming Spring is going to witness a tremendous demand for these gay materials to be used for tub frocks and neckwear, and already the dress manufacturers are picking up all the small, neat designs in rose, blue and lavender which they intend to put out in the form of one piece wash dresses shortly. The retail trade is advised to keep its stocks of these materials well assorted as once these dresses are shown, there will be many women who will want to copy them at home and will seek the right materials in the drapery department.

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### PRESIDENT OF VASSIE & CO., LTD.

(Continued from page 173)

Fall of 1920 has passed and that the merchant today is safe in purchasing his normal requirements in dry goods and allied lines. I would not advise speculation, but the last year, with its great shortages in some staple lines has shown the danger of underbuying and I think that the time has come when more normal purchases should be made."

---

Pearl embroidery on the much-talked of periwinkle blue is being shown in New York for early spring gowns. Cornflower blue is also very good especially in crepe. A Canadian woman who has just returned says that long evening gowns are becoming more and more evident. Very often these are a little shorter at the front because of the draping at the waist. Softly draped chiffon frocks are very good for young girls and white is gaining in favor.



# Better Service

Our many Customers throughout the Country are expecting great things from us for the Year 1922.

Last Year was one of the best in our history, and to justify the confidence placed in us, we must offer for the Season now opening, better Merchandise and better Service than ever before.

Samples coming to hand daily include:

HANDKERCHIEFS, for CHRISTMAS, plain and fancy in great variety, loose and boxed.

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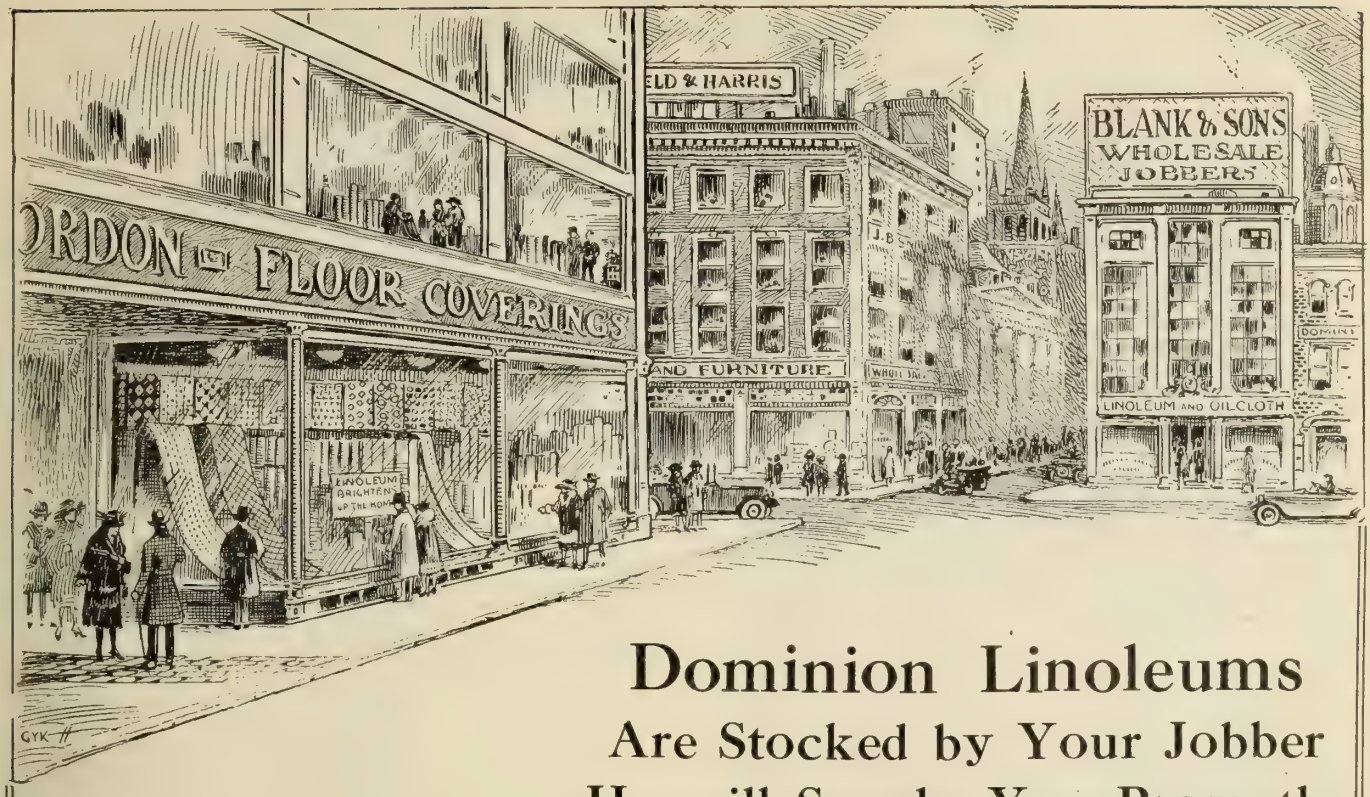
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Be prepared for the early buyers by going over your stock now. Customers will come to you for their needs, and many will come this year earlier than usual. Make sure of their business by having an array from which they can select what they want. Every merchant who carries a big selection will obtain more orders.

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oilcloth, linoleum and oilcloth rugs are fast replacing worn-out carpets and rugs in many Canadian homes. They have advantages with which every merchant is familiar, and housewives are being made acquainted with these good points through our extensive advertising. Sell the customer early—while in buying mood.

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*Our new 64-page Pattern Book for 1922 will be in the mails this month. If you do not receive a copy write us direct.*

# Dominion Oilcloth & Linoleum Co.
## Limited
## MONTREAL



No. 4284



No. 4279

# The Cretonne House of Canada

When we assumed the title of "the cretonne house of Canada," it was no exaggeration, as the trade throughout Canada have discovered.

The cretonnes illustrated on this and the opposite page are all of our own converting and are only a few patterns picked at random from our Spring range.

Many of these lines are now in stock, and others in process of printing, so that we will be in a position to make immediate delivery on February 1st.

Our range of drapery and upholstery materials is more complete than ever before and we would bespeak for our representative, an opportunity of showing you our complete line.

Ontario merchants should not overlook visiting our permanent showroom in Toronto at Room 434, Foy Bldg., 32 Front St., West, in charge of Mr. J. R. Evans.

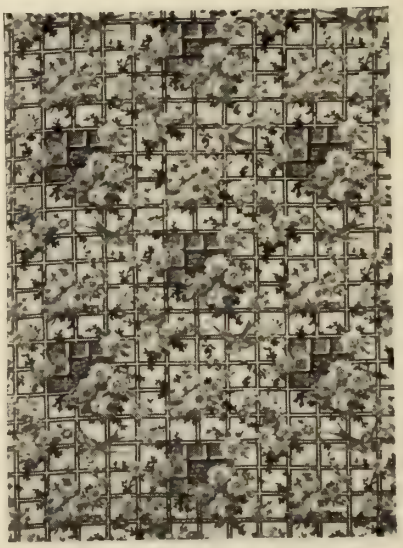
## Daly & Morin, Limited

**Manufacturers and Converters**

## Lachine, Montreal



No. 4212



No. 4278



No. 4285




## Leadership in Drapery and Upholstery Goods

The spirit of this organization is leadership and the merchant who maintains a close relationship with the House of Daly and Morin, Limited, shares alike in the benefits of that leadership as it has always been our policy to anticipate the needs of our customers and be aggressive enough, and progressive enough to have the first offerings of new designs, new styles and new colorings.

# Daly & Morin, Limited

**Manufacturers and Converters**

## Lachine, Montreal

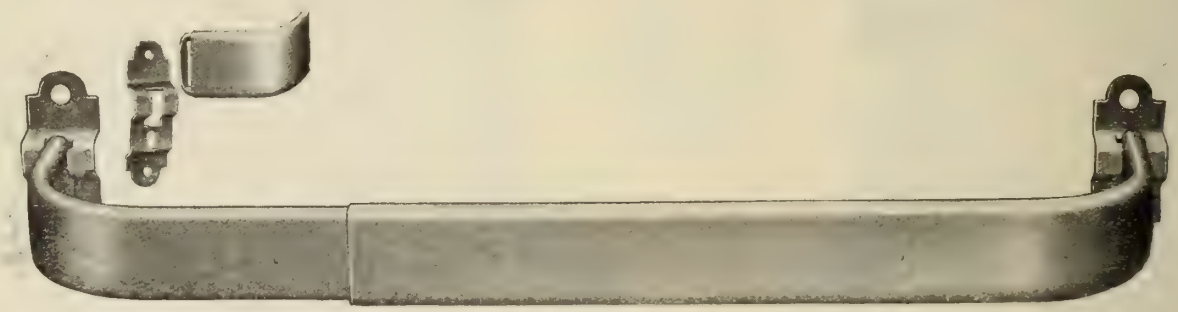
# FLAT CURTAIN ROD

WE ARE pleased to announce to the trade that we have been appointed sole CANADIAN representative for the new T. & S. Flat Rod. Just a glance at this rod with its refinement of design and finish and its simple but effective bracket will convince you of the possibility of combining in one rod the following features:

**Simplicity, Perfection in Finish, Absolute Rigidity and Adjustability to any Window.**

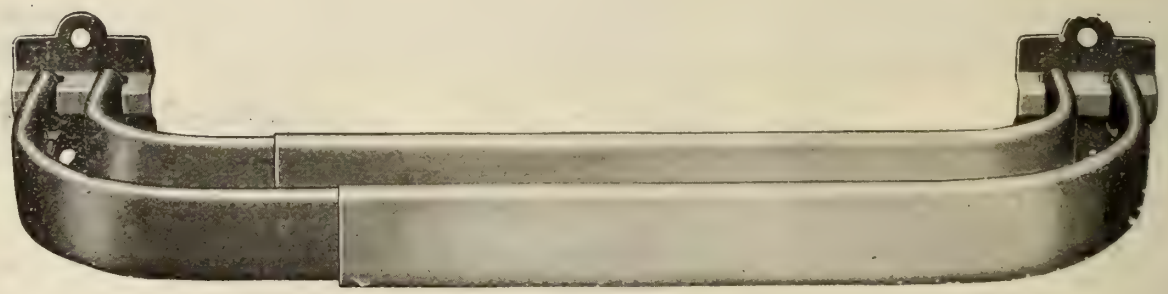
**Finish: Colonial Dull Brass.**

**Packing: Each Rod With Fixtures Packed in Its Own Attractive Individual Carton.**



SINGLE FLAT ROD

Extensions, 28 inches to 48 inches or 36 inches to 63 inches.
Projections, 1¾ inches, 2½ inches, or 3¼ inches.



DOUBLE FLAT ROD

Extensions, 28 inches to 48 inches or 36 inches to 63 inches.
Projections, 1¾ inches x 2½ inches or 2½ inches by 3¼ inches.

## GUARANTEE

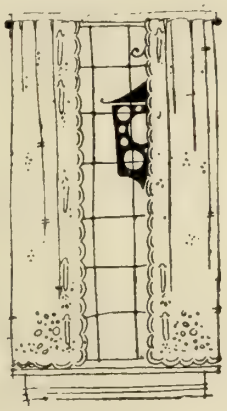
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CURTAIN NETS of that soft drapy nature in an immense range of qualities from the lowest to the high class filet qualities with bird and other dainty designs.

SCRIMS and MARQUISETTES in all the wanted styles.

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| Nottingham Curtains | Novelty Curtains |
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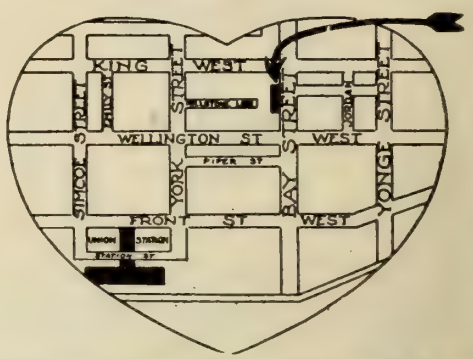
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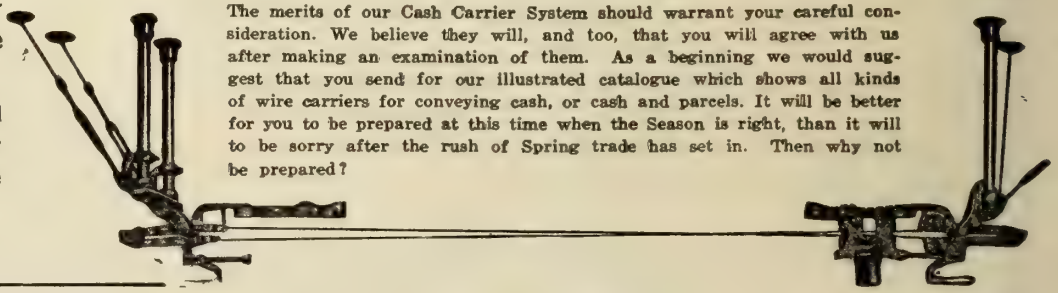
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# Ready To Wear - - - Spring 1922

Fabrics
Colors
Silhouette
Suits and Coats
Dresses
Blouses and Skirts

## GENERAL CONCLUSIONS



PRING 1922 calls for fabrics which express exquisite refinement. The woollens are softer and capable of more unusual treatment, such, for instance, as the finer Poiret twills and superfine tricotines which are the foundation of the demure little cape-coats. For sports, fashion swings quite the other way, and the rougher and more practical the fabric, the more popular it becomes. Thus, tweeds and homespun have come into their own once more, and certain jerseys will again lead in popularity for sports wear. Silks affect the crepy weaves and crepe de chine, Canton and Oriental variations, such as Roshanara, Morocain, etc., are still in the lead, although for tailored or sports wear the newer "sponge" weaves known by such various names as Créponge, Krepeknit or Chinchilla are much newer. For evening or formal gowns, Paris has sent out wonderful crepes with a brocaded impression, while for all round service, the ever perennial favorite, taffeta, reappears as crisp and serviceable as ever.

### *The Colors*

So far as Montreal is concerned there is a decided inclination on the part of the manufacturers to play safe as regards the use of colors. In suits and coats of the more formal type, navy blue predominates almost exclusively. But when it concerns the all important subject of sports wear, much more latitude is allowable. Here we find colorful homespuns and polo cloths employed, or else heather mixtures in soft shaggy tweeds, or again a few gaily colored jersey cloths for the practical little every day suit. The new periwinkle blue is especially good, dull rose, mauve or pastel green also being shown. Sand, deer or fawn are prominent for strictly tailored sports coats, belted and leather buttoned.

Frocks of the more tailored type adhere to navy blue for their major portions, relying upon a novel touch of trimming for their individuality. But afternoon frocks yet show a tendency to dark colors relieved by brilliant touches of color, such as canna, French blue, sealing wax red and orange. It is thought, however, that by April these more sombre shades will be replaced by colors more appropriate to the season. Where blouses are concerned, it is to be an "all white" Spring, for the majority of tailored blouses are designed on the hand-made washable variety, which is so practical with both tailored and dressy garments. Where the more elaborate blouse is worn, suit shades will be adhered to in the majority of cases, with a few very brilliant novelties for youthful figures.

### *The Silhouette*

There is little change as yet in the feminine silhouette as evidenced by the premier showings of garments for Spring 1922 in the Montreal show-rooms. Despite the fact that Paris has decreed that skirts shall be longer, Canadian designers have been reluctant to add many inches all of a sudden, preferring to bring about the new style gradually and in the natural course of events. Thus the willowy and attenuated figures which grace the fashion magazines from Paris will not be duplicated on this side of the water for many months, and the utmost concession made is the addition of a few inches in length and a due observance of the laws of proportion which require that the width be decreased, while the waist line may be lowered still more. All this, by the way, is applicable to frocks, for where the suit is concerned, there is no such thing as a definite silhouette at all, so far as the Canadian woman is concerned.

If you are young and slim and feminine, the youthful little cape suit is yours and yours only. If you are more mature there is a wide variety of severely tailored suits of the type termed "classic" in Paris. If you desire to be prepared for the week-end in the country you may select from a wide range of sportsmanlike homespuns in true English design, or again you may affect the trim jersey suit which became firmly established last season. And last, but most decidedly the most important point, you may wear knickers developed in practically any material you like, with a smartly tailored coat and skirt to match or in contrast.

So with a bewilderingly wide range of styles to select from, who shall say what the feminine figure should look like? Suffice it to say that Miladi will be permitted to express her own individuality as she has never before been given opportunity to do, and whether she is as young as the Spring itself or silvery haired, she may discover the wherewithal to make herself more beautiful. In a word, however, the mode expresses slenderness, but it is not merciless to those who are no longer slim. The Spring silhouette may be easily achieved because it is natural and unrestrained.

### *Suits and Coats*

Montreal makers are showing a considerable number of suits combining the sleeveless frock designed on simple lines, with a jaunty little box coat about 27 inches in depth. The short box coat more often features a Raglan effect in its sleeves which flare at the cuff after the Japanese fashion, and its collar is often on the Peter Pan style, which may be a twin button fastening, or the coat may not button at all because the plain little dress underneath matches exactly. There are generally two small slashed pockets in the skirt and a string belt at the normal waist line.

The "Butterfly" cape-coat is a particularly charming variation on the box coat theme. This is often developed in soft Poiret twill in hip length, the sleeves being simulated by a stitch taken underneath each side and weighted down with tassels of heavy black silk.

Mannish tailored suits of tricotine are trimmed sparingly with black military braid or the edges are bound with the same. The long shawl collar is preferred. In less severe types of coat, considerable Swiss embroidery is employed, but this kind of elaboration is usually found only in the less expensive models.

Knicker suits are being featured in conformity with the demand for such outfits for all kinds of sports, but in view of the fact that the average woman prefers to be conservative in town, no matter what she may affect in the country, the makers are providing these outfits with a plain skirt to match, which makes them a sensible and practical proposition. Although they are most commonly found developed in rough tweeds trimmed with real leather buttons on the skirt front and coat, yet there are a few developed in heavy velours in the deer shades or contrasts with white which are particularly smart for riding. The knickers are designed to button on each hip

and are provided with convenient pockets on either side of the front. The knees are finished with buttoned cuffs.

There are many charming and unusual models in separate coats for early Spring wear. A leading Montreal designer whose coats are always accorded the highest praise, is showing two completely different ranges. There are several stunning full length wrap coats of fine navy blue tricotine, some of which have a turn-back front on the tuxedo design, finished with a deep round collar. Others are veritable capes extending to the skirt hem with slits for the arms, and trimmed with a wonderful flying panel effect of silk fringe, nearly four feet deep all round. This fringe resembles frayed silk ribbon on account of its fineness and the wraps on which it is used are distinctly French in appearance. Yet other long coats of navy blue are designed on the "blouse-over" plan, with a soft fullness about the hips extending on into the sleeves. Nearly all are simply belted in self material and have the new, deep round collar which permits of different treatments. Linings are gay in all cases.

Polo cloths in pastel colors and sand shades are much featured, strictly tailored after English patterns, with large patch pockets, leather buttons and notched lapels which convert the big collar into another style.

## *Dresses For All Occasions*

Montreal designers of frocks have not as yet seen fit to break away from the charm of the youthful straight line effect which has prevailed during the past season. Most of the models shown this month for pre-Easter selling are developed in the darker shades, black, navy, etc., but are relieved from total sombreness by the use of touchs of cherry color or bandings of Oriental embroidery or even entire sleeves of some sheer fabric in a brilliant flame or pearl grey tone. According to one designer the majority of frocks for street wear will be of supple twilled fabrics while those for more formal occasions will be of crepe weaves and taffeta. However, a new fabric has loomed up largely on fashion's horizon, namely, the new Créponge or Chinchilla weaves, which are capable of treatment in various manners and are shown in strictly tailored styles as well as in quite elaborate designs.

There are innumerable smart models in navy tricotine upon which a good deal of narrow colored soutache braid is used to outline the edges of tunics or cuffs, etc., and this braid is most often of a particularly striking cherry shade which seems especially appropriate to Spring wear. Here and there are seen simple wide girdles placed low upon the hips after the prevailing lines, developed in heavy black moiré ribbon, knotted at one side. But narrow antique silver chain or coin girdles are shown as well and various fancy effects in silk cord to which a few gorgeously pointed beads are strung, ending in a tassel.

Wool is another pretty trimming which is employed in new ways. A very straight Russian coat-dress was finished with a two-inch wide banding of fluffy grey wool round its high neck, all down the side front closing and round the slightly flaring cuffs. Another little "flapper" dress showed a narrow banding darned in grey wool all round its scalloped skirt hem and its round neck.

Swiss embroidery is used on the popular priced lines with excellent effect since the designs are more original than usual. One frock of navy twill had a deep section nearly 25 inches deep upon the skirt done in blue cross stitch work, exactly like the patterns of olden time. Other designs were shown, equally effective, and it is said that as these can be done upon the fabric before it is made up, the cost is considerably less although the effect is quite as good as though it were applied afterwards.

Some mention is made of steel beads in trimming dresses, but the majority of designers who concentrate upon the better class trade, say that smart women are demanding wearing apparel which is distinctive by reason of extreme simplicity for both formal and informal wear.

A few general points about frocks may be summarized thus. Necks generally favor the bateau or Jenny neck, sleeves are long and flaring, showing an inside facing of color contrast. Skirts hang straight with an additional inch or two of length in most cases, although this is not really general.

A feature of the Spring season is the fact that the majority of suits are being made with sleeveless frocks instead of plain skirts. What the effect of this fashion will be upon the dress trade remains to be seen.

A word relative to the new models in tub frocks and house dresses is not out of place since style is now a noticeable characteristic of these useful attributes of the feminine wardrobe. The coming Spring and Summer will see more charming little gingham, chambray, cretonne or muslin frocks shown than have been shown for many years. New pastel colorings in combination with bright tones in checks and plain effects while there will be several original ideas shown in which appliquéd flowers from cretonne are used on plain chambrays. Eton jacket effects and the Bramley style will be incorporated in gingham, adorably youthful and becoming.

## *Blouses and Skirts*

A leading Montreal blouse importer and manufacturer whose models are always a little ahead of the rest, places his faith for the Spring season in the hand tailored washable blouse featuring the tuxedo collar or Peter Pan effect and developed in sheer voiles, batistes, georgettes or crepe de chines. A glance around his show room proves conclusively that white is the one and only shade to be featured. The reason for this sudden return to the all white tailored blouse, he says, is because women are going to adopt the sleeveless frocks or sports skirt to a tremendous extent this season and there is nothing which is so in keeping with either than the simple but immaculate blouse. The majority are made with scarcely any elaboration whatever but there is a good deal of fillet lace used and quantities of drawn work in new patterns. Eyelet work and tucks are other effective treatments on sheer fabrics. The tuxedo collar used with a vest effect on the front of the blouse is so universally becoming to the majority of women that it has become a standardized design needing only the individuality of fine handwork to give it distinction.

Skirts which keep to simple effects promise the best chance of success this Spring but this does not mean that there is any lack of novelty in the range of fabrics. Although the pleated and striped sports skirt has been almost "done to death" of late, yet nothing quite takes its place in feminine favor. So the new skirts for wear when really warm weather arrives will feature flannels in attractive border effects or in fancy weaves, homespuns in wonderfully lovely color effects both plain and checked, new prunella cloths with satin stripes, and éponge or Chinchilla materials.

The new sports silks also will provide plenty of latitude for novelty. The new bold designs of satin upon a crepe surface will offer sufficient variety in plain fabrics while it is expected that color contrasts will still be wanted since the vogue for silk sweaters is already pronounced and always sets the pace for skirt fashions.

Although the Montreal manufacturers are showing knickers for the first time yet no fears are entertained that they will in any way affect the popularity of the sports skirt. In fact, all the suits in which knickers form a part, are supplied with a smartly cut skirt as well. Knickers however are the "dark horse" in both American and Canadian style centres, and although everyone professes to consider them an amusing novelty there is no doubt that they represent the thin edge of

(Continued on Page 189)

# Spring Buying is Reported Brisk

## Manufacturers in Toronto Say Stocks Have Been Cleaned Up and Retailers Eager for Spring Models—Taffetas Proving Strongest Sellers—The New Cap Dress—Gowns to be Little Longer—Manufacturers Making Strong Bid for Blouse Business

TORONTO manufacturers of women's dresses and suits are in better mood regarding business conditions than they have been for many months. Though very few sent their travelers out before the third week of January, they say that orders have already come in, some unsolicited, in quantities which are very encouraging. The retail trade seems determined to go after business. The buying policy of last year kept many of them out of financial difficulties, but did not net them much profit. The daily newspapers are now talking optimism, the leading journals are encouraging the public to buy and all that seems needed is a little encouragement from those who carry merchandise from the maker to wearer, in order to get the wheels turning.

One manufacturer declares retail stocks are so depleted that travelers are being welcomed by merchants throughout the country. Not in many years, has there been such an opportunity for the man who is selling to the trade. Moreover, retailers are following the lead of manufacturers and depending on large turnovers rather than on steep prices in their ready-to-wear lines. The day when dresses can be sold in any number above sixty-five dollars is past, and so are those which saw quantities being purchased at prices ranging from fifteen to eighteen dollars. The dresses which the public want are somewhere between twenty-five and forty-five dollars. This is a healthy condition for the ready-to-wear business, because it indicates a recovery from the buy-as-cheap-as-you-can policy which inspired fear in all and very little tendency toward the extravagant buying methods which preceded it and which were in a great part responsible for the period of depression.

### Taffeta Gowns Leading

A tour of the manufacturing houses in Toronto, proves unmistakably that taffetas will be the best sellers this spring. They come in the class of ready-to-wear lines which is good but not extravagant. In taffeta, the color choice seems to be: brown, navy, black. Simplicity of style and youthful lines mark the collection which has come in from Paris and New York. There are some novel effects in trimming and an air of individuality about most of the gowns. Embroidery braid is used in place of the beading so conspicuous on fall models.

In the silk materials, canton and crepe-knit are strongest. Canton is shown in black, the blues and some are all-white. Both of these materials are used in the more exclusive models. The new Mohawk red is being introduced into the better gowns, in sleeves, collars and cuffs or trimmings.

The semi-formal dress continues in favor, many of these models now being made with high necks and lower at the back—a style which was introduced with great eclat to New York early in the fall and which is said to meet with the approval of Canadian designers.

Combinations of materials in frocks for street wear are particularly interesting, colored panels, some of them set in the gown, are favored as means of introducing color into black faille or canton crepes. Sleeve treatments are somewhat different in the models shown. They are wide to a point below the elbow and then fastened in to fit the arm. The wide part is often embroidered and the lower part plain.

### Black Seen More Than Blue

Navy blue has not yet shown its usual spring activity. Except in the taffetas, navy has given way to black, not only in street and sports frocks but in dressy gowns as well. If it were not for the touch of color which characterizes nearly all of them, the display would be a very sombre affair. One designer believes that the bright shades in sports clothes is responsible for the demand for it in trimmings on all frocks.

Crepe de chine has been by no means overlooked by buyers who have just returned from the metropolis. In fact, some of the smartest models and most of the all-bright gowns are of this material. There is one of green crepe de chine, with four pleated panels on the skirt and a touch of paisley on the sleeves.

There is a decided liking for the sailor knot on many of the gowns. These have very often the sailor collar as well and even the more elaborate gowns are made up in this juvenile yet becoming style.

A model for the mature type of woman is of grey Canton crepe with loose flowing sleeves. Cere braid is the only trimming used. Rows of it half an inch apart cover the bodice and sleeves. It appears again on the skirt. Modistes declare that cere ribbon and braid will be almost as popular on dresses as they are on the spring hats.

Henna is by no means discarded but there are no dresses of the all-henna shade so far. Orange, maroon, pink and coral are also good, the two latter shades appearing often alone in the dinner dress types.

### Cape Dress the Newest Creation

Of all the gowns which are brightening the houses of importers and manufacturers these days, those with the long cape coming several inches below the waist line are receiving most attention. These are best in taffeta because they are designed for the girlish, trim figure. Some of the collars on these capes, which, by the way, are attached to the gown at the shoulders, come very high at the back in a modern Catherine de Medici style. Though originally designed for street wear, these dresses are made up in afternoon models as well. Vancouver is favoring them particularly and manufacturers are trying to keep them only in the better class of materials for at least two months yet, in the hope tha their popularity will not spoil their possibilities.

There is a tendency to add an inch or two to the lengths of most of the gowns. New York's best houses are taking the lead in this and Toronto designers think that the women on this side are about ready for them. The long waistline is adhered to most rigidly in every class of gown and for the matron as well as the miss. The bouffant hip style has taken hold as never before, three out of every four models showing the hip line extended with canvas.

### Porch Dresses of Gingham

Again Miss Gingham will be the child of fortune in the summer frocks. Gay checked gingham will appear everywhere, not only in the simple models but in those with tucked and ruffled organdie trimmings. Tissue gingham is probably the best because it is very cool for warm weather wear. Cretonne is also made up into summer dresses, the simple house dress and the allover apron being probably the most popular in this market.

### Will Blouses Go This Spring.

Most certainly the manufacturers are doing their part to inspire an interest in blouses. They say that this branch of the ready-to-wear business must return sooner or later and indications are that this will be the season. The American cities are having a rush on the tailored styles and our manufacturers have made up some blouses along this order, in the hope that with the golfing season and the first suits, women will buy them. In the meantime, orders for Toronto houses have been mostly for the most elaborate and expensive blouses. One firm is selling all the blouses that it can turn out. These are usually in combinations, the panels at back and front being of navy, brown or black satin, and the sleeves, upper part and sash in one of the following shades: gold, coral, Mohawk red and orange.

# Devoting Special Section to Each Class of Garment Makes for More Effective Appeal

## Policy Tried Out Successfully by Murphy—Gamble of Ottawa —Various Lines are Kept Separate and Individual Setting Given to Each—The Blouse Shop—Other Features

A READY-TO-WEAR department which is invested with unusual attractiveness in the opinion of the many women who patronize it, is that located in the Murph-Gamble Company's store in Ottawa. The peculiar atmosphere which is responsible for the popularity which the department possesses may be attributed to the fact that the entire staff are specialists in the art of selling clothes,—from manager down; and second, to the equally important circumstances that the stock carried is of the more exclusive type, selected for its individuality as well as for its novelty.

In discussing with Dry Goods Review some of the features of the department the management pointed out the importance of specializing in the different lines of apparel carried. It is practically impossible nowadays to merchandize high class ready-to-wear successfully if it is all displayed and sold indiscriminately in one section. Each class of garments requires a special setting and an atmosphere of its own or its most effective appeal is entirely lost.

Bearing this in mind therefore, the Murphy-Gamble store accents each of its various lines and maintains a distinct section for evening gowns, afternoon frocks, apparel for large women and also for young girls. Blouses and skirts too, have their appointed section and yet the entire department co-ordinates into a smoothly running machine.

### Keep Various Lines Distinct

There is no idea of segregation however, about the different parts of the ready-to-wear section. That is to say, no visible partitions are erected to separate one from another. The distinctiveness of each line is more a matter of arrangement and orderly sequence than of actual divisions. System, so frequent disregarded in such departments, reigns supreme.

To particularize about the various lines, the management have reason to be proud of their line of suits and wraps for the larger woman. The store caters especially to this type and carries garments in stock up to sizes 50 and 52. These garments are exceedingly well designed and finished, and although more costly than ordinary clothing yet are popular with customers, to whom the additional cost is no deterrent. Sufficient stock between the sizes of 40 and 50 is carried to meet practically every demand for such apparel, and in the matter of price it is found possible to feature moderately low figures, on the basis of averaging up on the purchasing cost of the smaller and larger sizes. In order to ascertain what is a fair price, a certain amount of experiment is necessary, but the ideal combination of a moderate selling price combined with a normal profit may be arrived at quite easily.

Exceptional care is devoted to the selection of the types of garments destined for larger women. Colorings, silhouettes, trimmings—all are studied afresh each season by experts, so that the woman of ampler proportions may place herself unreservedly in the hands of the staff and be ensured complete satisfaction.

### Evening Gowns

The store likewise makes a specialty of evening gowns, ranging from the simple little dance frock for Miss Debutante to the elaborate toilette destined to grace some matron. Social events are exceedingly numerous in Ottawa especially during the winter season, and the demand for smart gowns for all occasions is unlimited. The section devoted to the showing of dinner and dance frocks is well located, and is lighted with brilliant artificial illumination, so necessary to the best effect of the dress. Close at hand are kept the wraps, also an important item in the fashionable woman's wardrobe, and a small table of dainty accessories—fans, jewellery, slipper buckles, or hair ornaments, hosiery, gloves, etc., is both a decorative and an essential part of the scheme of arrangement.

In the matter of evening frocks, it is found that women require to replenish their wardrobes fairly frequently, owing to the wear and tear incidental to dancing. It is a foregone conclusion that a customer shall be permitted to try on as many gowns as she fancies, since she may see something which will bring her back again to make a supplementary purchase.

Furs are also carried in the ready to wear section and are effectively displayed in the best possible light at the front of the store beside the largest windows. When the sale of fur coat is made, the saleswoman invariably mentions the fact that a sports skirt and tailored shirt waist are the ideal combination to wear under a fur coat every day. The coloring or pattern of the skirt affording a smart contrast to the sombreness of the peltry.

### The Blouse Shop

To the rear of the ready to wear section is located the blouse department, in which also the same highly specialized attention is devoted both to the selection of stock and to the satisfaction of purchasers. Here also, blouses for the stout woman are an important feature, and sizes, even in the sheerest and most elaborate styles range as high at 48 and even 52 in ordinary materials. Some hints of more than usual value were gleaned from the head of this section. For example, the Murphy-Gamble waist department undertakes to fit customers perfectly, and makes it a point to suit the individual type of every woman even though it entails alteration to the blouse itself. Few stores realize how important it is that sleeves should fit well, and more particularly, that the length should be becoming and comfortable. The fit of collars, moreover, is another pitfall into which the unwary saleslady sometimes falls. The season there are two distinct types of blouse, the tailored and the dressy. The tailored blouse may be either of the tuxedo collar or the Puritan style, while the dressy blouse is generally of the tie-back, slip-over sort with a round neckline unrelieved by a color contrast.

### Experience Essential in Blouse Selling

In determining which of these types should be adopted by any customer, the saleswoman needs considerable experience. She must be familiar with the various types of figure with which she comes in contact, so that she will be able to tell in advance the style of blouse which will be most becoming. The roundfaced type can wear the Puritan collar successfully, but the face must be young and fresh. Likewise, if a tuxedo collar is selected, let it be of the conventional type with narrow collar because few women can wear the revere style of collar with success. This width across the chest should not be accentuated. Elbow sleeves should be rarely sold to older women and the tie-back blouse should be fitted on the customer in every case, even though she may feel positive that it suits her exactly. There are as many differences in blouses as in corsets, and everyone knows the necessity for expert fitting of the latter type of accessory.

The saleswoman furthermore, will make a close study of color with respect to the different types of complexion most commonly met with among customers. She will not advise any color merely because it is "all the fashion." She will rather try the effect of a pale orchid upon a blonde girl, or a vivid jade for the woman of coppery locks. The fashionable tans or sand shades can be successfully sold to women who have plenty of color, while navy blue can be sold to any one provided it has collar and cuffs of an effective contrast such as tan.

(Continued on page 188)

# Late Styles From Old New York

## Dry Goods Review Goes Sight-Seeing—Many Novelties Brighten Up America's Style Centre — Things Worth Seeing And Having

EARLY spring gowns show a great number of berthas of point lace and other real laces. Rounded necklines coming to the base of the throat are more often seen than lower ones.

* * *

Short fur coats are becoming more prominent than ever on fashionable thoroughfares. They are worn with separate skirts and with tailored frocks. On Park and Fifth Avenues, there are women to be seen wearing beaver, raccoon, Hudson seal and muskrat with skirts of rust color.

* * *

Tortoise shell bracelets are the latest hat ornaments. Some of them are set with rhinestones. The newest note in trimmings of all kinds is sea-shell. A variation of these shells is seen in an ornament which has the same color and effect as the shell but is actually composition. It is shaped like a tiny cushion.

* * *

New York women are showing a great preference for pongee in the natural shades in their underwear this season. They like the tailored sets, particularly in vests and step-ins. One retailer, who does business just off Broadway says that two-thirds of the silk underwear business is done in sets. Black in underwear, nighties and pajamas is best after the pongee shade, with honeydew, orchid, beige, blue and flesh following in the order named.

* * *

There is a new dress on the market for the little girl which is said to be specially favored by Fifth Avenue designers. It consists of a dress with bloomers attached and is in one piece so that it can be slipped on and off conveniently.

* * *

There are retail houses and manufacturers springing up every day which cater only to the requirements of stout women. One New York house sells only those skirts which have a waistband measurement of 32 to 50 inches. Most of these firms favor pleats, especially box pleats. These are usually stitched down over the hips to take away the fulness.

* * *

One of the most interesting tendencies observed in New York these days, is that which favors a sports style for the very young child. Not only the junior girl is wearing sport costumes but the very little one has frocks of this type, so popular with grown-ups. Sports coats and sports capes for tots from one to four years, made up in polo cloth and in the tan shades are two of the latest additions to the range of garments now shown.

* * *

Among the smartest models offered in the shops for women going south, is the red linen frock. One of these is of cherry red non-crushable linen in bloused effect with a collar and wide girdle embroidered in black and white wool and finished at the neck with a loose sailor tie of black satin. There is also a red linen coatdress with a deep shawl collar and cuffs of grey linen embroidered in red and white wool. Large pearl buttons fasten it in front and a string sash of grey ties at one side .

* * *

Contrasting shades are the keynote of style in the metropolis to-day. There are very few costumes being made which are trimmed or embroidered with self-material. Moreover, the contrasting color is of a very bright shade whenever the costume itself is of a dark material.

* * *

The latest lingerie importations from France show a great vogue for drawn work. Inserts of moon-shaped white organdie are also very prominent among the fancy lines.

* * *

The revival of muffs this month is taken as an indication of a general return to "hand furs" next year. The fact that Princess Mary has been photographed wearing a muff will, it is believed give an added impetus. In Paris the muff has appeared conspicuously at fashionable restaurants and theatres. Fifth Ave. sees one or two muffs in every block during the shopping hours. The loose wrap was largely responsible for the discard of these fur accessories but now with the tendency toward the fitted garments, the return of muffs seems certain. The tendency of muffing hands in sleeves is also passing.

* * *

High colors in Spanish laces promise to be popular for party dresses for late winter and early spring. There are at least eleven colors in as many different patterns in laces of this type ready for the approval of Miss New York.

* * *

.Fur stylists declare that the industry must shortly be prepared to present some pelt to the public to take the place of Hudson seal, if consumer inerests in furs is to be maintained. New York furriers are inclined to favor the Chinese kid skin or kid caracul as it is to be known. Kid caracul is very much like Russian caracul. The difference, some students of fur-bearing animals, declare, is purely geographical. In appearance, kid and caracul are quite alike. The leather of the Chinese kid is less durable than than of the caracul. If this fur takes as well in America as it has in Europe, designers are plannng next winter a season of caracul coats, wraps and trimmings.

* * *

Tweeds and crepes are the favorite materials for street wear in New York. These dresses are made along straight lines. The tailored tweed sports frocks are especially attractive as they are shown in all the newest pastel shades and are made to slip over the head and fasten in front with silver or colored buttons. Poiret twills in both chemise and bloused effects are also offered for street wear.

* * *

Black taffeta will we worn by the young child for afternoons, Fifth Avenue shops declare. A model for a child of five, is embroidered all over with small spots in varied colors. Along the same lines for an older girl is a long-wasted black taffeta dress, wth skirt embroidered in orange cherries. This color and material is also favored for the debutante's spring gown.

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### DEVOTING SPECIAL SECTION

(Continued from page 187)

**$50 Blouses**

Although $50. blouses are not by any means rare in the Murphy-Gamble ready to wear department, yet these too are carefully selected, with regard to their lines. Few expensive models in large sizes are carried all the time, but rather those styles which are certain to be becoming to the average woman. Extremes are not profitable in any of the blouse lines, nor are they popular even with wealthy women. A few are interesting for display purposes, but the majority of women who care to spend a large amount upon a single blouse, insist that it be simple and becoming.

The canons of good tase, by which the choice of all ready to wear is governed, dictate that becomingness to a woman's peculiar type shall be the perpetual standard followed in making any sale. Expense, durability, etc., are really secondary considerations, it has been found in the case of ready to wear, when once the wearer's own personality is expressed in terms of smartness and individuality.

# Ready-to-Wear---Spring 1922

Continued from page 184

the wedge insofar as the modification of feminine fashion is concerned. That they will be bought is a certainty, provided sufficient publicity is given them.

**Here are Some of the Fine Points of the Spring Fashions Briefly Summarized**

The "Jenny" neck or collarless effect predominates in frocks.

The high shades will be seen in frocks a little later, including fuchia, mauve, cornflower blue and biege.

Regular tailored coats will be 32 inches long while box styles will average 27 inches.

The japanese or flowing sleeve will be seen on both tailored and dressy frocks.

Skirt lengths will show an additional inch or two but no extra fullness.

Pockets are introduced on suits in varied shapes.

The linings must be gaily colored in bizarre patterns for navy suits.

Low bloused waist-lines are becoming stronger.

Yokes are used on the back of loose coats to give the required "swing."

Buttons are used conservatively in all cases.

Flat braids are extensively used.

Prices will talk this Spring and the makers have recognized that simple designs, fine workmanship and elimination of needless ellaboration must be essential characteristics of the Spring models. They have made a special effort to feature garments which can be retailed at a low figure, feeling that the moderately priced gown or suit will form the backbone of Spring business.

# Paris Pre-Opening Activities

SEVERE and Fancy Suits by Molyneux, Jenny, Madeleine et Madeleine, Bernard and Beer—Salient Style Tendencies from Brandt, Drecoll, Paul Poiret and Alice Bernard—Black not so good this Season.

Paris.—Brandt is getting away from the strictly tailored suit, and says he will give preference to the dressier type of suit in heavy supple silk.

A cape developed in white crepe, veiled with white lace and fringed with ermine tails shows the tendency of this house to favor dressy styles generally.

* * *

At the Maison Drecoll, they are inclined toward short jackets, although the long straight ones will still be featured, especially for tall women to whom this style is particularly becoming.

Popeline and ribbed fabrics have been selected as the leading materials for tailor-mades, and for color, the beige shades are expected to be a dominant note, and also a greenish beige which is called in French, by this house "Oeuf-de-Cane," and which will be featured principally in the covert coat fabrics.

Navy blue is also mentioned here. Some white woollen tailor-mades are being prepared by the Maison Drecoll, also some fancy ones, particularly in Scotch plaid designs.

* * *

Paul Poiret is showing the tendency that he intends featuring for spring in a few sports models which have straight skirts, rather short and wide.

In one instance, it is of white wool striped in green and yellow with solid cloth of green duvetyn.

The fabrics used for these sports costumes include broad cloth, heavy woollen, duvetyn, agnella, etc., and one of the favorite colors is red, in which color is a fancy little jacket in toile cire, trimmed with gray fur and accompanied by a skirt of gray broadcloth.

* * *

Alice Bernard comments upon extremely softly draped suits in reps, serge and crepe morocain, mostly in the darker shades, to be brightened by a little embroidery.

Many of her suits will be three-piece affairs, with the top of the dress in sheerer fabrics.

* * *

Madame Jenny comments favorably on the dressier types of suits with youthful, short paletot or medium length jacket, belted at low waistline, and without pockets.

In fabrics, navy bure is a favorite with her, because it is both heavy and supple at the same time.

* * *

Madeleine et Madeleine say that they will show both the severe and fancy types; the jackets will be slightly fitted, and accompanied either by simple skirts or by an entire dress, the top of which is of crepe georgette.

Soft broadcloth and light velour de laine are offered to start the season.

* * *

Bernard & Co., speaking of next Spring tendencies for suits, say that they will favor the supple and fancy type of suit rather than the strictly tailored, and believe in a good season for that type of suits.

They will make the jacket three-quarter length, with the waist placed low, the skirt about the same length as that of the present Winter season. Sleeves will remain rather wide at bottom, and belts will come back to favor, it is expected.

As to colors, the predictions are about the same as in most other houses, that is, beige in its different shades, including what is called here covert shades, and also some mixtures in reps and tricotine.

—From Women's Wear, New York.



*New Dutch Romper for boys and girls from two to six years. Made in chambray and pique. These are daintily trimmed in contrasting colors of chambray with hand-embroidered design of animals in front. Shown by Canadian Perfect Garment Co., Toronto.*

A most enjoyable evening was spent by the management and staff at the first annual banquet of the J. Bourdeau and Son, Limited, wholesale furriers, held at the Canadian Club.

The full staff and directorate vied with each other in celebrating a most successful year's business.

The various toasts were received with an enthusiasm that testified to the cordial relations existing between the management and the staff.

## KENT-McCLAIN AGAIN

### C. B. Lockhart, Kentville, N. S.

Mr. C. B. Lockhart, of Kentville, N. S. has added new "Dresden" silent salesmen to the equipment installed a few months ago. These cases in rich ¼-cut Oak were supplied by Kent-McClain Limited, (Toronto Show Case Company).



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# *SERVICE & QUALITY*

We again present herewith to the Merchants of Canada our sales force, members of which called on you last year. These same men are now on their respective territories and will endeavor to maintain that important link between our customers and this house by seeing that you are supplied with the right merchandise, at the right price. This in turn spells SERVICE which is secured by modern methods of purchasing, manufacturing, inspecting, packing and shipping, all of which are embraced by the Ladies' Wear, Limited, system.

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# Spring's authoritative frocks

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from "The House of Youth"

In the new developments of Fashion which the "House of Youth" presents for Spring there is emphasized that style leadership and assurance of quality which buyers have learned to expect.
And price—which is keenly of importance—has been accorded most favorable consideration, that you and your customers might be well pleased.

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Western Canada, J. Howard
Maritime Provinces, W. A. Tallmire
Montreal and Quebec, J. A. Michaud



# Spring Suits and Coats

Our travellers are now on the road with samples of our new spring line of Suits and Coats, in all the most desirable and seasonable fabrics. The tailoring of these garments is of the best and the styles are distinctive and original.

If you are looking for the combination of the highest quality standards at prices women like to pay to-day, write for our Representative to call on you or call at our showroom when in the city. Our garments will interest you.

**Lazare & Novek**
CLOAKS & SUITS

Corner St. Catherine W. & Mountain Sts.,
MONTREAL



## An Amazing Success in Misses' and Children's Dress Specialization

Ondcliffe Dresses

Our new range of Children's and Misses' Dresses offer unusual inducements to those who seek winsome styles and smartness of finish at

POPULAR PRICES

New effects in—Serge, Tricotine, Satin, Charmeuse, Canton Crepe and Taffeta. Travellers now out. Be the first in your town to feature this already popular line. Write for particulars.

# Hargrave Dress Co.

129-139 Spadina Ave., Toronto

REPRESENTATIVES:
Eastern and Northern Ontario, A. B. Colwell
Western and Southern Ontario, R. Kennedy
Toronto, R. O. Hargrave Western Canada, J. Howard
Maritime Provinces, W. A. Tallmire
Montreal and Quebec, J. A. Michaud



F. F. FREEMAN

## Announcing

**The Formation of the New Firm of**

## FREEMAN-HUCKVALE
LIMITED

***Specialists in***

Infants', Girls' and Boys' Wear, Children's Headwear, Bonnets, Wash Hats, Straws, Plush and Beavers, Children's Cotton Wearing Apparel.

**26 Spadina Ave., Darling Bldg., Toronto**



P. E. HUCKVALE

# GIVE VALUE and you GET BUSINESS! IS OUR POLICY

**Our Spring line of**

## Dresses

comprises just the kind of dresses the up-to-date woman wants to wear and the prices are just the prices she wants to pay—$10 and up.

## Canada Costume Company

**198A St. Catherine Street - Montreal**

Travellers are now on their respective territories with a snappy range of:

# DRESSES

Priced to get you right profits and mounting sales.

It is our aim, this Spring, to give you the Best Fabrics, the Best Styles and the Best Workmanship that your money can buy.

## M. GARDNER & COMPANY LIMITED

233 BLEURY STREET - MONTREAL

*Western Representative:* F. G. CAMPBELL, Winnipeg & Vancouver

## *The "Canadian Lady" Dress Stands Alone*

in style and quality, and has earned its reputation of "Constant Seller" on sheer merit.

Ranged in Ginghams, Crepes, Chambrays and Prints, it is just the distinctive kind of wash dress to appeal to the particular woman. We have not lost sight of the real purpose of a house dress. **"Canadian Lady"** dresses are well made, and neatly finished.



Write us for catalogue and prices.

## THE CANADIAN LADY DRESS COMPANY, LIMITED.

KITCHENER ONTARIO

**HAVE YOU HANDLED OUR GOODS BEFORE? IF NOT WHY?**

Let our travellers show you our line. You'll be surprised.

**A BETTER MADE GARMENT FOR LESS MONEY**

***We Manufacture***

Gingham Street, Porch and Apron Dresses, Girls' Dresses from 3 to 14, from print and gingham. Also print house and apron dresses.

***Rompers, Creepers, etc.***

**CANADIAN PERFECT GARMENT CO.**

**513-515 College St., Toronto.**

**Ritchie**

QUALITY GOODS AT COMMISSION PRICES

***HORROCKSES FAMOUS COTTONS***

are advertised and widely used from Coast to Coast.

We have in Montreal a good assortment of these cottons, ready for immediate delivery.

Why not keep up your stock and share in this worth-while quality business during 1922?

*If not on our mailing list, please write—*

**John E. Ritchie** Dry Goods Commission Agent.

**591 St. Catherine St. W., Montreal.**

**Branches:**

64 Wellington St. W., Toronto. 615 Pender St. W., Vancouver, B.C.
29 Minshull St., Manchester, England.

See our Spring range of CHILDREN'S DRESSES, they include a wide range of styles; "The Jumper," "Chevy Chase," and many others.

We are also showing nice lines in CHILDREN'S WHITE VOILE and MUSLIN DRESSES. Our travellers now have their complete ranges of LADIES' and MISSES' READY TO WEAR and would be glad to show you their samples.

**VASSIE & COMPANY LIMITED**

**Wholesale Dry Goods and Woollen Merchants**

**ST. JOHN N. B.**

**SPRING 1922**

**IMPORTANT NOTICE**

Our travellers are now on the road with our new Spring line of COATS and SUITS. The dealer, who looks ahead, will readily realize the sales possibilities of this merchandise.

To visiting buyers we extend an invitation to visit our showrooms, where the display facilities make selection both easy and pleasant.

**The Regent Cloak Co.,**

CLOAKS & SUITS

**321 Bleury St. Montreal**

**MONEY-SA**

"The most useful information containec
renewing his subscription for FINAN(
"Very often," his letter goes on to say,
times as low as a few hundreds, and I 1
If every investor knew there was such ser
people."
The Investors' Inquiry Service fills just th
us before you buy.
It costs Financial Post subscribers nothing
may never have a chance of paying divide
Trained service men will give you the bene
you are considering. This is one of many f

**THE FINANCIAL POST, 1**

**Send me for one year (52 issues) The Fi**

# Keep up the Clerks' Morale By Messages in Weekly Envelope

## System Followed by the W. W. Cooper Store in Swift Current—The Golden Rule Store—Some Useful Lessons Suggested to Help Along Life's Highway.

IN THE weekly pay envelope distributed by the W. W. Cooper Co. of Swift Current, Saskatchewan, a message is conveyed, the intent of which, perhaps, is to give an added sprightliness to the step, a new zest in life, an ideal that lingers throughout the week that lies ahead. This store is called "The Golden Rule Store," and their little "Employees' Pay Envelope Enclosure" somehow reflects the spirit of the organization as expressed in the golden rule. It can well be imagined that a clerk would read over these messages at the end of a hard week's work feeling that a spirit of good-will was contained in them and that the management had something else in view than merely engaging people to work for them. Lessons can be learned by the wayside no matter what kind of work may be engaged in as one travels along the road. These lessons are brought home to the clerks in a refreshing way by these little enclosures and they are well worth reading and giving some thought to. It is not without interest to know that they are printed right in the Cooper establishment, for they have a printing press of their own which is devoted to many kinds of advertising matter.

Below are a couple of enclosures for the employees' envelopes.

### Constructive Ideas

To the colorless, the noneffective, the unachieving in life, I commend this observation by a modern philosopher:

"Magnetism, influence and power are created within, and thus every creative thought makes environment, makes the surrounding atmosphere, and, like a magnet, attracts outward influences to increase the power further.'

And again:

"You have powers within yourself of which you little dream. Each step you take forward will clear you for another step.

"Belief in self, coupled with a fixed ideal and every effort bent to [illegible] plish

and inferior. He perhaps sought place for selfish ends. His ideal, perhaps, was symbolized in the dollar mark. Or his aspirations may have been confined within the barren limits of self-satisfaction through material pleasures.

Gaining any or all of these aims—as the energetically self-trustful may gain them—he yet must be accounted a nonentity, a failure, as he will frankly account himself in moments of honest self-communing.

"I have missed something," will be his lament, the lament of every man whose constructive thinking lacks idealism and therefore, in the last analysis, is not really constructive thinking at all.

Certainly magnetism will not accrue to the nonidealistic thinker; nor true achievement either. He may be no longer colorless but others will scarcely be attracted by the character of his coloring.

Constructive thinking, finally, means cheerful thinking.

Even the unselfishly self-trustful, the nobly endeavoring, encounter checks and disappointments. If they allow these to chill their souls, if they allow them to embitter their minds, then do they forthwith lose their grip on the powers they have been using.

Every despairing thought, every gloomy one, every thought at all tinged with pessimism, is a thought that helps to weaken and destroy.

Multiply such thoughts and the end will be failure irretrievable.

### On Making Mistakes

The business world abounds in big winners. But it is conspicuously short in winners who can boast of an errorless record in their playing of the game of life. Ask any one of those who have won to the top, and it is almost a certainty you will be told:

"Mistakes? Of course I have made mistakes. My career is peppered with them.

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nd of their days.

The wise recognise their mistakes, profit from the recognition, and are careful not to repeat them.

It is, for example, a serious mistake to give way to anger in one's business dealings. Anger not merely breeds hostility and antagonism in others, but, because of its damaging effects on mind and body, it impairs the efficiency of the one who indulges in it.

The wise man, noting the evil products of anger, irritability, sullenness and the like, will not long remain a slave to ill-temper. He will control his feelings, if only to save his bread-and-butter interests.

"Keep cool!" is his constant admonition to himself. "You will gain nothing and may lose a great deal by flying into a passion. Why do it?"

The foolish man, on the opposite, will let his feelings govern him year after year. He may even feel proud of his hair-trigger readiness to react wrathfully to whatever displeases him.

"Nobody can bull doze me," he boasts. "Nobody can tread on my toes and get away with it. I'll show 'em what's what."

He does show them all too plainly. And though he thereby hurts himself far more than he does those who give him offence, he continues through life an ill-natured boor simply because he is too foolish to inquire into the cause of the painful consequences his incessant irritability brings upon him.

The wise, however prone to make mistakes, learn the lessons they teach. The foolish never learn, yet they wonder why they flounder all their days in the morasses of adversity.

---

### WIDE RANGE OF CURTAINS FOR SPRING

(Continued from page 174)

Spring delivery, made up in the simplest manner, with two inch ruffled edges in both plain and figured nets. These styles are to be commended for their high quality of workmanship and it is to be hoped that the trade will give them the prominence they deserve since nothing more charming can be selected for the bedroom, nursery or living room for any style of window. These are supplied in either 36 or 29 inch lengths.

#### How To Care For Fine Curtains

A leading Montreal manufacturer is issuing instructions with each pair of curtains sold regarding the proper method of hanging and laundering new curtains. These are valuable and should be impressed on the customer by the sales clerk, verbally, even though they may be attached to the goods purchased.

#### Newly Bought Curtains

When you have them new, be sure to observe the following instructions:—

Find the length required from pole to bottom of window, match each pair of curtains, **from the bottom**, turn in at top so that each curtain is of equal length. This is important, for these curtains sometimes differ a little in length, as they are assembled by hand. It is not

(Continued on page 199)

# General News of the Trade

A steadily increasing volume of business has compelled the Northern Textiles Company, Limited, who are operating a woolen mill in Chesley, Ont. to arrange to take over the old woolen mill in Wiarton, Ont. When sufficient stock has been subscribed to warrant the expenditure, the factory will be equipped to be operated as a scouring plant and distributing centre.

---

To direct their course during 1922, the most important year in their history, the Kiwanis Club of Toronto, have made John O'Connor, of the Murray-Kay Company, their president.

---

The Schuler Button Company have located at Brantford, Ont. They will maufacture pearl buttons and pearl novelties. J. W. Schuler, the manager has had many years experience in this line in Attleboro, Mass. He has associated with him as directors: Messrs. F. W. Frank, George A. Ward, R. M. Wedlake and A. M. Harley. The buttons to be manufactured by this firm will be from special selections of South Sea pearls.

---

C. E. Chapple, merchant and alderman of Fort William, Ont., has been elected president of the Fort William-Port Arthur Kiwanis Club.

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On December 19, the death occurred at Dawson City, of Thomas P. Conlin, a pioneer merchant of the Yukon.

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Mrs. J. E. Johnston, wife of J. E. Johnston, a general merchant of Sunderland, Ont. died at her home recently. She was an active worker in social and church circles and her death is a great loss to the community.

---

Edson T. Burke entered the dry goods field in Springfield, N. S. some months ago. He is meeting with particular success in his competition with the mail-order business. His advertising aims to show the public that he can give better satisfaction at lower prices, than they can receive by mail-order.

---

Frank H. Pingree, formerly vice-president of the International Fur Exchange, has been made general manager of the Candian Fur Auction Sales Co.

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One of the oldest of Canada's commercial travellers, both in years of service and in age died on December 24, in the person of William Croft. He was on the road for the general merchandising house of William Croft & Son for 25 years.

D. McMurtrie, Empire Bldg., Hamilton, and J. F. Green, Grigg House, London, have been appointed local representatives of the firm of Hodgson, Sumner and Company of Montreal and will in future, represent the firm in these cities.

---

The Cosmos Milling Company have a life insurance system for their employees, whereby the life of everyone of their employees is insured for $1,000. During the past year the company have also put in a health insurance, half of the premium for which is paid by the employee, the firm holding ten cents from his or her weekly wage. The other half is paid by the company. This policy allows a benefit of ten dollars a week, after the first week's illness, for a period of twenty-six weeks.

---

Cables from Ireland assert that prices on Russian flax are still too high but that holders seem more willing to consider offers. Irish flax is reported as being fairly liberal and in most cases, of good quality.

---

The employees of the Harvey Knitting Co., Woodstock, held their annual Christmas entertainment on Friday, December 23. The guests of the evening were the families of the members of the mill.

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A million dollar's worth of fox furs were grown and sold in Prince Edward Island this year. This is the largest in the history of the island.

---

Alex. Nelson, furrier of Montreal celebrated the golden anniversary of the opening of his store. His first business was in a tiny store on St. Catherine St. for which he paid the large (?) rent of five dollars a month.

---

A. H. Appleton has taken over the Royal Bank Bldg. in Galt and will use it for women's ready-to-wear after making considerable alterations.

---

The Canadian Fur Auction Company will hold its next sale in Montreal on February 13. It is now receiving merchandise in preparation for the biggest sale that city has yet had.

---

John W. Peck & Co., of Montreal will in future carry a complete line of stock in their Vancouver warehouse. J. A. Frith will be in charge of Pacific coast buyers of clothing, shirts and caps.

### CANADIAN HONORED

R. S. Coltart, vice-president of the Canadian Fur Auction Sales Company, has been made a Companion of the Order of Areslov-Ed-Islams (Guardian of the prophet). The Shah of Persia has conferred this honor on him for his assistance in ridding the Persian kingdom of "many wild beasts that in their time spread terror and cause havoc in the domains of the Shah, the Supreme Master and Ruler of the Universe." As the only skins of Persian origin marketed in Canada are Persian lambs, this allusion to beasts of terror is not understood by the recipient of the high honor.

---

An interesting development in the chemical world which is of particular interest to the textile trade, is the perfection of a chemical process, which is claimed to render wool immune, to the attack of moths, without affecting its valuable properties in any way. Eulan F. is the name of the product which does this and it has been discovered by a German firm. The producers claim that the application of Eulan is extremely simple. The wool is saturated or immersed in a cold, aqueous solution of the product and afterwards rinsed. It is claimed that it will now be possible to overcome the moth plague within a few years, at a very small cost.

---

### WIDE RANGE OF CURTAINS FOR SPRING

(Continued from page 198)

advisable to cut off any surplus length; turn in by making a double or treble heading, then if they shrink when laundered, let out to the required length.

**How To Launder Them**

Take down and shake well to remove dust; dip in warm soapy water in which you have dissolved a good quality of soap. Saturate well, then squeeze out water (do not wring or twist) with the hands. Repeat until clean. Now rinse in clear water a number of times. Hang on dryer or line. When almost dry (but still damp) iron them as follows:— Pin a sheet or flannelette blanket on the floor or large table. Pin down curtain, across bottom first, then up along front side, making it square with the bottom, next pin along rear side and do the top last. Iron the front and bottom first, then run the iron lightly over the body of the curtain. When finished measure and hang as per instructions for new curtains. If done properly your curtains will hang perfectly straight and look like new. Do not boil them. Do not use a wringer, washboard or curtain stretcher. A very thin starch solution may be used if desired on scrim and voile, but not on marquisette curtains.

# DOUBLE BUYERS' MARKET GUIDE


**The McElroy Mfg. Co., Ltd.**
MAKING
Royal Garments
REGISTERED TRADE MARK
FAMOUS FOR THEIR
*Fit, Cut, Style,*
*Hang and Finish*
HEAD OFFICE:
**47 Simcoe St. - Toronto**

La Vogue
BRAND
(REG.)
"DRESS FABRICS"
**F. A. RODDEN & CO.**
*Dry Goods*
*Commissioners and Importers*
52 Victoria Square MONTREAL

**Brantford Felt Novelty Co.**
**Brantford, - Canada**
Manufacturers of
High Grade Pennants, Cushion Tops, Felt Emblems, Paper Hats, Advertising Novelties.
ORDER NOW OUR WOOL FELT
TAMS
SPORTS. 10 SHADES
7.50 PER DOZ.
1914 VALUE AND A BIG SELLER

**THE TRAINOR MFG. CO.**
Specialists in Stamped and Made-up
Ladies' Undergarments, Infants' & Children's Dresses
49-53 East 21st Street New York City
STAMPED GOWN SPECIALS
No. 900—Nainsook Gown. Made up in three designs, a doz. .....$6.50
64-60 count, full length, full width, two-inch hem Sizes 15, 16, 17, 18.
SPECIALS IN INFANTS' AND BABY DRESSES MADE UP
No. 145-146-147—Short Baby Dress, a doz.....$5.50— Gross .....$60.00
No. 0145-0146-0147—Long Infants Dress, a doz. ..... $6.00 — Gross ...$66.00
Stamped Three Designs. Three Shaped Yokes. Set-in Sleeves.
Terms 3% 10 Days

**Canadian Linoleums & Oilcloths, Limited**
**Cornwall, Ont.**
**SPRING, 1922**
**New range of patterns** now ready for delivery.
Send for small sample book and price list.

SPRING
MILLINERY!
We carry complete lines of
MILLINERY ACCESSORIES
HATS, NOVELTIES,
FANCY FEATHERS
and ARTIFICIAL FLOWERS.
Careful attention given to mail orders. Samples gladly submitted on request.
**JOS. LEONE & CO.**
LIMITED
Wholesale Milliners
**17 St. Helen St. - Montreal**

Agents wanted calling on Mantle and Costume Manufacturers, also Tailors Trimming Houses, and Wholesale Clothiers, to sell the "Gem" and "Empire" Button Covering Machines, and all grades of Buttons. Specially first grade Erinoid and Ivory Buttons.
Apply
SANDS & GRAHAM, LTD.,
48 Miller Street,
Glasgow.

MANUFACTURERS' AGENCY WANTS up-to-date and rightly priced lines for Pacific Coast territory. Dresses, Hosiery, Gloves, Corsets, Neckwear, Novelties, Leather bags. At once. Address manufacturers' Agency, 501 Carter-Cotton Bldg., Vancouver.


There are some terms used in the hosiery trade, with which salespeople are often not as familiar as they should be. The following are a few of the more important:

Seamless stockings are knitted in tubular form, instead of being made up in the piece and then sewn together. They are shaped in the knitting then stretched and pressed.


GIMP YOUR PATTERNS
With Hardaker's
"EASICUT"
MACHINES
It makes them more attractive. Economical, Fast, Practical, Neat.
E. W. McMARTIN
45 St. Alexander St. MONTREAL

**Washable Clothing**
AND SPECIALTIES
WHITE DUCK COATS in All Styles
SUMMER CLOTHING LUSTRE COATS
WAREHOUSE and AUTO DUSTERS
DUCK AND FLANNEL PANTS
MEN'S APRONS
OFFICIAL BOY SCOUT UNIFORMS AND COMPLETE OUTFITS
MILITIA AND CADET UNIFORMS
BREECHES AND MILITARY SUPPLIES
**The Miller Mfg. Co., Limited**
44-46 York Street, - TORONTO
The Oldest and Largest Specialty Clothing House in Canada.

Complete Lines at Keen Values in
*Underwear*
*Shirts*
*Ties*
*Gloves*
*Hosiery*
**Miller Men's Wear Limited**
Miller Bldg.
44-48 York St., - TORONTO
*"Everything in Men's Furnishings"*


The French have followed the lead of New York in adopting the knickerbocker styles. They, of course, do not adhere to the tailored types but adopt their own interpretation of breeks. One Paris model has an apology for a skirt reaching to the knee and under it red and green puttees. Another carries out the knicker idea in black velvet, the whole suit from chin to knee being of this material. A cape falling away from the shoulders, gives the French touch to the costume.

# BUYERS' MARKET GUIDE

## TAPES

ALL WIDTHS AND QUALITIES
CARRIED IN STOCK

**Walter Williams & Co.**
508 READ BLDG., MONTREAL
7 WELLINGTON ST. W., TORONTO

---

**GERSTENZANG BROS.**

**Popular Priced Flowers and Feathers**

670-674 Broadway, NEW YORK CITY

---

HOOSIER SHEETINGS CANNELTON, Ind.

**"HOOSIER"**
The best 36-inch brown domestic in America
*Buy it by the bale; sell it by the bolt*
Indiana Cotton Mills
Cannelton, Ind., U.S.A.

---

**T. H. Birmingham & Co.**
LIMITED
533 College St., TORONTO
Makers of
Women's High Grade Neckwear
*"The Exclusive Neckwear House"*

---

## BLANKETS

**PRIESTLEY BROTHERS**
*Blanket Manufacturers*
GROVE MILLS HALIFAX
Telegrams and Cables, "Blankets" Halifax
Codes, A.B.C. 5th, and Bentley's

---

**LARGEST MANUFACTURERS**
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our Catalogue. It's free for the asking.

**The Botanical Decorating Company**
(Incorporated)
39 Adelaide St. W. - TORONTO

---

## STERLING DRESS CO.

Popular-Priced Ladies' and Misses'
**DRESSES and SKIRTS**
220 KING ST. WEST - TORONTO
ADELAIDE 3857

---

**SMALLWARES**
— AND —
**HOSIERY**
THE ROBERT HYSLOP CO LIMITED
HAMILTON, ONTARIO

---

## HABERDASHERY

Every description of Haberdashery and Smallwares for Drapery, Dressmaking, Millinery, Fancy Needlework, Outfitting and Tailoring Trades.

**FREDERICK NEWTON & CO.**
8&9 Hamsell Street, London, E.C. I.
*Established 1871*

---

**The Kay Band**
**SANITARY NAPKINS**
Conveniently and attractively packed; half dozen and dozen cartons; individual transparent envelopes; and compressed in individual boxes. Write for interesting prices.
HYGIENIC FIBRE COMPANY
200 Broadway New York City

---

**Red Seal Zephyr Ginghams**
**Everett Classics**
**Eden Cloth—Peggy Cloth—Blankets**

**Smith, Hogg & Co** 115 Worth St., N.Y. / 77 Summer St., Boston / 226 West Adam St. Chicago

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**RIBBONS OF DISTINCTION**

J.C. AMERICA'S BEST RIBBONS

"J-C" Ribbons have peculiar charm. Widely advertised to the consumer under their trade-mark names for the protection of the dealer.
"SATIN DE LUXE"
"TROUSSEAU"
"LADY FAIR"
"SANKANAC" "VIOLET"
"DEMOCRACY"

JOHNSON, COWDIN & CO., 40 E. 30th St., New York, N.Y. Made in U.S.A.

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## WILL P. WHITE, LIMITED

Head Office: Toronto, 65 Simcoe St.
Montreal, 137 McGill Street

Manufacturers' Agents and Distributors
Textile and Smallwares Specialities.
Wholesale and Manufacturers Only Supplied.

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**MESH BAGS**
In Silver, Gun Metal and Green Gold Finish, Metal Frames for Ladies' Hand Bags.
*Made in Canada for the Canadian Trade*
**WHITING & DAVIS CO.**
SHERBROOKE, QUE.

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Fiskhats AND MERCHANDISE

**D. B. Fisk & Co.**
**Chicago**
**New York Salesroom:**
*Open Throughout the Year*
**411 Fifth Avenue**

---

*La Philippa*
"REG. U.S. PAT. O."
HAND MADE
ROBERT MEGELMANN Lingerie 45-52 E. 21ST N.Y.C.

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## VEILINGS and SILK NETS

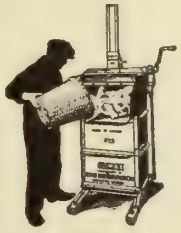
**HODGES & LETTAU**
232 McGill St. Montreal

---

## COMFORTERS

COTTON—DOWN—WOOL FILLED
**The Toronto Feather & Down Co. Ltd.**
2154-56-58 Dundas St. W. Toronto

---



**CLIMAX PAPER BALERS**
ALL STEEL—FIREPROOF
*"Turns Waste into Profit"*
12 SIZES
*Send for Catalog*
CLIMAX BALER CO.
Hamilton, Ont.

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**Canada's Largest Makers of Cotton Flags**
*Write for Prices*
**THE COPP, CLARK CO.,**
517 Wellington St. West Toronto

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## SILKS

I represent in this country some of the most reliable Manufacturers of High-Grade SILKS, in plain, fancy weaves.

Quality and Novelty is my motto.

**J. H. GAGNON**
108 Dandurand Bldg. Montreal

---

**J. F. Carnall & Co., England**
HOSIERY MANUFACTURERS
Men's, Women's & Children's
Heather Hose
Complete Stock Carried in Toronto by
**A. M. Duncan**
39 Adelaide St. W., - TORONTO

---

## FRED JONES & COMPANY

*Manufacturers and Importers*

Babies' Hand Crochet Goods — Notions
Babies' Hand Knit Goods — Novelties
Art Needlework Materials

Room 712 Empire Building
6 WELLINGTON ST. WEST, TORONTO

---

Fraser's Women's Wear Directory, pocket size, issued each July,
Fraser's Men's Wear Directory, pocket size, issued each September, and
Fraser's Textile Products Directory, each January, a combination of the above two books.
Subscription in Canada $2.00 a year. Sample copy on request.

**Fraser Publishing Company**
H. O. 128 Bleury Street, Montreal
Br. Office, 122 Wellington W., Toronto.

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*"What an attractive rug for the money!"*

On every genuine Gold Seal Congoleum Rug, on every two yards of Gold Seal Congoleum by-the-yard you find this famous Gold Seal. Give this seal prominent display—tell customers what it means—such a guarantee is bound to build confidence in your goods and your store.

# Heavy Sales On Congoleum This Spring

We're reaching the time of year when women size up their homes—house-cleaning reveals the worn-out furnishings, the threadbare and shabby spots.

That puts them in a buying mood—and Congoleum dealers will benefit. For there's nothing like new floor-covering to improve a room. And Gold Seal Congoleum does that job at a cost so moderate as to be within the range of the humblest purse. The universal demand for economy makes it a logical big seller.

Through 1922 vigorous, sustained advertising will run in the leading Canadian magazines, farm papers and newspapers. The advertisements will show the attractiveness of Gold Seal Congoleum patterns—will tell of Congoleum's economy and durability. With the new prices in effect Congoleum sales are certain to be bigger than ever.

Fill out your Gold Seal Congoleum stock—display the Gold Seal signs and window-cards. Then watch your sales jump.

**CONGOLEUM COMPANY OF CANADA, Limited**

*Factory and Offices:*

**1270 St. Patrick St., Montreal**

***Made in Canada—By Canadians***




## By-the-Yard Goods To Widen Congoleum Sales Opportunities

We have just introduced new 8/4 by-the-yard goods—a sure seller.

Canadian housewives are strong for Gold Seal Congoleum Art-Rugs—they've shown such a preference for their easy-cleaning qualities, their durability and economy that we know a big market awaits the by-the-yard goods.

There are many places in the home where rugs are not suitable—odd-shaped rooms, rooms with bad, unfinished floors need an all-over floor-covering. Congoleum by-the-yard meets this need.

Add these goods to your Congoleum stock. They'll widen your sales-and-profit opportunities.

# Beldings

MADE IN CANADA

NEEDLECRAFT

*The Product makes the Art possible*



—the 1922 Needlecraft range is ready containing the newest ideas in—

Lingerie
Kiddies' Dresses,
Luncheon and
Tea Sets,
Scarfs, etc.

Our representative will show you the line . . . . . write for our 1922 Needlecraft Catalog.

*Belding-Corticelli*

Toronto Montreal Vancouver Winnipeg

# DRY GOODS REVIEW

Vol. XXXIV. No. 2 | THE MACLEAN PUBLISHING COMPANY, LIMITED PUBLICATION OFFICE: TORONTO, CANADA | FEBRUARY, 1922



"A DOMINION-WIDE SYSTEM OF DEPENDABLE SERVICE TO THE DRY GOODS TRADE."

## THREE DISTRIBUTING WAREHOUSES

having complete assortments of

**General Dry Goods, Woollens, Carpets, Hosiery, Underwear, Gloves, Notions, Smallwares, Men's Furnishings, "Her Ladyship" Brand Ready-to-Wear Garments, &c.**

**and**

## Nine Sample Rooms

Located in the following important centres:

**Halifax, N. S. Sydney, C.B. Quebec, P.Q. Ottawa, Ont. Hamilton, Ont. London, Ont. Winnipeg, Man. Edmonton, Alta. Vancouver, B.C.**

## TRAVELLING SALES FORCE OF SIXTY:-

Constantly calling on the trade in their respective territories.

The W. R. Brock Company (Limited)

**TORONTO - MONTREAL - CALGARY**


*See Pages 27 29*

# The Priceless Value of Your *"Store-Appeal"*

The general attractiveness and selling appeal of your store as a whole, will determine your volume of **spontaneous** sales—the articles people leave your store with that they had no intention of buying on entering. Strive to have your store make buying an irresistible pleasure, as well as a necessity, and you will reap returns in far greater abundance than ever before.

Antiquated fixtures and obsolete show-cases that outgrew their real usefulness many years ago, are clouds that obscure the real worth of your store, handicap your salespeople, and keep sales at the minimum.

Kent-McClain Show-cases and Store-equipment make every possible use of your store's "display possibilities," enhance the quality of your offerings; assist, not impede your salespeople; and increase sales volume and profit to the maximum.

**"INTER-PLACE-ABLE UNITS"**

*Begin the creation of a better store with one or more "Inter-place-able Units" which permit you to build as your business grows. Write for the catalogue especially prepared for Dry Goods Stores. It will enlighten you on your store's possibilities.*

Kent-McClain
(Toronto Show Case Co.) Limited

183 CARLAW AVE., TORONTO - OFF QUEEN ST. E.



"INTER-PLACE-ABLE" UNITS.

# GREENSHIELDS LIMITED




**Progress** is assured to the Retail Dry Goods Merchants who utilize to the fullest extent all the advantages offered by our efficient organization, comprising eighteen different departments, each one a Specialty House in itself.

Progress as the outcome of sound merchandising is the spirit of our business, the spirit we impart to our many thousands of customers, backed by the benefit of our immense buying powers. Every department in this great organization is fully equipped to care for the merchants throughout Canada; stocks in any line contain an extensive variety of desirable merchandise, thoroughly representative of the requirements of style and the needs of the people, and assuring

*BETTER VALUES* *EXCELLENT SERVICE*

# GREENSHIELDS LIMITED

*"The Hub of the Dry Goods Trade in Canada"*

Victoria Square - - Montreal

SALES ROOMS FROM THE ATLANTIC TO THE PACIFIC



A CHINESE SILK MART

# Silks from China and Japan

Shipment At Once

## *Summer Wash Silks*

*In Great Variety*

*Habutai, Satins, Jerseys,*
*Pongees, Shantungs.*

*Taffeta, Duchesse, Paillette,*
*Georgette, Canton, Crepe de Chine.*

*VISIT OUR WAREHOUSE*

## A. S. King Silk Company

Limited

"The Silk House of Canada"

*59-61 Wellington St. West, Toronto*

*Foreign Offices:*

*Zurich, Switzerland*
*Lyons, France*

*Yokohama, Japan*
*Chefoo, China*

# Smallwares, Trimmings and Ribbons

## for your Spring Trade

You should have your stock of these "Dress-makers' Accessories" gone through carefully and put into good shape for the big Spring Business which is commencing now.

Two of our nine departments give exclusive attention to Smallwares, Trimmings and Ribbons and each of our travellers has a complete range of samples.

Anytime you spend with our representative going through his Smallware Sample Book will repay you well in two ways: New Ideas which come out regularly and a stock of up-to-date Smallwares at a price that will enable you to profitably take care of your every customer.



John M. Garland, Son & Co., Ltd.

Ottawa - Canada

*Wholesale Dry Goods*

For Curtains and Furniture Coverings of enduring beauty

# SUNDOUR UNFADABLE FABRICS

The Colours of these beautiful Fabrics are guaranteed absolutely fast against sun or wash and the Fabrics are made in Casement Cloths, Reps, Damasks, Chenilles, Madras Muslins, Tapestries, etc.



## MORTON SUNDOUR FABRICS LTD.

CARLISLE, ENGLAND

89 Newgate Street - London, E.C.

Canadian Representative: G. I. KITCHEN, 72 Bay Street, Toronto

# WAYAGAMACK PURE KRAFT




GLAZED UNGLAZED

**FINESTRIPE - PLAIN - BROADSTRIPE**

**is unrivalled for strength**

As a wrapping paper it has no equal and its attractive appearance is a standing advertisement for the merchant who uses it.

## Bags of all kinds made from

# Wayagamack Pure Kraft

are fifty per cent. stronger than those produced from inferior grades of paper.

## Envelopes

manufactured from this paper protect their contents from loss and damage in transit through the mails as efficiently as those made from more expensive papers and at one eighth of the cost.

These claims are not exaggerations but plain statements of fact.

Ask your wholesaler to prove their truth by giving you a practical demonstration which will convince the most sceptical that

# Wayagamack Pure Kraft

**means**

## Strength and Security




# Hosiery Novelties

These new lines in Winsome Maid Hosiery are quickly winning favor.

## Number 350

Beautiful two-tone effect in silk and wool, contrastingly clocked.

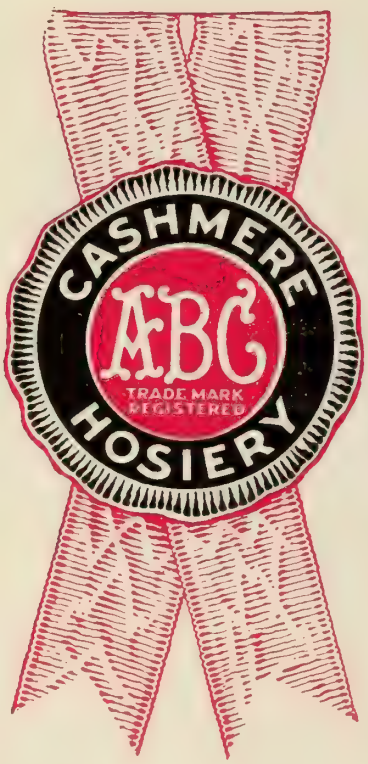
## Number 500

Double fabric, silk hosiery—the first line to meet the needs of women desiring additional warmth with the same pure silk weave for winter wear. Gives comfort of cotton, warmth of wool and beauty of glove silk.

## Allen Silk Mills Limited

43 Davies Ave., Toronto

*The Finest Trade buys "Winsome Maid"*




# A. B. C. Hosiery

fills every requirement for cashmere or silk and wool mixtures, for men, women and children.

## Order from these lines

**For Children**

Beautiful pure thread silk, 1 and 1 rib.

Silk and wool, 1 and 1 rib, Cashmere in heather mixture, three-quarter length sock with roll top.

Cashmere—plain weaves and new shades in heather.

**For Men and Women**

Silk and wool mixtures, many combinations of colors.

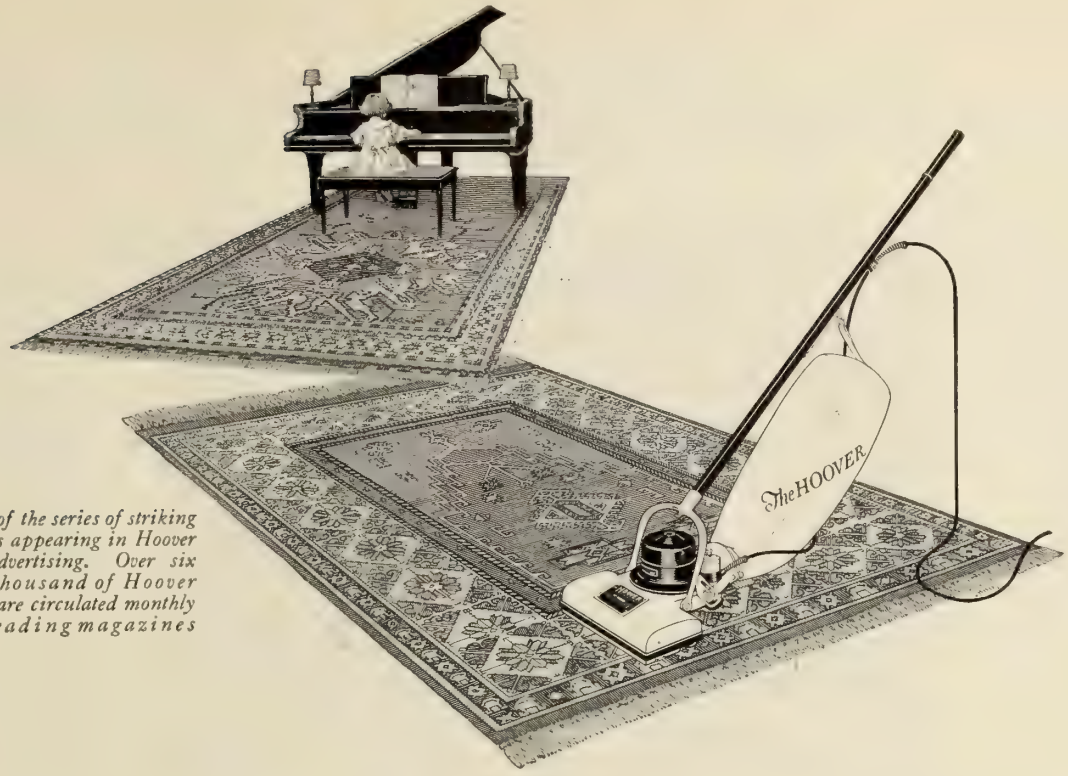
Cashmere, plain weaves and new shades in heather.

*All seamless with re-inforced heels and toes.*

## Allen Bros. Co., Limited

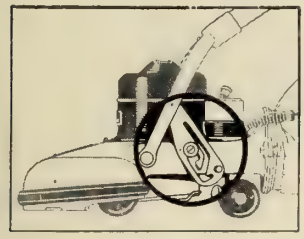
883 Dundas St. E., Toronto

*A. B. C. is a Hose Guarantee.*




*This is one of the series of striking illustrations appearing in Hoover national advertising. Over six hundred thousand of Hoover full pages are circulated monthly through leading magazines*

# Become an "Authorized Hoover Dealer" in 1922!



***Convenient Improved Handle Control Exclusively Hoover—***

UNTIL the new "tilting bar" was brought out by The Hoover no satisfactory means of handle control on an electric cleaner existed. Now complete control of the machine is assured without stooping or stretching, without tightening bolts or screws. The user of The Hoover may easily tilt it backward or forward in order to pass any obstruction—may leave the machine to answer doorbell or telephone and return to find the handle held in a convenient operating position—may lower the handle for use under low furniture or lock it in an upright position for storage. All this is done quickly and easily by a slight movement of the foot. Protected by patents granted May 1, 1917, February 15, 1921, and pending. A total of 18 valuable patents are now the exclusive property of The Hoover Suction Sweeper Company of Canada, Limited. Still others pending.

This year every Hoover Dealer is to enjoy, more than ever, an enviable position among all dealers in household appliances.

Each dealer will be granted the Authorized Hoover Dealer's License, which publicly places the endorsement, confidence and moral backing of The Hoover Suction Sweeper Company of Canada, Limited, behind the store that secures an Authorized Hoover Dealership. Inquiries received as a result of our large national advertising campaign will naturally be referred only to such dealers.

Furthermore, the company will enter into a contract with each dealer which will be to his benefit.

The sale of Hoovers is to be limited to those dealers who are thus licensed to demonstrate, sell and service Hoovers. The license, framed and displayed in each store, informs the public that the dealer has been chosen to represent Hoover interests in his locality.

An "Authorized Dealer" window transfer is also furnished. It states that the dealer is licensed "to sell and service Hoovers bearing the factory guarantee."

Any Hoover purchased from other than an Authorized Dealer will carry no factory guarantee. Every legitimate effort will be made to protect licensed dealers.

The confidence of the buying public in the Authorized Hoover Dealer will be thus forcibly strengthened through this official authority granted by the factory.

Become an "Authorized Hoover Dealer" in 1922! The franchise will prove an asset of ever-growing value to you.

THE HOOVER SUCTION SWEEPER COMPANY OF CANADA, LIMITED
Factory and General Offices: Hamilton, Ontario

# *The* HOOVER

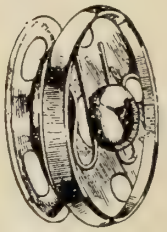
It *Beats . . . as it Sweeps as it Cleans*

MADE IN CANADA—BY CANADIANS—FOR CANADIANS

Made in Four Sizes 000 00 0 1




It's all in the Spring



Strong—Durable Made of Brass

*It's a Snap to Snap This Snapper*

# Colonial Maid

## *Wire* Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER But is MADE WITH HIGHLY TEMPERED WIRE SPRING. . . . . KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS will not rust

ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK ∴ ∴ SIZES: 00-0-1

*To be had of all leading wholesalers.*

Manufactured by

## Colonial Fastener Co., Limited

Montreal, Que.

# M ★ B

# The mark *of* selling value

*LACES*
*EMBROIDERIES*
*RIBBONS*
*HOSIERY*
*DRESS TRIMMINGS*
*GEORGETTES*
*WASH GOODS*
*HANDKERCHIEFS*
*BRASSIERES*
*CHIFFONS*

**Complete Assortments of All Lines are in Stock at our Warehouse for Immediate Delivery**

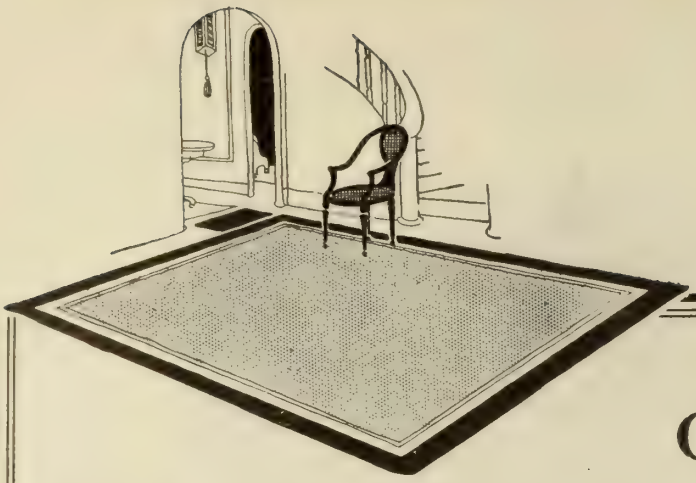
Travellers are now showing our Complete Range

## Muser Brothers (Canada) Limited

Manufacturers and Importers of Laces,
Dress Trimmings and Embroideries.
Importers of Fancy Dry Goods

12 ST. HELEN STREET, MONTREAL

New York, Boston, Philadelphia, Chicago, Baltimore, Los Angeles, San Francisco,
London, Nottingham, Paris, Calais, Caudry, Le Puy, St. Gall



# OUR "HOUSE FURNISHINGS DEPARTMENT"

## Commands Attention

QUALITY, STYLE and PRICE are the outstanding features of our House Furnishings. We invite you to inspect our merchandise and to compare our prices.

See our large assortment of STAIR CARPETS, SQUARES, RUGS and RUNNERS, also our SCOTCH REVERSIBLE RUGS, all sizes, with Runners and Rugs to match.

All orders are shipped the same day as received. Special attention given to Mail Orders.

THE BELL TELEPHONE COMPANY OF CANADA — LOCAL LONG DISTANCE TELEPHONE

***If in a hurry call us by Long Distance***

# HODGSON SUMNER & CO., LIMITED

83-91 St. Paul St, West — 21 St. Sulpice St. — 84-92 LeRoyer St.

**MONTREAL**

*SAMPLE ROOMS:*

7 Charest St., QUEBEC
Windsor Hotel, OTTAWA
Carlaw Bldg., 28-30 Wellington St. West, TORONTO
Can Bank of Commerce Bldg., THREE RIVERS
New Sherbrooke House, SHERBROOKE
Empire Bldg., HAMILTON
Grigg House, LONDON
503 Mercantile Bldg., VANCOUVER
50 Bon Accord St., MONCTON, N. B.

# STOFFEL & CO., ST. GALL

**The Largest Manufacturers of Cotton Fabric in**

## SWITZERLAND

TRANSPARENT ORGANDIES IN 100 SHADES

**DOTTED SWISSES IN 50 SHADES**

| | | | |
|---|---|---|---|
| **Batistes** | **Nainsooks** | **Jaconas** | **Fancies** |
| **Fine Muslins** | **Voiles** | **Crepes** | **Calicots** |

"IT IS STOFFEL'S"

*---the finest praise that can be bestowed upon an Organdie*

STOCK CARRIED IN TORONTO IMMEDIATE DELIVERY

To the Wholesale and Manufacturing Trade only

# HERON & TAYLOR

**Sole Agents for Canada**

**77 York Street,**
**Toronto**
Tel. Adel. 2253

**235 Coristine Bldg.,**
**20 St. Nicholas Street,**
**Montreal, Que.**
Tel. Main 6248

## Newton & Carpenter

Specializing in

MISSES' DRESSES

HOMESPUNS

SILKS CREPES

TAFFETAS

Also Children's Dresses

A representative will be pleased to call and show our line

62 Richmond St., E., Toronto

Tel. Main 1042

*For the highest QUALITY—*

# ATHLETIC UNIFORMS

*at the LOWEST PRICES.*

**See our Extensive Range of**

Baseball Uniforms
Girls' Baseball Uniforms
Soccer Jerseys (All Wool)
Soccer Pants
Official Boy Scout Uniforms
All-Wool Bathing Suits
and Swimming Trunks
and a full range of White Duck Clothing.

**A.W. MOYER & CO.**

**124 KING ST. W. TORONTO**

OTTAWA
111 Sparks St.
CALGARY
ALBERTA
517 Centre St.

St. HYACINTHE
QUEBEC
QUEBEC
Merger Bldg.

HAILEYBURY,
ONT.
Matabanick

TORONTO,
ONT.
72 Bay Street
HAMILTON
ONT.
Lister Chmbrs.

SUDBURY,
ONT.
Balmoral
LONDON,
ONT.
145 Carling St

SYDNEY,
C. B.
269 Charlotte St.
HALIFAX,
N. S.
119 Roy Bldg.

SHERBROOKE,
QUE.
50 Wellington St

THREE RIVERS
QUE.
ST. PASCAL.
QUE.

CHICOUTIMI,
QUE.
EDMUNSTON,
N. B.

CHARLOTTE-
TOWN, P. E. I.
Queen & Syd-
ney Sts.
ST. JOHN, N.B.
85 Germain St.

# DO YOU KNOW THE PERSONNEL?

## of the 14 Departments of

## ALPHONSE RACINE, LIMITED
## MONTREAL

LAST MONTH—Mr. J. A. Mitchell, Mgr. Depts. "A" and "Ax" Staple Cotton Dept. Look up your January **Dry Goods Review** again.

THIS MONTH—Mr. J. A. Boucher, Mgr. Dept. "B" Wash Goods Dept. Look below at his happy countenance. There's a reason.

# DEPT. "B"
# 2 in 1 and Second to None



J. A. BOUCHER
Manager Dept. "B"

**Dept. B1--Staple Wash Goods**—Domestic and Import Ginghams, Prints, Ducks, Steelclads, Cotton Cashmeres, Repps, Piques, Drills, Cotton Suitings, Fine Shirtings, Fancy Percales.

Also full assortments of Dress Linings.

**Dept B2—Fancy Wash Goods**—Domestic and Import White and Colored plain Voiles, Fancy Foulards, Mercerized Mulls, Fancy Batistes, White and Colored Dimities, Plain Organdies, Fancy and Embroidered Organdies, Plain and Fancy Crepes.

**Standard Lines—Splendid Ranges—Bought at Right Prices**

NEXT MONTH—Mr. J. E. Heroux, Manager Dept. "C" Woolens.

# *Alphonse Racine Limited*

*Manufacturers and Wholesale Distributors of Dry Goods*

60-98 St. Paul St. West, Montreal

FACTORIES:-Beaubien St., Montreal,
St. Denis, Que., St. Hyacinthe, Que.

*18 PERMANENT SAMPLE ROOMS*

## Our Samples will interest all who are interested in "the unusually good" in HANDKERCHIEFS



Produced in Canada. Popular Priced. Wide Range.

Representatives now on their respective territories
with many new novelties for Fall and Christmas.

*See our range before placing your order*

# H. P. RITCHIE & COMPANY

38-42 CLIFFORD STREET - - TORONTO

*Manufacturers Metallic Laces, Silk Lingerie, Embroideries, Handkerchiefs, Merri-Maid Dresses for Children*

# "Up to Standard Not Down to Price"

## W. Thow Munro, Chairman of Scottish Woollen Trade Mark Association Delegation Outlines Objects of Association And Their American Visit—Visitors Given Complimentary Banquet by Canadian National Newspapers and Periodicals Association at King Edward Hotel

WHAT the Scottish Woollen Trade Mark Association have in view in sending representatives of their membership on a tour through Canada and the United States was told by their chairman, Thow Munro, of Munro & Co., Ltd., Edinburgh, at a complimentary banquet tendered the delegates at the King Edward Hotel on January 27th, by the Canadian National Newspapers and Periodicals Association. This delegation has been on this side of the water for several weeks and at this banquet met representative members of manufacturing, wholesale and retail organizations of Toronto. In the absence of the president of the C. N.N. & P.A., H.T. Hunter, vice-president, occupied the chair. In a few introductory remarks he pointed out that the objects of the two associations were the same—to create a certain standard to which members must subscribe before they were eligible to membership in the association. He regretted that their tour in Canada did not take in many of the smaller and more representative sections of the country where there were towns of three to five thousand people and where the volume of business done reflected very well the general prosperity of the country as a whole.

### Visit Will Do Good

"I believe your visit to this country will have some effect," said Mr. Hunter, "on the men who are handling your goods. In handling them, they will associate your personalities with these goods that they are handling. I think it is an advance step in business methods that you have gone to the trouble and expense to make a tour of this country for the sake of protecting the name you have so carefully made for yourselves as manufacturers of woollens."

### W. Thow Munro

The chairman of the delegation, W. Thow Munro, after referring in grateful terms to the hospitality with which the delegation had been met since arriving on this side of the water, proceeded to outline the aims and objects which they had in view in making this trip to America. The Scotch trade, he said, was a trade with a great deal of tradition behind it. They all had a great pride in that tradition and they now had a reputation for producing a very high class and quality of goods. In their activities, they had stretched out into the far corners of the earth, but perhaps they had spent too much of their time in the manufacturing end of it and not enough on the men who actually sell their product. The time had come when they realized that this must now be done.



*Reading from left to right, front row—Robert S. Hayward, G. W. Gray, Mrs. Hayward, C. J. Glenny, Gilbert Patterson, Jr., W. Thow Munro, Robert Sim and Mrs. Sim.*
*Behind—F. H. Bisset.*
*Rear—George Rae, Robert Christie, Robert White, A. J. Sanderson, Tom Ballantyne, W. R. Ovens, Geo. A. Hunter.*

—Photo by the "International"—New York.

It was the object of the delegation, he said, to find out the exact needs of the Canadian trade and to do so they believed it was far better for them to come here than to find out by correspondence. He felt that the visit of such a delegation would do good. The Scotch trade for the moment may seem dark and gloomy and uncertain and it was difficult to discern the outcome of the slump that had hit them. But so far as this trade was concerned, he believed they had seen the turn of the road and they were around the corner. He would not deny that there were difficult times ahead but felt sure that they had finally reached a stable basis.

### Suffered from Imitation

The Scotch woollen trade, continued the speaker, has suffered a good deal from imitations that had been put on the market. Thousands of yards of materials were sold as Scotch tweeds that were not even made in Scotland. This association has been formed for the purpose of protecting the good name of Scottish woollen manufacturers and while they were not sure that they could overcome this evil altogether, believed that the greater part of it would be stamped out. "We are not going to tamper with any quality," said Mr. Munro. "We are going to keep up our standards. We have been told that if we would only make something a little cheaper we would do better in this country but I think the English manufacturer has made a mistake in working down to price rather than up to standards. No sane man can meet the competition of some of the firms that have made a settlement and are throwing goods upon the market far below their economic

(Continued on page 34)

# Delegate Says Conditions Improved

## F. H. Bisset, Secretary of Scottish Woollen Trade Mark Association, Outlines Conditions in Woollen Industry—Says Scottish Mills Now Running 60 Per Cent. Capacity—Serious Losses Have Been Taken on Account of Cancellations—Promoting Trade In Canada

THE VISIT of the seventeen Scottish woollen manufacturers to Canada and the United States for the purpose of investigating these markets on behalf of the Scottish Woollen Trade Mark Association, which they represent officially, has been duly announced in the press in both countries. The object of the visit of this delegation was in reality for a still greater purpose, namely, to promote more cordial relations between the Old Country and the two great nations on this side of the Atlantic as well as to study the needs of the various markets in order to increase the volume of business in seasons to come.

The scope of the Scottish Woollen Trademark Association is well known, comprising as it does 80 per cent. of the woollen and worsted trade in Scotland, and including 35 manufacturers and 5 important yarn spinners.

British manufacturers have suffered severely from imitators in recent years, and one of the purposes of the delegation is to familiarize buyers on this side with the trade-mark stamped on all cloth manufactured by members of the association. Cloth thus marked is guaranteed "Made in Scotland of Pure New Wool."

### Conditions Improved

In discussing the present situation in the Scotch trade with a staff member of Dry Goods Review, the Secretary, F. H. Bisset, pointed out that conditions have materially improved since last May and mills are now running about 60 per cent capacity. Wool prices and labor rates appear stabilized and two wage cuts have been made. British woollen manufacturers suffered more than American producers because over 75 per cent. of their goods are taken by export trade, and the home market never consumes more than 50 per cent of the product. Though few losses were sustained in this country, many merchants lost heavily in South America and other markets where their liabilities were much heavier than those of American houses. British mills were also caught by the slump while at full production, and manufacturers and merchants were loaded with large stocks bought at high prices, whereas American mills had their depression between seasons and the curtailed production resulted in the rapid improvement at the beginning of the year. There have been no failures among the large woollen mills and few of importance in the jobbing trade in Great Britain.

Due to the large export trade British warehousemen and jobbers had large amounts in frozen credits outstanding, besides being compelled to carry over the clothing manufacturers who got into difficulties. Mills are compelled to grant long extensions to merchants and are themselves being carried by banks. An example of difficulties in export trade is the situation of one large firm of jobbers which had £800,000 in cancellations from South America. The result of all this is to restrict working capital available for new operations.

Orders during the year from Australia and New Zealand have been excellent and Japan has also bought large quantities for shipment to China. Good business was also done with United States early in 1921. British manufacturers like Americans, are at present shut out of Germany and Austria by the rate of exchange.

"The brightest spot of the year," concluded Mr. Bisset, "was the woollen hosiery trade, which has greatly aided in stabilizing raw wool prices due to unusually large consumptions. Mills are running full time and are booked up to the end of next May."

The delegation arrived in New York on January 10th last and since that time have been in Philadelphia, Washington, Boston, etc., in the States, as well as in Montreal, Toronto, Hamilton, Niagara in Canada. The trip concluded by a visit to Rochester, Cleveland and Chicago while the party sailed from New York on February 14th for home. During their stay in Montreal the party were entertained by the Canadian Association of British Manufacturers and the Montreal Board of Trade as well as the Association of British agents and His Majesty's Senior Trade Commissioner, Mr. Milne.

During the course of the dinner tendered to the delegates by the Association of British Agents in Montreal, W. Thow Munto, the Chairman, gave an address which was listened to with unusual interest.

Mr. Munro said that the two main purposes of the delegation in Canada were to become acquainted with business men, and to become acquainted with trade conditions here. He thought it most important that business men from both sides of the Atlantic were getting to know each other more intimately.

"We are, no doubt, insular," said Mr. Munro, "and possibly a little egotistical; and for these reasons we have probably suffered from insufficiency in supplying the foreign markets. I maintain, however, that the greatest factor in selling is trust in the seller, and I would a thousand times rather be regarded as slow and insular, than not maintain that reputation for integrity which the British business man enjoys."

John H. Shaw, one of the original founders of the British Agents' Association, outlined the work performed by that body during the twenty years of its existence. It was felt that such an institution was necessary on account of the absurd jealousies then rampant among the agents representing British firms in this country. They were now, he said, in close touch with each other, and were able, through concerted action, to deal with laws considered unjust or not in the interests of inter-Empire trade. He instanced several cases where the association had protested in this manner, and obtained concessions which had been a great benefit to the general trade. In one case—that of the Banking Act—he said that the association had not been successful in its attempts at amending this law. He thought that the shipper of goods should have the priority of right of payment, and that the hypothecation of goods by the banks was not a fair measure.

### Black Eye to Credit

"It is no good mincing matters," said the speaker, "there are some of our laws which give a great big black eye to Canada's credit."

F. H. Bisset, secretary of the Scottish delegation, in a witty speech, said that the clothing industry, which his group was representing, was as necessary as food—even though the opposite sex seemed doubtful about it just now. He was glad to be among countrymen after two strenuous weeks in the United States, but he felt that good relations between all the English-speaking peoples were essential to the trade and the civilization of the world.

Brief addresses were made by Mr. G. T. Milne, H. M. senior trade commissioner in Canada; Messrs. C. J. Glenny and J. Laffoley, president of the Dry Goods Association of Montreal. The arrangements were in the hands of J. Hugh Peattie, honorary secretary of the British Agents' Association. Mr W. M. Capper presided.

### The Delegates

The delegation is composed of the following:

(Continued on page 37)

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have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."



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MILLINERY MUSLINS IN BLACK, WHITE AND COLORS

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**Manchester, England**

# The Fine Scotch Underwear with the Fine Scotch Finish

# Pesco

No. 11







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Situated in Hawick in the South of Scotland as these factories are, Pesco has, moreover, many natural advantages. Workers are skilled in their craft and jealous of the reputation of their productions, technical instruction is free and taken advantage of by many, chemical research is proceeding apace, the water supply is pure and plentiful, and even the atmosphere is fresh and favourable. And amongst a hundred other contributory causes must surely be mentioned a sturdy local patriotism which visibly influences character, and through character work.

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For Ladies — Combinations, Vests, Spencers, Bodices, Drawers, Knickers, Nightdresses, Rib Vests, etc., etc.

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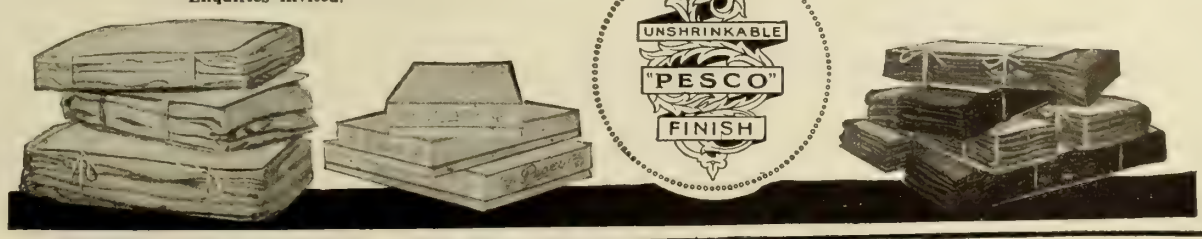
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Does not Stretch

WARRANTED THE SPEEDWELL REGD 1,000 YARDS

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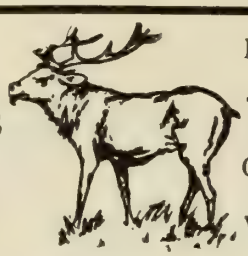
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is nevertheless an important factor with your cloth. Unless the cloth is properly shrunk good tailoring becomes wasted labour.

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*Made only of specially selected pure cotton. Contain no filling matter whatever.*

RIGG'S SHEETS give most wear with the highest degree of comfort. They neither shrink nor roughen.

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ABSOLUTELY SEAMLESS
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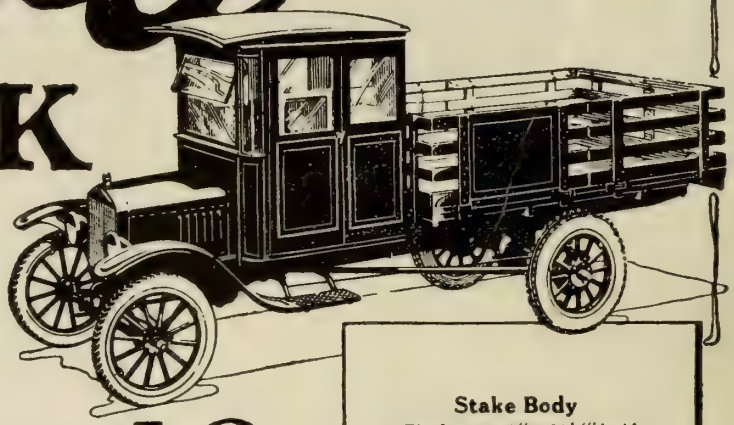
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Can you transport the necessary quantity daily in one ton loads? If so, you should buy a Ford One-Ton Truck rather than a heavier truck.

Because.

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Platform—97" x 64½" inside measure, racks—24" high with four slats running all around platform. Sign board 21" x 29" on each side of racks. Stakes and racks solid hardwood; cab has full length doors and double-ventilating windshield

**Express Body**

94" x 57" inside measure; panels 13" high inside with 7" flare board; rear end gate hinged and chain fasteners. Heavy malleable braces on panels and flare boards; stringers, panels, etc., hardwood. Cab—full length doors and double ventilating windshield, drop windows in doors.

**Canopy Top Body**

96" x 46" inside measure; panels 14" high, flare board 5½" high; top of roof from floor 58", drop tail gate, with chain and hinges. Top is removable; side rear and driver's storm curtains with Paralyn lights; full ventilating windshield.

Call up the nearest Ford dealer, he can prove these statements by cold hard figures from the experience of others.

Dealers are now able to make delivery of the Ford Truck Chassis equipped with standard Stake, Express or Canopy Top body.

**Ford Motor Company of Canada, Limited, Ford, Ontario**

109 T

# WE ARE READY

For the benefit of buyers who may find it convenient to visit the Toronto market during February or March we can assuredly state that we are fully prepared to demonstrate as a special feature the fact that our showing of Wash Goods this season is very exceptional in character, variety and value. In consequence, worthy of special consideration at this time. Further we would announce that all of our eight departments have thoroughly complete assortments now on hand for

## SPRING SEASON 1922

Including all classes of

STAPLES

WASH GOODS

DRESS GOODS

WOOLLENS

SMALLWARES

"HER LADYSHIP"

READY-TO-WEAR GARMENTS

MEN'S FURNISHINGS

CARPETS

Our warehouse offers every facility for promptly completing sorting orders, and a thoroughly dependable service in connection with shipment of goods.

The W. R. Brock Company (Limited)

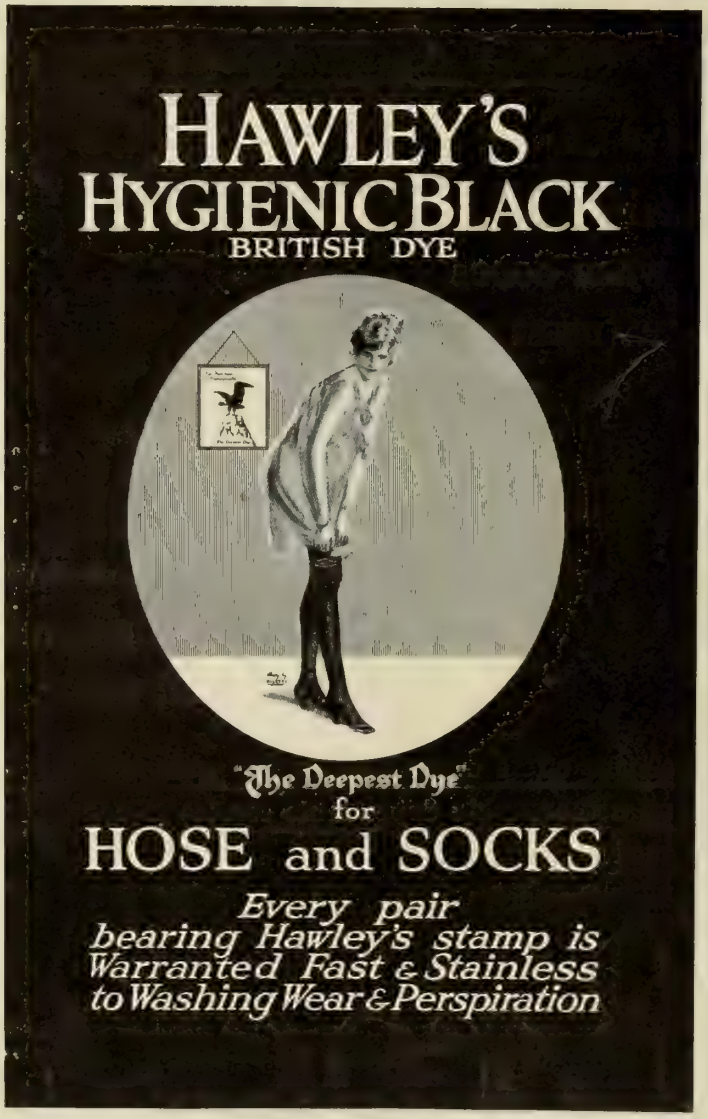
TORONTO

*Letter order department always at your service*

# ALL WOOL

**Pure Silk and Artificial Silk Hosiery as well as Cotton and Thread Hosiery dyed "Hawley's Hygienic Black" can now be obtained.**

Attractive Showcards, Price Tickets, etc., featuring this and other designs are now available and supplies will be gladly sent upon application to the Offices of The Dry Goods Review, 143-153 University Avenue Toronto.




Attractive Showcards, Price Tickets, etc., featuring this and other designs are now available and supplies will be gladly sent upon application to the Offices of The Dry Goods Review, 128 Bleury St., Montreal.

**Every pair is clearly stamped with the name "Hawley's" and is a guarantee to the purchaser of the Fast and Stainless qualities of the Dye.**

Dry Goods Review

Volume XXXIV. TORONTO, CANADA, FEBRUARY, 1922 Number 2

# Pioneer Edmonton Firm has Kept Abreast With the Latest Development of the Time

## "The Caledonian" of Twenty Years Ago Gave Place to Livingston's Limited and Added "Ladywear"—"Everything in Sight and Value for Money Received"—Only Two Sales a Year—History of the Store

THE older residents of Edmonton, capital city of Alberta, have, among other landmarks, a departmental store called "The Caledonian," owned by Alex. Livingstone. As one of the business houses which gained the confidence of the public more than twenty years ago, it has had a somewhat remarkable career, in that the owner has never for a moment rested on his pioneer reputation. But as the city grew, his aim has ever been that his business should expand with it, and as the business centres changed somewhat, Mr. Livingstone was sure to be on the spot almost ahead of the changes.

So it happened that about five years ago, "The Caledonian," located for years in the eastern business portion of the city, not only changed its location, its dress, but also its name. A splendid new brick block began to rear its head in the very heart of the shopping district—Jasper Avenue, west—just across the corner from the Hudson Bay, and when completed, the new name that shone on the door plate was "Livingstone's, Limited." The Caledonian had been moved part and parcel from its east end location, and with the move it took on more of the nature of a specialty shop than it had formerly aimed at. Livingstone's is a store into which the woman shopper may walk and be dressed from tip to toe, and not only that but she may fit out many departments of her home as well. The store is exceedingly spacious, airy and well-lighted, occupying but one floor—except for the offices on the balcony—but everything so excellently arranged that the floor space is ample for display purposes.

### Nothing Spectacular

The proprietor, Mr. Livingstone, lives up to his good Scotch record by aiming at nothing spectacular in his store arrangement, sales, or advertising. His object has always been, during his many years of business experience in Edmonton to see that the firm's name was a guarantee of quality and square dealing, and his patrons are a living testimony of his success along these lines. Just the same, there is nothing slow about the store policy as was demonstrated by the first move mentioned, and Livingstone's had a further surprise in store for the public which materialized about a year ago.

### A Second Store

Bright new stores, lots of window space, fresh paint, polished floors, sunlight and good air must be Mr. Livingstone's hobby—and one might add a hobby which catches the public fancy—for in possibly the other best location in Edmonton (101st St. near the corner of Jasper, and with the Market Square very near) another brand new store began to rear its head about a year ago. This one followed the plan of Livingstone's Limited on Jasper West, though on a somewhat smaller scale, and the name which appeared over the door in due time was "Ladywear."

Mr. Livingstone realized that a store midway between his old Caledonian stand and his present west-end location would catch a good deal of the country trade in particular, and of the transient customers as well, for the C.N.R. depot lies a few blocks down the street from "Ladywear" and the traveller must needs wend her way down town along 101st street, then the MacDonald Hotel —the big Canadian National Railway hostel—is not far in the distance.

### Help Yourself

So the new store made its bow to the public particularly as a woman's outfitting establishment, a place where the visitor to the city, whether from town or country could step in, see everything on display, ticketed, and in good open sight, so that she might really make her choice without the services of an attendant should there be a rush on, or she is in a particular hurry. "Ladywear" specializes on the popular price garmen[illegible]—not the cheap, shoddy article —but the dress, suit, or coat which has conservative lines, is made of reliable material, and which can be offered to the buyer without too much of a strain on her pocket book. The farming community is, as a rule, more on the lookout for value in texture of material than the sometimes more casual city shopper. The farm woman knows that the coat she buys must stand the scuffing of many a long ride in her trusty car, that her hat must weather many a dust storm and rain shower probably, and so it is that the windows of "Ladywear" try to show the shopper of this kind that they have the article she wants both in quality and style.

It is a pretty little shop indeed; light greys and creams predominate in the store fittings and window settings; there are two comfortable fitting rooms, and on the balcony a really tempting millinery display—ready-to-wear of course. The system is followed of clearing the store of one season's goods to make room for the next season's new goods, and as there is no extra space in either the main store or the branch for the storing of old stock, there is no chance for "moth and rust to corrupt," and the public to have any old goods foisted on it.

The two yearly sales then are real events. J. F. Harler, advertising manager, who has been with the firm for many years, puts all his energy into making them real value-giving events, and when the public is once trained to expect something really worth while at a certain season of the year, half the battle is won, and there is nothing much further needed than merely to announce the sale. Mid-summer, and January then are busy times for Livingstone's Limited and Ladywear, and after "the shouting and the tumult" have died away there is nothing more to do than to sweep out the waste paper, and put in the new season's stock.

(Continued on page 37)

# A Churches and Charities Contest

## Successfully Operated By The Arcade Of Hamilton—Giving Away $5,000 To Churches And Charities—The Nature Of The Awards—An Important Change In The Nature Of The Contest—Over 5,000,000 Votes Secured—Closing Date An Important Factor

MAKING it worth while to the churches and charities of Hamilton and vicinity to interest themselves and their friends in a contest has been the effort of The Arcade, Limited, of Hamilton for a couple of years. Incidentally, it has been worth while to The Arcade as well. Along with various other activities of this progressive organization they conceived this plan whereby the members of many of the city and vicinity churches would become salesmen and saleswomen for The Arcade. In other words, the interest which could be created in this contest would result in actual purchasing at The Arcade because the various contesting churches would not only enlist their own membership in a campaign of buying at this store, but would get after other church members as well whose own church might not be a contestant in the Church and Charities Contest. The Arcade has recently finished the third contest of this nature and an evidence of the manner in which it has grown is shown by the number of votes cast. In the first contest there were over 2,500,000 votes cast; in the second over 3,000,000, and in the one just closed over 5,000,000. The large increase during the last contest may be explained, partially, by a new regulation adopted which encouraged the smaller churches to stay with the campaign till the end. Formerly, it was noted that some of the smaller churches dropped out before the contest ended.

### How It was Launched

The original contest of The Arcade called for the dispensing of $5,000 to the churches and charities in Hamilton and vicinity by this firm. Of this amount $2,000 was for charities; $1,500 to the churches of Hamilton, and $1,500 to the churches in the vicinity of Hamilton, and within a radius of 25 miles. The sales' check made out with each purchase of merchandise acted as the pivotal point of the contest. A ten cent check or any multiple of ten cents entitled the church member (who must be fifteen years or over) to either one vote or to the number equal to the division of ten into the multiple of ten. Thus, if $1.00 worth of merchandise was bought, it entitled the church member to ten votes. The contest ran for a number of months and closed about the middle of December during the last contest, but even later than this during the first contest. This closing date is rather an important feature of the contest which will be mentioned later in this article.

**A HINT TO ADVERTISERS**

**In a new text-book on the psychology of advertising an interesting paragraph occurs of interest to the men's wear trade in particular. It is headed "Men and Women as Purchasers" and states that "the only article of clothing bought by men exclusively is collars, whereas 80% of men buy their own shoes and hats. In 50% of the cases of purchases of men's wear, women are the buyers of handkerchiefs, socks, underwear and jewelry, not the men themselves. In a third of the cases where shirts are bought, women help to pick them out. To sum up these general statistics, it has been found that women buy men's things exclusively eleven times as often as men buy women's things. This information should materially assist the advertisement writer in selecting his view-point and should be especially recalled during the weeks preceding Christmas and Easter when more than the usual amount of purchasing of wearing apparel is done."**

The awards of the contest were as follows:—

10 AWARDS TO CHARITIES

$500 to the charitable institution receiving the largest vote.

$500 to the charitable institution receiving the second largest.

$300 to the charitable institution receiving the third largest.

$200 to the charitable institution receiving the fourth largest.

$100 to the next six charitable institutions.

10 AWARDS TO CHURCHES IN HAMILTON

$500 to the church receiving the largest vote.

$300 to the church receiving the second largest vote.

$200 to the church receiving the third largest vote.

$100 to the next three churches receiving the largest vote.

$50 to the next four churches receiving the largest vote.

10 AWARDS TO CHURCHES NEAR HAMILTON

$500. to the church receiving the largest vote.

$300. to the church receiving the second largest vote.

$200 to the church receiving the third largest vote.

$100 to the next three churches receiving the largest vote.

$50 to the next four churches receiving the largest vote.

### A Change in Last Contest

A change was made in the last contest, due to the fact that it was found that smaller churches that entered the contest dropped out before it was finished because they felt they had no chance against the larger ones. In the contest of 1921, therefore, the churches were classified as follows:—

CLASS A

Shall consist of churches having over 750 members

7 AWARDS

$300 to the church receiving the largest number of votes.

$200 to the church receiving the second largest number of votes.

$100 to the church receiving the third largest number of votes.

$50 each to the four churches receiving the next largest number of votes.

CLASS B

Shall consist of churches having over 500 and not more than 750 members

5 AWARDS

$300 to the church receiving the largest number of votes.

$200 to the church receiving the second largest number of votes.

$100 to the church receiving the third largest number of votes.

$50 each to the two churches receiving the next largest number of votes.

CLASS C

Shall consist of churches having over 250 and not more than 500 members

7 AWARDS

$300 to the church receiving the largest number of votes.

$200 to the church receiving the second largest number of votes.

$100 to the church receiving the third largest number of votes.

$50 each to the four churches receiving the next largest number of votes.

CLASS D

Shall consist of all churches with a Membership of not over 250

13 AWARDS

$300 to the church receiving the largest number of votes.

$200 to the Church receiving the second largest number of votes.

$100 to the church receiving the third largest number of votes.

$50 each to the ten churches receiving the next largest number of votes.

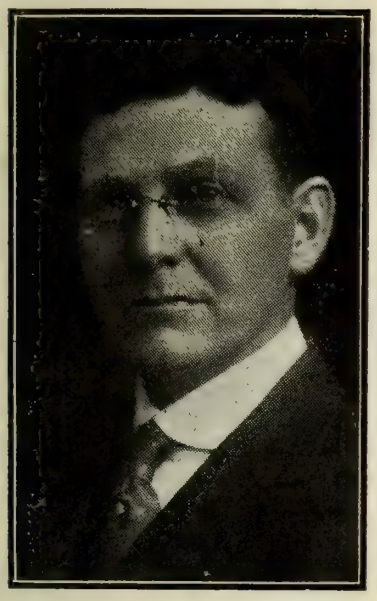
In addition to this, $1,600 was given to charities directed by the voter. $500 was the capital award, $400 the second; $250 the third; $150 the fourth, and $50

(Continued on page 37)

# Ritchie's Long and Honorable Career

## Have Served the People of Quinte District for Upwards of Three-Quarters of Century—First Principles Laid Down Have Been Adhered to Throughout—Transactions on Strictly Cash Basis—The Advertising Manager Acquaints The People With Heads of The Firm

GOOD store publicity was recently given the Ritchie Co., Ltd., Belleville, by their advertising manager. We cannot do better than outline this in the advertising manager's own words, accompanied by cuts of the men in charge of this very progressive eastern Ontario retail firm that, for many years, has commanded the respect and patronage of many patrons in the Bay of Quinte district.



*CHARLES M. REID*
*President of the Ritchie Co., Limited*

"For sixty-three years," said the advertising manager in a five column advertisement in their local paper on January 14th, "the old firm of George Ritchie & Co., known as the Ritchie Co., Ltd., have been serving the people of this district, bringing merchandise from almost every country in the world and laying it before their many patrons in the Bay of Quinte District.

"Occasionally some lady or elderly gentleman will drop into the Company store and say, 'I have traded in this store ever since it started in business.' These old customers are necessarily becoming fewer all the time, but the business has gone on steadily, forming new constituencies and a wider range of patronage for all these years until it is now recognized as one of the leading businesses in Canada.

"Not only have the customers changed, but the management has changed from time to time, and it is a great many years since there has been anyone connected with it that was in the firm at the commencement.

"After the death of George Ritchie in 1878, the late Thomas Ritchie became head of the firm. He gave his active attention to the firm for a great many years, carrying on the same principles upon which the business had been founded, viz.:—Goods bought in the best markets, marketed at the closest possible prices; equal service for all, rich or poor, large or small purchases; one price only; and goods to be bought and sold for cash.

"About fifteen years ago, Mr. Thomas Ritchie practically withdrew from active work in the Company and Mr. Reid, the president, took over the controlling stock and became the real head of the Company. Mr. Reid has had associated



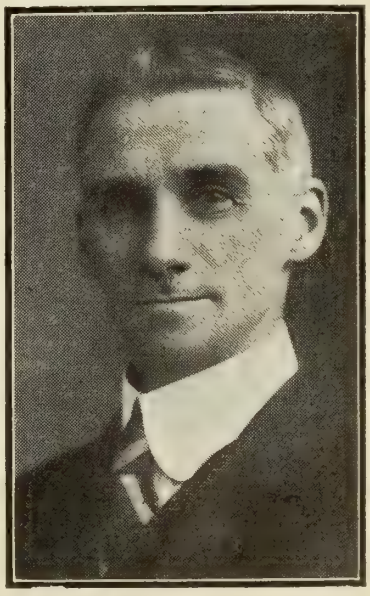
*FRANCIS P. THOMPSON*
*Managing Director the Ritchie Co., Limited*

with him a lot of splendid men as heads of the various departments and these men are still with the Company as may be seen from the accompanying photographs. They are all stockholders in the Company and will continue to unitedly carry on the business on the same platform that has made it such a success in the past. They will assure the public of:

1. A square deal in every transaction.
2. The best service that can possibly be rendered.
3. Business conducted on a strictly cash basis.
4. Absolute dependability of goods sold.
5. Exchange of any goods that are not exactly as represented.
6. Your money back if you are not satisfied.
7. Absolute courtesy at all times no matter whether you make purchases or not.
8. Prices always the lowest at which skilled merchandising, advantageous buying, and complete equipment can place the goods at your disposal.
9. Comfort of shopping in a well lighted, well equipped, well ventilated and agreeable store.

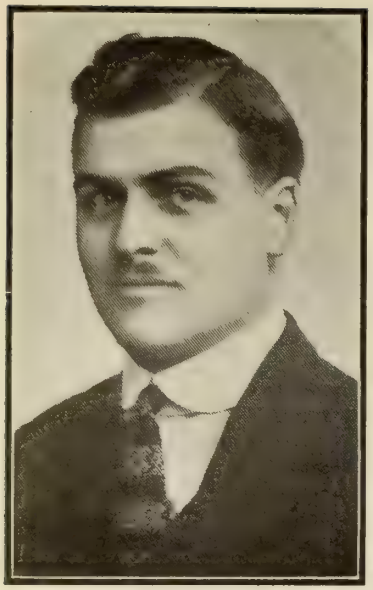
"We naturally feel very proud of our more than sixty years of business success. Not once in all these years have we failed to meet our financial engagements, nor have we failed to pay one hundred cents on the dollar to our creditors. We are glad to have achieved such a long and successful business experience.

"But we are not satisfied. We shall not rest idly on past achievements. We shall not allow ourselves to be thought of as merely old or reputable. It is not enough that we have built up the largest business of its kind in this district. Cheerfully and courageously we shall face the increased responsibilities of



*J. H. BRYANT*
*Manager Men's Department*

building a bigger and better future. We shall constantly strive to continue to lead, and to be worthy of the increased patronage that we are constantly enjoying.



*C. DOUGLAS REID*
*Secretary-Treasurer*

"We ask you to note the length of service of the various heads of our departments. We doubt if anywhere in Canada a better record can be found. Men remain with this Company because it is a good place to live. Never is anyone asked to do a dishonest or dishonorable act. This business has been built, and will be continued, on the principle of the Golden Rule.

"We ask for a continuance of your much-valued patronage. We will always be at your service with the right goods, at the right time, and at prices that you may have confidence in."

A short biographical sketch is given of each of the heads of the departments in the store and special emphasis is laid on the length of time they have been with the Ritchie Company. It is a fact worth noting that the combined service of these gentlemen with the firm totals 144 years.

## "UP TO STANDARD NOT DOWN TO PRICE

(Continued on page 14)

cost of production. The business we do is in the very highest class of Scottish woollens and if the market is not ready for this kind of merchandise at the present time we will have to au revoir and come back again at a later date. We cannot come down to mass production first, because we are not in a position to do so; and second, because it is not in the blood to do so and with us that is the more important point." In conclusion, Mr. Munro referred to some of the difficulties they were experiencing in the different markets of the world.

### Sir James Woods

Prior to Mr. Munro's reply to the various speakers of the afternoon, Sir James Woods, President of the Gordon MacKay Co., Ltd., Toronto, spoke on behalf of the wholesale Dry Goods Trade of Toronto. He said he was glad



*JAMES BUCHANAN*
*Manager Ladies Ready-to Wear Department*



*S. McGUIRE*
*Manager Dress Goods Department*

to welcome the delegation on behalf of the Dry Goods trade, particularly because of the relationships that existed between two parts of a great empire. He hoped this would not be the last delegation of business men from the old land to visit Canada to strengthen the hands of trade across seas. Referring to trade conditions, Sir James referred to the Fordney Bill that has recently been passed by the congress of the United States; during the last seven months, he said, there had been an alarming falling off in exports from Canada to the United States. The Motherland, on the other hand, was the one sure customer; but it could not be expected that we would receive a great deal of trade from there if we, in turn, did not trade more extensively with the United Kingdom.



*H. J. B. POSTE*
*Manager Carpet, Rug, Furniture and Drapery Department*

"Your coming here in the prosecution of a campaign to protect a name," said Sir James, "is, along the lines of advertising, one of the best things I have ever known. You are building up to a standard and not coming down to a price. The fact that you will not allow any one to become a member of your association who does not agree to live up to a high standard is an assurance, I think, that your trade mark will not suffer."

### T. W. Learie

T. W. Learie of the W. R. Johnston Co., Ltd., of Toronto, spoke on behalf of the clothing manufacturers of the city and, in their name extended a welcome to the delegates. He highly commended the banding together of these Scottish manufacturers for the simple purpose of protecting a trade mark and all it meant to the quality of their merchandise. He felt that such a step would not fail to enlist the active interest of Canadian business men.

As an indication to the visitors of the extent of the Canadian clothing trade, Mr. Learie referred to some statistics that would be worth while their considering. In 1910, the investment in the clothing industry in Canada amounted to $16,350,000, and in 1919 it was $38,629,000. In 1910, they had manufactured goods to the value of $33,745,000 and in 1919, $70,498,000. Seventy per cent. of the clothing trade was the ready-to-wear in comparison with the tailor made clothes. In 1918, Canadian clothing manufacturers purchased in the raw material state $25,422,000 worth of goods while in 1919 it was $36,836,000, "We have a market here worth developing," said Mr. Learie.

### John O'Connor

Speaking for the retail trade, John O'Connor of the Murray Kay, Co., Ltd., of Toronto, commended the traditional policy of the Scottish woollen manufac-

(Continued on page 37)

# Dry Goods Review

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## Turn In The Road

THE MANAGING director of one of the large wholesale houses in Canada who is also the director of one of the chartered banks of this country made the statement to Dry Goods Review a few days ago that he believed the turn of the road had been reached. He believes business has definitely started on the upward grade. His opinion is formed, not by events that are transpiring in the large centres of population, but by things that are happening in the more strictly rural portions of the country; and it is worth while remembering that prosperity in this country begins with improving conditions in agricultural areas. His opinion is confirmed by reports that reach him from the travellers of his own house—and he takes it for granted that other houses are meeting with as favorable responses from the trade all over the country. From two departments in an ordinary sized store in Ontario, one of their travellers booked $15,000 worth of business—and this retailer was not more their customer than any other wholesaler house in the country.

The reason assigned for the opinion of this man is, to use his own words, "the farmer has come out of his sulks." For a long time the farmer has sulked. His produce was about the first to hit the toboggan slide of prices and it hit hard. In comparison with many other commodities, the farmer has not been receiving a fair price for his productive effort. This knowledge not only engendered a feeling of resentment to "the city" but it found expression in his refusal to purchase absolute requirements. Over a year ago Premier Drury in addressing the Credit Men's Association in Toronto stated that the farmers in this province—he knew it for a fact—were refusing to buy many things they needed because they believed prices were too high, and he went on to say that they would not buy till they believed prices were down to a reasonable basis.

Much water has run under London bridge since that speech. Prices have come down materially in nearly all, if not all, commodities. The farmer believes, at last, that prices are down to a reasonable basis with productive costs what they are, with high railway rates and with other high costs that enter into the selling price. And being convinced that this is so, he is going into the market again to buy.

If this statement of the case is really as presented, it is a harbinger of steadily improving business conditions in this country.

## Still Taking Losses

THE CHARGE has too frequently been made against the retail trade of this country that they have not taken their losses during the last eighteen months when all markets have been on the decline. In some cases, this charge has been all too true. There have been some merchants who have been tardy in marking down their merchandise to a figure anything like replacement values. They will be the chief sufferers of this unwise step, for, in the meantime, competitors have done so and have added to their sales and their regular store friends by so doing.

A visit to many of the dry goods stores in this province at the present time would convince the doubting that retail dry goods merchants have taken their losses and, what is more, are still taking them. This and January are the months for stock-taking in many stores. Dry Goods Review has been in many of these stores during the last six weeks and has seen merchants still taking losses on lines of merchandise that show a lower market value than when they were last listed in stock. They are hopeful that this may be the last one they will have to take for it probably includes the last bits of merchandise that were purchased at prices anywhere near the peak. These losses are not being taken by aggressive merchants on many of their lines—only on a few. They have cleared their stocks and are in the market to buy frequently and when the price suits them. There is one thing in addition that should not be forgotten—the retailer wants to see a market for the thing he expects to buy before he buys it. Hence, he buys from hand to mouth.

## Look For More Profits

KEEN MERCHANDISING men who have their stocks in the proper shape are looking for more profits this year than last, not a wider margin of profit but a more profitable year. They have taken their losses, the last of them in the stock-taking they have just finished or are finishing this month. The bulk of these losses were absorbed during the financial year of 1921 and all the profits that were made would not offset this marking down to meet replacement value.

This year, however, they do not believe that such losses will have to be taken. They do not contend that there will not be some fall in prices in some lines; but they do know that their stocks are in such shape and their buying policy is so regulated that nothing could possibly happen that they would have to assume heavy losses again. They are operating on a sixty or ninety days policy; some departments are on a thirty days policy.

Their contention is, therefore, that they can make some profit during the financial year of 1922. They will go into the market frequently and purchase merchandise at a fair price and make a fair profit on it. Not forgetting that quality is a bigger factor in the consumer's mind as time goes on, they are not forgetful of the fact, either, that price is a big consideration and a big drawing card at the present time. They figure that they may sell less merchandise than last year, but that there will be a profit in it against which they will not have to set other heavy losses as a result of falling prices on stocks that are heavy on their shelves.

# Dry Goods Markets at a Glance

## Retailer Calling in Stock Before Making Further Commitments—Novelties in Fabrics Still Lead—Homespuns Active and Crepe Silks Going Well—Guaranteed Price by Canadian Carpet Mills—Manufacturers of Silk Lingerie Active—Ready-to-Wear Business Opening Up

FEBRUARY in the wholesale houses is usually a quiet month. A traveller went into a certain retail house a few days ago and found the proprietor busily engaged in calling in stock. "I won't stop this job for the best traveller on the road; you'll have to call again," said the proprietor without more than looking up. That is one of the big causes for a quiet February. Retailers are in the middle of stock-taking and they want to see how they stand before they make any more commitments. With them, too, it is between seasons when Winter is just hanging on by its teeth and Spring is in the offing. If a garment or article can be made to hang together till Spring, it is made to do so. Trade is hard, almost impossible to force.

Activity in the wholesale houses centres round the delivery or placing orders for Spring merchandise. They still expect to do a good sorting business, however; the amount of placing, comparatively, has been small; and when seasonal merchandise begins to move or to be in demand, they look for good business. During the last few weeks, Dry Goods Review has seen many of the reserve stocks held by merchants in Ontario. They are very small, indeed, and if Spring business opens up favorably, there will be some lively orders placed with a request for immediate delivery.

### Fabrics

Novelties in fabrics are still in good demand both with the specialty houses and the wholesalers. The early Spring buyer from the retailer is looking for the newest things in fabrics and the retailer is preparing to meet the requirements of that buyer. Bright colors are especially good in the plain colors. Stripes, plaids and checks of all descriptions have had a good run. Staple lines are held up for the time being but they will have their innings when the season is more advanced, so wholesalers say. The whole woollen market points to greater stabilization. There have been advances during the last few weeks which would indicate this. Wholesale buyers who are looking ahead look for very firm prices as far as they are able to see. They do not scout the idea of fluctuations, but believe they will be slight.

The silk market still continues to hold its own. Trading in the far eastern markets recently has been dull almost to the point of stagnation and buyers on the New York market are purchasing only their immediate requirements. Prices, up to this time, have not been affected to any extent by this condition. Local wholesale houses report a shortage of pongees. Some new creations in silks from the English market are being shown to the trade and seem to be meeting with a fair response.

An evidence of the care that has been exercised by retailers in placings was seen in one of the wholesale houses recently. Whereas formerly whole pieces of wash goods would be taken, retailers are asking for half pieces. The result of this is that some of the wholesale houses are late in their deliveries of these goods.

Wholesale houses report that some of the Canadian mills are away behind in their deliveries of factory cottons. There have been no changes in staple cotton prices during the past month and in the primary markets, raw cotton has been quite firm.

### Knit Goods

The Canadian carpet mills have assured the wholesalers that their prices will remain firm until, at least, the first of July. Last year this guarantee was given only till the end of March but with a feeling that conditions are more stable this year, they have extended the date till July. Wholesalers state that the better grade rugs are selling more freely. Wilton and Axminsters are moving fairly well but the tapestry rugs are slow. There is a feeling in certain quarters that this will be a good year for floor coverings because of the better patterns shown and the greater economy of these for household use.

Some of the Canadian manufacturers of tapestry draperies are showing fabrics that are very creditable to them and they are meeting with good success in the marketing of them to the trade.

Novel designs in cretonnes are still being featured and some of them might well be used for dresses as well as draperies for they are very much after dress patterns. While many of the larger firms that place their orders direct with foreign houses have booked for the Spring, wholesalers say that many of the merchants throughout the country have not yet bought their Spring requirements of curtains and draperies. Curtains have moved slowly. Some of the English houses are showing some neat designs at tempting prices to the Canadian trade at the present time and are meeting with fair success.

Manufacurers' agents handling various linen lines say that the price tendency still continues firm. They believe that the manufacturers are about to begin operations on a more extensive scale because of business in sight and the condition of stocks generally which are reported very low. One agent stated to Dry Goods Review that their stock sheets pointed to almost empty shelves in the warehouses. Merchants are not doing a great deal of buying at the present time.

### Home Furnishings

Manufacturers state that the wholesalers are placing more freely with them than they have done for many months past, in fact, one agent stated that he had booked three times as much trade with the wholesaler this year than he had done last year. The sweater trade has not opened out very strongly yet but wholesalers believe that this end of the knit goods business will come into its own in due time. The pullover style is becoming a strong rival of the tuxedo and some very new creations of this are being seen. For the present, many new designs in bathing suits are being shown and business in the seaside dress is exceedingly good. In some industrial centres in Ontario the knit goods men are the only

or practically the only, factories running on anything like full time. The February issue of Dry Goods Review is the special knit goods number and we would call your particular attention to this section this month. The latest information we have been able to secure is contained in this section, together with some illustrations of new goods.

### Lingerie

Manufacturers of silk underwear are exceedingly optimistic of the future and say that the retailer has barely begun to realize the profits on these lines. It is the case that new firms are springing up almost daily or old firms are adding special machinery for the manufacture of silk lingerie. New garments are constantly on the market and are eagerly examined by the trade. Manufacturers of these lines are enjoying a fairly good business and look for it to develop as the year progresses.

### Ready-To-Wear

Ready to wear trade for the retailer is beginning to open up nicely. Firms report active buying by the consumer. Taffeta dresses are selling well, though the price is somewhat against them to date. Crepe effects are also moving well and the recent advance in the price of crepe silks has advanced the prices of dresses to a higher figure than was expected at the first of the season. Manufacturers are busy with their Spring trade and believe that the season is going to be a better one than a year ago.

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## PIONEER EDMONTON FIRM

(Continued from page 31)

The special appeal to the public made by the system of running the Livingstone stores, is "everything in sight, and value for money received." For instance when the west end store puts its new spring models on display the splendid window space—it is a corner store with eight beautiful windows—is entirely devoted to these gowns and suits. When you enter the store, and go to the ready-to-wear department, again everything is in open display and good light; there is no chance for any "piling-up" process of unsold models, and the buying policy of the store is to keep within the limit of sales, so that the most up-to-date is constantly on display.

You have only to speak to Mr. Livingstone to have a good chance on a guess at the county in old Scotia from which he hails, and then you recall the name of his first establishment—the Caledonian. This store meant a great deal to the shopping public of Edmonton twenty years ago. It was a very large departmental establishment, of big area, and carrying everything from a button hook to a Persian rug, with wearing apparel for the whole family of course. Mr. Livingstone made his first friends, and gained his reputation here, and while his new stores are, as before stated, more exclusive, and cater more to the speciality lines, there were many old east end friends who rued the day the Caledonian dissappeared from Namayo Avenue to put on its more aristocratic down-town dress.

The aforesaid Scotch temperament of the proprietor has enabled him to gauge the wants of his buying public to a nicety, to keep in touch with the moving business centres, and never to let his establishments take a back seat by a lack of innovations to keep them right up-to-date. The success of the business probably depends as much as anything else on Mr. Livingstone's ability as a keen buyer, with an eye on the public requirements which never gets him "in bad" with unsaleable stock, or poor values. There is nothing of the spectacular ever aimed at in the Livingstone business, consequently it has held the confidence of the public through bad times and good.

### A City Father

Mr. Livingstone has always taken a keen interest in public and welfare activities in the city of Edmonton too; he has acted on the city council for different terms, being Chairman of the Health Committee for two years, and filling this position with his customary energy and thoroughness in the "clean-up" line. Mr. Livingstone is also a member of some of the fraternal societies—the St. Andrews not being among the missed out of course—and is an enthusiastic golfer. Any city is the better for business men of the type of Mr. Livingstone, a type standing for fair dealing, integrity, and business enterprise with a solid basis.

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## DELEGATE SAYS CONDITIONS IMPROVE

(Continued from page 15)

W. Thow Munro, of Munro & Co., Ltd., Edinburgh; C. J. Glenny, of Wilson & Glenny, Ltd., Hawick; Tom H. Ballantyne, of D. Ballantyne Bros. & Co., Ltd., Peebles; A. L. Brown, of Brown Bros., Galashiels; M. M. Thorburn of Edward Gardiner & Sons, Ltd., Selkirk; Robert White, of Gibson & Lumgair, Ld., Selkirk; Robert Sim, of Heather Mills Co., Selkirk; Geo. Alex. Hunter, of Hunter & Co., Galashiels; W. R. Ovens, of Ovens & Shaw, Galashiels; Gilbert Paterson, jr., of J. & D. Paton & Co., Ltd., Tillicoultry; A. J. Sanderson, of P. & R. Sanderson, Galashiels; Robert S. Hayward, of R. & A. Sanderson & Co., Galashiels; Charles P. Sanderson, of Sime, Sanderson & Co., Ltd., Galashiels; George Rae, of Sime, Williamson & Co., Ltd., Hawick; Robert Christie of Simpson & Fairburn, Ltd. Earlston; G. Washington Gray, of Blenkhorn, Richardson & Co., Ltd., Hawick, and F. H. Bisset, secretary of the Association.

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## CHURCHES AND CHARITIES

(Continued from page 32)

each to the next six. By the re-classification many more hundreds of thousands of votes were added to the contest. Between the 1920 contest and the one in 1921, there was a difference of about 2,000,000 votes.

### An Additional Feature

One of the features of this contest was the value of the sales' check to the holder. As a matter of fact, it was worth two and a half per cent. of its face value. If a person presented $50.00 worth of checks, he not only received a coupon entitling him to 500 votes in the cost but a merchandise coupon as well which entitled him to $1.25 worth of merchandise in the store. The Arcade encouraged their customers to save up these coupons and present them in December as an aid to the fund for Christmas presents. It is at this point that mention may be made of the closing date of the contest. The Arcade feel that the closing date should be made early in December—at least not later than the 10th of the month—so that early Christmas buying would result. It can be understood that the presentation of hundreds of thousands of votes in a very busy month would entail a good deal of time when that time might be better spent. It is for this reason that they believe the contest would be of more benefit to the organization attempting it if the closing date were made early in December. They found out that fully 90 per cent. of these checks were presented during the month of December.

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## "UP TO STANDARD NOT DOWN TO PRICE"

(Continued from page 34)

turer represented—that of giving 16 ounces to the pound and twenty shillings to the pound sterling.

He said that had been the policy of the firm he had the honor to represent for years. There was no other trade that had the hazards of the retail trade. He believed that to a very large degree the retail trade of this country was conducted on a very high plane. There had been propaganda that called the retailers profiteers but the fact remained that an investigation by Harvard University of 305 retail establishments in the United States and Canada of firms doing business ranging from a few thousand dollars to over $29,000,000 had shown that the average net profit on turnover was less than 5 per cent.

# Advertises by Means of Hand Bills Distributed To Worshippers as They Come Out of Church

## Only Available Method Used By St. Hyacinthe Merchant—Big Bulk of Trade Friday and Saturday And Weekly Papers No Good For Advertising Sales For These Days—Church Sextons Distribute Hand Bills

ABOUT an hour's journey from Montreal is situated the town of St. Hyacinthe which as everybody knows is a very important manufacturing centre, famous as the home of nationally advertised goods of all sorts. The population of this town is given by various authorities as between 11,000 and 13,000, which denotes a population of considerable size as Canadian towns go. Owing to the presence of so many important factories in the town, there is little unemployment among the people and even in these hard times all the industries have operated on half time or more continually. Still, in the face of these facts, it is notable that there is but one men's furnishing store in the place and the bulk of the haberdashery purchased in the town is bought at a small department store in which nothing costs more than $1. Nobody can account for this state of affairs, still less the manager of the department store in question, who is on intimate terms with the proprietor of the shop which caters exclusively to men and who has no desire to take away his trade.

### 75% of Men's Wear Bought by Women

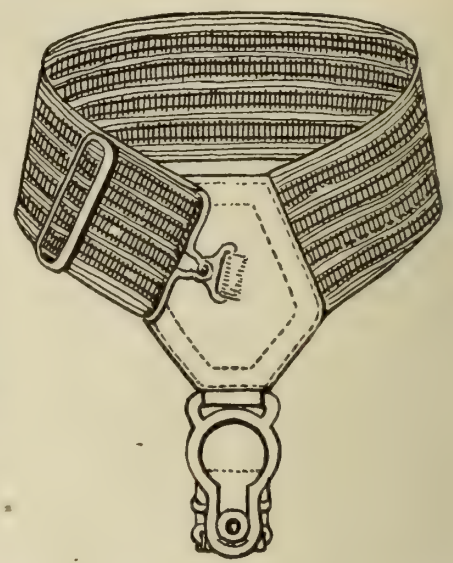
To a staff member of Dry Goods Review the former explained his views on the subject. "Since I began business here I have found that over 75% of the women of St. Hyacinthe buy men's things. And the other 25% do the actual purchasing when accompanied by their husbands or sons. The men apparently have nothing to say in the matter, standing back and merely paying for the article selected. When this store was opened last year, we quickly discovered that it would pay us to concentrate more upon men's lines, so we transferred the section to the front door in the hope that men might feel more inclined to shop for themselves without feeling embarrassed in the presence of women. But though sales of underwear, hose, shirts, etc. have gone on increasing, I cannot say that the men themselves are doing any more shopping than they did. This disposition to pay so little for their furnishings is due, I think, to an innate spirit of thrift. The French Canadian of these parts is careful of his money, and only spends so much of what he earns, saving as much as he can. If he finds that a suit of underwear of heavy wool can be bought at our store for one dollar, he would not dream of going to another and paying a few cents more for it. Consequently, our business is becoming very popular with the people of the place and the outside farming community simply because we sell the kind of goods they want at the lowest price possible."

### Ties Sell Best

Asked what lines sold best, the manager of this store said that ties were probably the best sellers. "I am told that we sell more ties than all the other shops put together here," he remarked, "and I attribute it to the fact that we can sell a really good flowing-end tie for as low as 59 cents, in neat color combinations which appeal to French tastes. The bow-tie also, is very popular and we can scarcely get enough of them to satisfy us. Heavy underwear is another very good seller as well as socks of the heavier wool sorts and as for overalls, I imagine we must have sold practically all that are worn here, as we have none left and unfortunately cannot secure any more at the former low price." Negligee shirts priced at $1.00 apiece are sold rapidly in half dozen lots, to the women purchasers who consider them excellent bargains. It is seldom that a French Canadian woman buys anything singly, she always likes to buy in bulk, either threes or half dozens."

### Church Sextons Distribute Handbills

"We have a curious way of securing our publicity in this town," continued the manager. "Owing to the fact that our three newspapers are only published weekly, they are not much good to us as advertising mediums. The great business days here are Friday and Saturday when the market is open and swarms of country people for some 20 miles around come to town with their produce. The papers appear on Saturdays, too late to reach the country people until the following Monday, and too late to feature any sales or bargains for the Friday, so we are obliged to find other ways to get the necessary publicity. However, it is an established custom down here to engage a man to distribute 'dodgers' or handbills hrough-out the different villages, these being entrusted to the sextons of the different parish churches, who in turn distribute them to the farmers and their families as they come out of church each Sunday morning. The farmer is a man who never throws anything away. He puts the handbill into his pocket and when he arrives home, the family study it and compare notes on the different bargains printed thereon, so that when they arrive in town on the following Friday, they know exactly what they want to get. Our windows, of course, have to be filled with all sorts and varieties of merchandise, because quantity appeals to them rather than artistic display. It all simmers down to the price asked, and if that is right then it makes no difference whatever about the atmosphere of the store, the service or anything which is usually understood to affect the successful selling of merchandise. On this account, I expect to develop our men's furnishings department by degrees, since I have found the secret of catering to the habitant's needs."



*NEW MODEL MEN'S PAD GARTER RECENTLY INTRODUCED INTO CANADA*

*The extra wide width of this garter, together with the new style of fastening which can be adjusted in a second commends it to the consideration of trade.*

SHOWN BY COURTESY OF THE ARROW GARTER MFG. CO., OF MONTREAL.

### POINTERS FOR SALES-PEOPLE

They pay your salary and support the organization.

Without customers the store would cease to exist.

Customers as a rule have a clear and definite idea of what they want.

If argued with or contradicted they will return to buy no more.

Customers are hard to attract and not easy to retain.

One pleased customer tells another, thus they multiply

A feeling of good will is instilled.

There is no reason for having them feel otherwise.

Displeased cutomers can wreck a business in short order.

No one likes to have their judgment questioned.

A store makes money from its friends; enemies trade elsewhere.

It is the only way a business will thrive and prosper.

The customer develops a kindly feeling for the sales clerk.

# Display Will Play Big Part in Spring Openings And in Usual Celebration of St. Patrick's Day

## Methods of Getting Results Suggested—Don't Delay The Spring Opening Too Long—How a Window Can be Dressed for St. Patrick's Day—Featuring Different Spring Displays—Use of Price Tickets

OWING to the fact that Easter occurs somewhat later than usual this year, namely, in the middle of April, the retailer of men's wear will have to reckon with an "in between" period following upon the January clearance sales. It is felt to be inadvisable to begin preparations for the Easter trade too early, and yet should the weather man take it into his head to send along several weeks of glorious sunshine in late March, the retailer is apt to be caught napping. There's no reason whatever for leaving preparations for Spring trade until the last ten days before Easter. The preceding week before this season is a very short one, and every man finds out almost in the same week that his suit looks worn and his last season's top-coat is in the same condition or else that he will need a new hat or shirt or gloves. Hence the rush during one short week or two.

According to a display manager in one of Montreal's largest department stores, a new policy will be followed this Spring in this regard. Instead of saving up the new goods until the last of March, they intend to feature displays at the beginning of the month. Their plan will be to begin to interest the public in the new styles and novelties by degrees until the regular formal Spring opening is announced around the 20th of March.

### St. Patrick's Day

According to the display manager of this store, he intends to pay more attention to special displays than formerly, even through the goods featured are neither exclusive nor expensive. He mentioned the fact that St. Patrick's Day will practically coincide wtih the dates selected for the Spring openings and he advocated the lavish use of green along with other Spring decorations in order to link up the idea and emphasize the color note in displays. "We have more reason than ever to be wearing the green this year, since things have improved over there," he added.

Everyone is familiar with the type of accessories appropriate to the day, but it may be worth while to reiterate some of them. First and foremost, there should be a harp, a real Irish harp if such can be borrowed for the occasion. This instrument should centre the display of clothing or furnishings, tied with a large bow of emerald ribbon. Such a trim as this was featured by the R. J. Tooke store on St. Catherine St. West, and was a source of great interest to pedestrians.

This is an excellent occasion upon which to feaure Irish-made goods in window displays. Coupled with the date and the decorations, the merchandise will take on an added significance, especially Irish linen handkerchiefs or Donegal tweeds or even green neckwear. Linen collars are also properly included in such a display. The idea underlying the display should not be mere show but to make sales.

### Suitable Decorations

The minor accessories which belong properly to such displays as this are shamrocks, Irish flags, clay pipes—the Irishman's Dudeen, silk hats, pigs, potatoes, shillelaghs and pictures of Paddy and his colleen. The phrases "Erin-Go-Bragh" and "Erin Mavourneen" are appropriate for showcards.

For the Spring opening proper, the consensus of opinion among Montreal men this year, tends to the belief that they must exert themselves more than usual in order to get results. The less demand there is for merchandise the greater the effort that must be put forward to make sales. An attractive background or setting gains the attention of the possible buyer, they say, and the charm of a setting enhances the value of the merchandise in the eyes of the beholder. There will be a general overhauling of display windows, fresh varnish and paint will be applied and any leaks, cracks or scratches eliminated. If floors are too high or too low this will be remedied, while the lighting will also be examined. In many cases new fronts are going to be constructed in the smaller stores. The store's name will be repainted or a new brass sign ordered. Rejuvenation will be the order of the day.

Then, when the Easter season arrives the store will be in readiness for a big Spring campaign. One Montreal man is planning to feature a different display in each of his windows appropriate to a different class of goods. One window will include sports clothes, showing a golfer, a fisherman and a figure in riding habit, together with the correct accessories for the Winter sports. Another will show formal dress for Easter Day, including the correct morning coat, silk hat, grey trousers and haberdashery. A third window is to show ordinary business clothes for Spring, 1922, among which it is said the staple navy blue suit will be very prominent. These three windows are to be featured for the Spring opening with no other decorative note than the use of quantities of real flowers. Most display men are of the opinion that artificial flowers are out of place in the men's stores but agree that potted plants such as lilies, tulips, daffodils or azaleas are good, when in conjunction with pieces of furniture or a pedestal.

The more exclusive men's wear stores of Montreal will not alter their regular plans for displays in honor of the Easter season, but will continue to show smart merchandise in the usual manner, without the aid of more than an artistic show card announcing the "Spring Showing." The colors that will predominate will be white and purple or white and mauve, and neckwear, shirts, socks, etc., will be featured in these combinations almost exclusively.

The use of wax forms for showing men's clothing is growing slowly in Montreal, although confined to very few stores as yet. One or two display managers have a decided antipathy to using them, stating that they prefer to employ a headless form with the necks softly draped. With the recent introduction to this country of French and other wax figures representing men of life-like appearance, it is likely, however, that these aids to better display will become more widely used in stores which possess sufficient window space to show them to advantage. In this connection it might be noted that at the recent Exposition of French products in Montreal, several persons were completely deceived regarding a striking figure clad in a luxurious lounging robe, and actually touched him to see if he were alive or not.

### "Easter" and "Spring" Openings

The main thing to remember in connection with Easter displays as apart and distinct from ordinary Spring openings, is the fact that Easter is a religious festival, and that the ideas used to accentuate the season must not be overdone, nor exaggerated so as to be extreme and even ridiculous. Rabbits and chickens are appropriate enough but are out of place in the men's store, whereas the simple use of flowers, soft draperies of purple velours or ribbon, or a background suggesting a stained glass window are dignified and suitable for both clothing and furnishings.

Finally, the use of the price ticket is highly recommended in the average store for the Easter opening although for the formal Spring showing it may be omitted, an artistic show card sufficing. Let them be small, however, and inconspicuous.

# Spring Fabrics

The AGB Fabrics

*For all Occasions*

**Canton Crepe**
**Crepes Georgette**
**Crepes de Chine**
**Liberty Satins**
**Ninons**
**Printed Foulards**
**Silk Shirtings**

**Chiffons and Printed Novelties on Georgette and Ninons**
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**Chicago, 223 West Jackson Blvd.**
**Baltimore, Emerson Tower Bldg**
**Cincinnati, Greenwood Bldg.**
**St. Louis, Columbia Bldg.**

**Established Since 1838**







*"The ultimate choice of the PRUdent housewife."*

61

# *In Old Times or New—*

What fabric so delicate, yet so serviceable as cotton?
—so dainty, yet so simple and unpretentious?
—so inexpensive, yet so lasting?
The best cottons are PRUE COTTONS.

*Made by Canadians in Canada.*

## DOMINION TEXTILE COMPANY
LIMITED

MONTREAL TORONTO WINNIPEG

# Homespuns are Popular for Spring

## Montreal and Ottawa Houses Make Big Showings of Domestic and Imported Lines—Great Variety in Offerings of American Houses—Some Very Striking Scotch Woollens Are Shown—New French Fabric Called "Kasha" Being Asked For.

"THE coming season will witness a marked revival in demand for British woollens of all sorts," stated a prominent Montreal woollen importer to Dry Goods Review this month. "Prices are now upon a stable basis and the mills have begun once more to accept orders which are coming in quite freely and in much greater quantity than last year. All that is now required is some sort of equality in exchange rates between the different European countries to put matters upon the permanent up grade."

Asked what he considered to be the popular fabrics for the Spring and Summer season, this authority endorsed the vogue for homespuns with great emphasis. "We have only begun to see the possibilities of these fabrics," he explained. "I believe that for women's wear it will be pre-eminent before long for tailored garments, not only in our own domestic weaves but in those which are imported from Scotland and England. Bright colors are particularly strong at present."

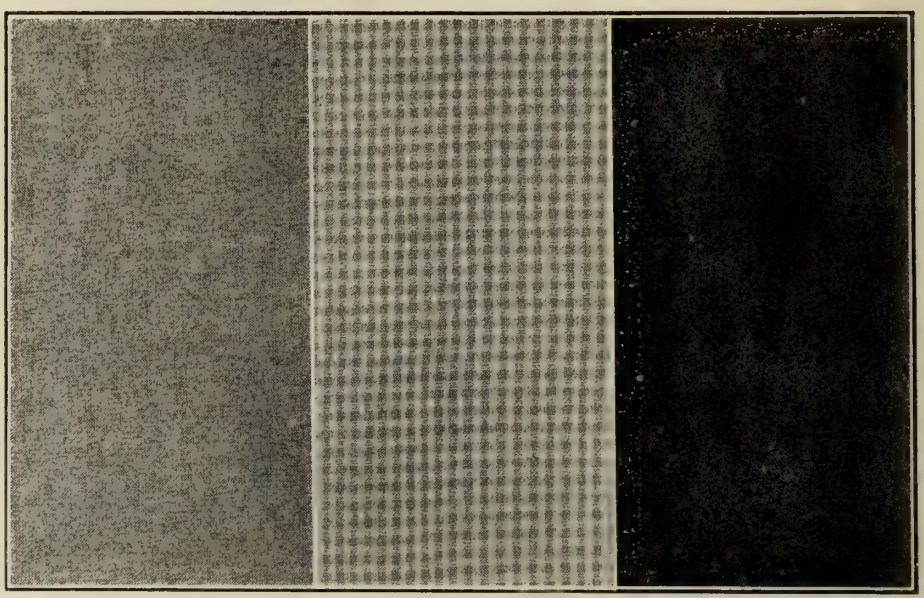
A homespun, oil proofed by a special process is being featured for coats, especially for rainproof coats because a certain amount of the natural oil is thus restored to the wool fibre, making it more or less rainproof in character. Shown in blues and purple, it is very effective. Twilled effects are much wanted but the smartest of all are the hand-loom effects, reproducing the habitant weave.

Tweeds of all sorts are in enormous demand, it was said, especially in Scotch mixtures of two colors or of a number of colors and a fleck of white. Blue and brown is perhaps the most popular color combination in demand just now.

### Blues are Varied

After so long a season of black attire, women are demanding plenty of vivid colorings in their dress goods, it was said, and for this season the early showings of fabrics for next fall are featuring quite an unusual number of bright tones, particularly in blues, which have until now been confined to about three staple shades. In smooth finished goods especially is this trend noticeable. Tricotine continues in good demand for the making up trade in women's garments, but jersey is not so strong, most retailers seem to be making an effort to clear out this stock as far as yardage goods are concerned.

Quite a novelty in sports skirtings was spoken of as a feature of the early spring business. This material was described as a white homespun fabric heavily striped in deep blue or vice versa. The skirting is woven so that pleats of different sizes can be inlaid to create an entirely white effect or one of the blue as desired. Of the two effects—checks or stripes—the preponderance of favour goes to the latter entirely for skirts, although in silks and other lightweight fabrics, checks are spoken of as being sure of a wide vogue.



*Three of the new fine texture homespuns. The one on the left is plain, the one in the centre is a brown and tan mixture and that on the right has a design.*—SHOWN BY HAWTHORNE MILLS, CARLETON PLACE, ONT.

### American Ranges for Fall

In the range of fine woollens for next Fall recently opened up by a well known American firm, great variety is offered in weights, colors and textures, the opinion being given that never before have so many fine materials been featured at a single opening. Among the different lines offered are the following: Normandy cloths, Tricotines and twill cords, velours, cheviots, broadcloths, serges and knitted fabrics. Among the napped coating fabrics there are many new names to be found which will become familiar next fall when the openings get under way. These include, Avalon, Rubadre, Lanclo, Rattanna, Beverly. The famous Normandy cloth will be repeated again for this fall with a variation on the name—Normanglo. Then there will be similar fabrics shown such as Touraine, Delysia, Shawsheen, Deloraine (which resembles Normandy but has a gold thread,) Monetta and Valprace.

Among the very high grade cashmere cloths are included Ormadale, Veldecia, Duv-bloom, Velveretta and Velfina. Polaire cloths are shown in a line of pastel shades as well as reversible polaires with plaid backs. Tweed fancy backs and chinchilla cloths are other favorites which conclude the showing for fall and winter 1922.

### Scotch Woollens are Striking

Among the interesting exhibit of Scotch woollens shown by the visiting delegation to Canada and the United States this month there were novelties to be found which were of interest to the Canadian trade. Of course, every pattern shown by these manufacturers is typically Scottish in character, whether of woollen or worsteds, such as Saxonies, herringbones, tweeds, stripes, Bannockburns and Glen checks, cheviots and mixtures. The color effects were especially beautiful, some patterns having as many as ten or twelve or even sixteen blendings which tradition says were adopted to imitate the many colored gravel in the river beds of Scotland or the native heather colorings. The weights of these fabrics ranged from 12 ounce for suitings up to 32 ounce for heavy overcoatings. According to Mr. Bisset, the Secretary of the Delegation, it has been found that little change in the colorings has been asked for by buyers although the question of weights has proved of considerable importance. British fabrics are wider than American made materials on the average, it was found, and 16 ounces is about the equivalent of 14-½ ounces in

(Continued on page 45)

# New Silks in Montreal Warehouses

## Many Colors But White Is A Favorite—Popularity of Crepe Weave—Some New Silk Skirtings And Some of The British Novelties—Georgette Under A New Name—Roshanara

"WHAT IS THE leading color for spring and summer in silks?" was the query put by Dry Goods Review to a leading Montreal wholesaler this month. "Well, the Textile Color Association decrees periwinkle blue, rubellite, canna and apple green and everybody admires these colors sure enough, but when it comes to actual buying, everybody takes plain white," was the reply which was given promptly.

Everywhere that Dry Goods Review put the same question, the same answer was received. The evidence is therefore in favor of an all-white season, as was predicted in Dry Goods Review some time back. Possibly the reason for this lies in the fact that never before have there been so many exquisite sports garments devised in knitted fabrics or other materials, these being in vivid colors for the most part, necessitating the use of plain white skirtings to show up their appearance to the best effect. Undoubtedly, the white skirt or frock will be selected to accompany the sweater or pullover of "bonfire" red or periwinkle blue.

### Crepes Prevail

Crepe weaves carry the day entirely, it is said, for summer wear, the bright artificial silks or baronet satins not being so good, although the new jacquard patterned baronets are good. Cantons of the very best qualities are still very strong, but owing to the fact that they are being imitated in lighter weights and in less beautiful finishes they are being watched closely as time passes, lest their popularity wane with suddenness. Great demand is felt for heavy weaves brocaded in a large allover design in self color, especially in white, and in this connection "Silkway" a new American product is exceptionally popular.

According to the Montreal silk buyer quoted before, good quality crepe de chines are exceedingly scarce for rebuying. Swiss goods have gone up and it is impossible to secure quick deliveries on these fabrics for several months.

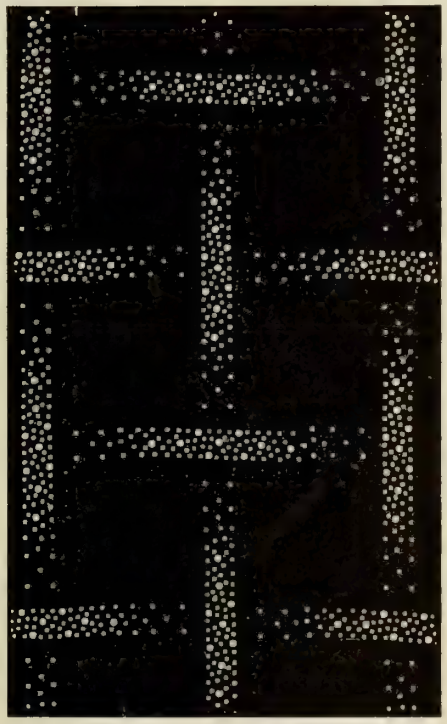
### Krepe-Knit Advances

The big seller as was predicted in Dry Goods Review last month has proved to be the different variations on Chinchilla cloth or Krepe-Knit. Although a very large stock of this knitted silk was received a month or so ago by this wholesaler only one piece now remains, prices from mills have advanced fifty cents per yard on repeat orders, and no deliveries can be made until next May. Navy blue and black are selling fast in this material which lends itself to the making of tailored garments even better than its predecessor tricolette, which had the fault of sagging.

A novelty crinkle crepe especially woven for the making of Jupon blouses was another effective novelty shown. This was made in navy blue with a very wide rose pattern border in natural pinks and foliage shades printed across the material from selvage to selvage at yard intervals This material is intended to be cut into lengths suitable for making the new long overblouses as the rose border comes just at the correct depth to be used as a finish. The texture of this crepe was like a real old Chinese Canton, exquisitely fine and rippled to the touch.

### New Silk Skirtings

Still another striking novelty noticed was a sports skirting of a similar crepe weave, this time of ivory white striped boldly in navy blue, the stripes being fully three inches wide and set at equal distances one from the other. Upon this magpie effect was printed in even spacing, a serious of enormous floral motifs featuring roses in pinks and greens, the whole presenting the effect of a magnificent drapery fabric or a wall-paper. However, when the skirting was pleated together, the roses magically disappeared, leaving behind a sombre blue ground, relieved by the merest piping of white at the edges of the pleats. A great success is predicted for this silk.



*Broken check pattern in white developed in flocked design on black Normandy voile.*—IMPORTED BY THE JOHN M. GARLAND SON & CO., CTTAWA.

For summer evening frocks nothing can be imagined more lovely than the newest Swiss chiffon taffetas in that peculiar finish known as "taffetas changeant." This consists of a silvery sheen that is indescribably lovely on the pastel shades such as palest green, blue and rose.

### British Novelty Silks

A prominent Montreal firm has been exceptionally fortunate in discovering a British manufacturer of crepe silks who is turning out designs in jacquard effect fully as lovely as any to be found elsewhere. Having contracted for a large quantity of these silks this firm will shortly be in a position to offer the very latest sports silks, British made, at a fraction of the cost of those imported from other countries. Owing to the craze for plain checks which has swept the country in cotton goods, silk buyers are feeling out a new path with a line of chiffon taffetas, checked in black and white or in colors which are decidedly smart and unusual. In the range of black and white checks, there will be four different sizes offered, while in blues, reds and browns, etc., there will be at least three selections to choose from. The favorite size is said to be the inch check. For skirts especially, these taffetas are promised a wide vogue.

### Pongees in Demand

Pongees are both scarce and high and supplies on hand in Montreal wholesale houses are not plentiful. There is still a small quantity available in the 33-in. width at 85 cents, but buyers are warned not to delay placing orders much later. Qualities in pongees are improving however, which a little offsets the matter of price increases, which are now fully 45 per cent. above six months ago. Buyers are waiting for the Japanese market to come down and are delaying orders to effect this.

According to reliable authorities one of the reasons for the difficulty in deliveries this season is due to the fact that so much millinery is being made of silk this season. Formerly much straw was employed in the manufacture of spring hats but now the contrary holds true. Miladi must have a hat of "Gros de Londres" or faille silk to be in the fashion and in the brighter shades there is not a yard to be had. Bluet or periwinkle blue is simply sold out everywhere, it is said. Spring millinery calls for "intense" shades and few are strong enough to measure up to the demand. The leading colors wanted are rubellite, flame and canna, pumpkin, Copenhagen blue and apple green.

(Continued on page 45)

# Few Woollen Novelties in Paris

## Manufacturers Are Reducing Prices on Some of Last Year's Novelties—Customers Cannot Pay Above Certain Price—Serge to be Popular and Revival Talked Of in Broadcloths—Many Plain Silks Being Offered—Fabrics for The Seaside

**Written specially for Dry Goods Review by JEANNE GSELL, of Paris, France**

PARIS, January,1922

THIS letter, announced in my previous mail as relating to Summer woollens, will not be such a long one as I anticipated for the following reason:

On seeing various collections and talking with the salesmen of the leading cloth houses here, I came to the conclusion that there would not be many regular novelties in the woollen line this season.

Last year was not a very profitable one for them, because the prices they were compelled to ask for novelties was too high; here, the customers are willing to buy but they cannot and will not pay more than a certain price; they will rather do without the things, this from the wholesaler to the retailer, and to the latter's customer.

### Lowering Prices

Under such circumstances, the wholesalers, rather than spend a lot of money to create new designs, which they were not sure to sell, thought it would be better to lower the price of last year's collections (which, by the way, will still be novelties, since they were not sold extensively,) and bear the loss.

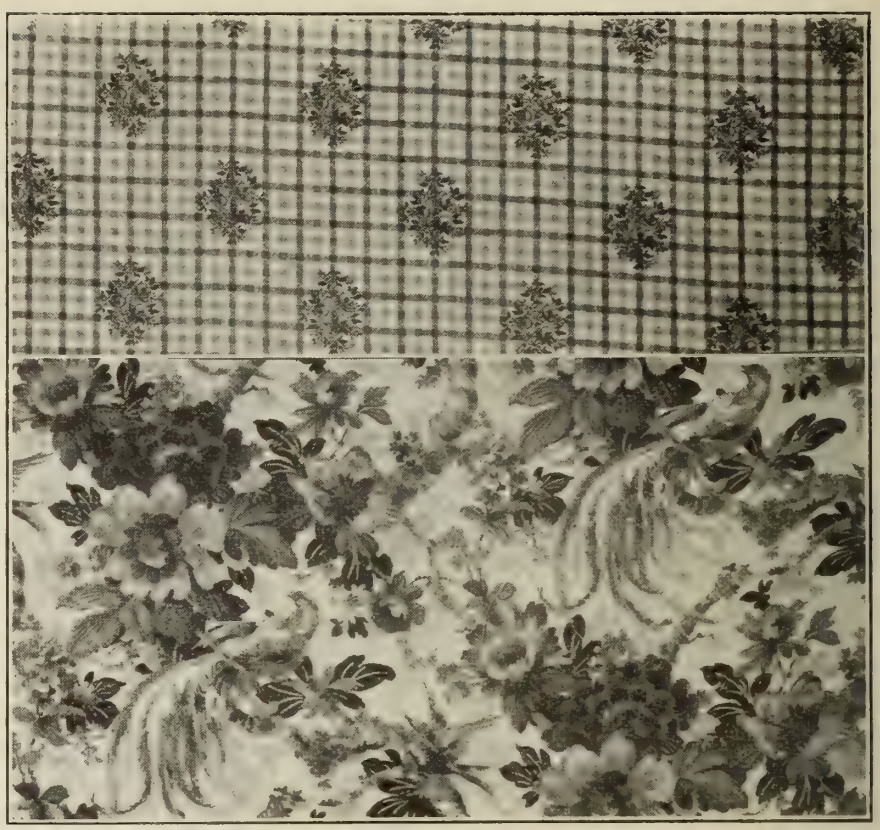
This does not mean that there will not be any variety in the stuffs ordered, for, you will remember by my letter of a year ago on the same subject, that any amount of striped, checked, fancy-woven materials were offered then. The latest style proposed was a "fil à fil," viz: a nice pure wool fabric woven in white and black, so as to give a grey effect, one white thread and one black both ways. Although it was extensively seen in the full Summer, it is likely to be still largely demanded for suits this Summer, as it was very stylish indeed.

### Serge Patterns

Serge is sure to be asked for, as it makes delightful Spring dresses, either plain or trimmed with braiding, and even embroidered. Some houses have, now, ready-made, some embroidered serge, which may be popular, although it may become too common, at it generally happens with machine embroidery. Still, in many cases, it may be found useful to make suits effective, and not too expensive.

I have also seen a few different patterns of serge, navy or black, with silk or satin looking motifs woven in the stuff. This, too, was rather nice, and suitable either for whole garments or as trimmings.

The revival of broadcloth, which started last year, is sure to be continued this season, especially with longer skirts, and more elaborate dresses. Broadcloth, in black especially, is very becoming, and has a good many adepts in the middle-age class of ladies. It is not yet extensively seen in colors, although there are cases when it is striped or checked in the bright shades at present in favour, green, red, saxe, etc.



*Above—Gingham patterned dress cretonne which is much in demand for summer frocks, shown in a range of dainty color contrasts and designs. In this sample blue and yellow checks are combined with conventional roses and violets in the nosegay motif.*

*Below—"Bouvelle Velours"—The newest drapery fabric is printed in corduroy velvet, a 36 inch fabric shown in three different patterns and varied grounds. This is well spoken of for upholstery for wicker furniture.*— SHOWN BY W. R. BROCK & CO., LTD., MONTREAL.

### Fancy Flannelettes

Although it is rather late in the season for such materials, I must point out some very pretty reversible flannelettes, suitable for saut de lits, peignoirs, which has just come out: it is generally in light shades with dots, plain or fancy, some checks, plaits, etc.: the shades mostly seen are white and light blue or pink, mauve of two shades, mole and blue, etc. Some more fanciful patterns are khaki with bright green patches, which, at a distance looks very much like the velours de laine we made our Winter coats of.

In that respect, it is most likely, the warm travelling and motoring coats will not vary much, as far as the material is concerned, and I may say that we shall have to choose between the usual velours de laine, or ratine, or bure, that I have mentioned many times already.

### New Silks

In the silk department, much is said about the plain silk fabrics known as "crepe morocain," a thick crepe de chine that was already seen last season, crepe georgette, crepe satin, a thick fabric still, and foulard.

The latter, especially if the fashion for black and white still prevails, will be seen in a great many instances, with fancy printings of a most irregular shape, motifs in length being favoured by the manufacturers.

As a rule, all kinds of stuffs will be

(Continued on page 45)

## HOMESPUNS ARE POPULAR

(Continued from page 42)

American materials. Comment was made also on the habit common on this side of the Atlantic of following styles closely and almost universally. In Britain, it was said, that there are much greater divergences due to individual tastes than here, which accounts for the fact that Scottish manufacturers generally make up a greater number of patterns than is the case with American makers. The main point emphasized by the visiting members of this delegation was the fact that they are not trying to compete with Canadian trade but to introduce essentially individual fabrics to this country, which could not be produced outside of Scotland on account of atmospheric conditions.

Although not shown among the collection of samples, white fabrics are expected to be very much in demand next summer for skirts and costumes. Serges are being sold in large quantities as well as soft flannels of the better grades. The new French fabric called Kasha is already being called for by certain stores.

### French Broadcloth Arrives

In conversation with a leading Ottawa wholesale firm this month, Dry Goods Review was informed that eastern Ontario retailers are demanding large quantities of the new sport flannels in high colors in plain or fancy designs. Of all shades, American Beauty is proving most popular. White and cream serges are also exceedingly popular with this Ottawa firm as are t better qualities of cream flannels. The same house reports a recent shipment of fine French chiffon broadcloth, the first received since before the war, and states that in brown shades particularly this fabric is finding quick buyers.

Cross bred serges in 40 inch widths for popular priced trade have long been scarce but large shipments are expected by the middle of February which will in some measure satisfy the great demand. Staple tricotines and Scotch tweeds are exceptionally good with Ottawa trade this month, heather mixtures selling plentifully.

Owing to the large purchases in European markets stocks in Ottawa warehouses are now well assorted and moderate in price. No falling off in the demand for yardage goods is being felt but a remarkable increase in novelty fabrics is already noticeable.

## NEW SILKS IN MONTREAL

(Continued from page 43)

There is not much demand for plain colored taffeta this spring, the reason being given that once the Easter dress trade is over, the consumer wants sports clothes and to feature these effectively only the rough textured fabrics are successful. This also hampers the vogue for silk to a greater degree.

Speaking of georgette, a buyer stated that this is likely to be revived to a great extent this summer but under another name. Already a considerable quantity of what is called "triple crepe" is being called for to make dressy hats, and this fabric is really a heavy Georgette with a little stiffening in it.

### "Roshanara"

Supplies of heavy Roshanara crepe in bordered effects suitable for forming a handsome trimming are now received at Montreal. This crepe is especially effective in navy blue but is featured in all colors. Silk ratiné in white or bright colors is likewise a big seller already, while honeycomb cloth, which is a mixture of wool and artificial silk with a crinkly or rippled surface, almost ciréd in effect and quite uncrushable, is another popular novelty.

Jacquard designs on heavy baronet satins are coming in now daily, and many large and unusual patterns are included among the all-white range.

## FEW WOOLLEN NOVELTIES

(Continued from page 44)

printed, even cotton crepe, some samples of which are most extraordinary: huge Japanese designs, mostly for kimonos, prevail.

Taffeta is sure to be proposed many times, for, although it was favoured to a fairly large extent already, its vogue has not yet been complete, and it won't go out of fashion so soon.

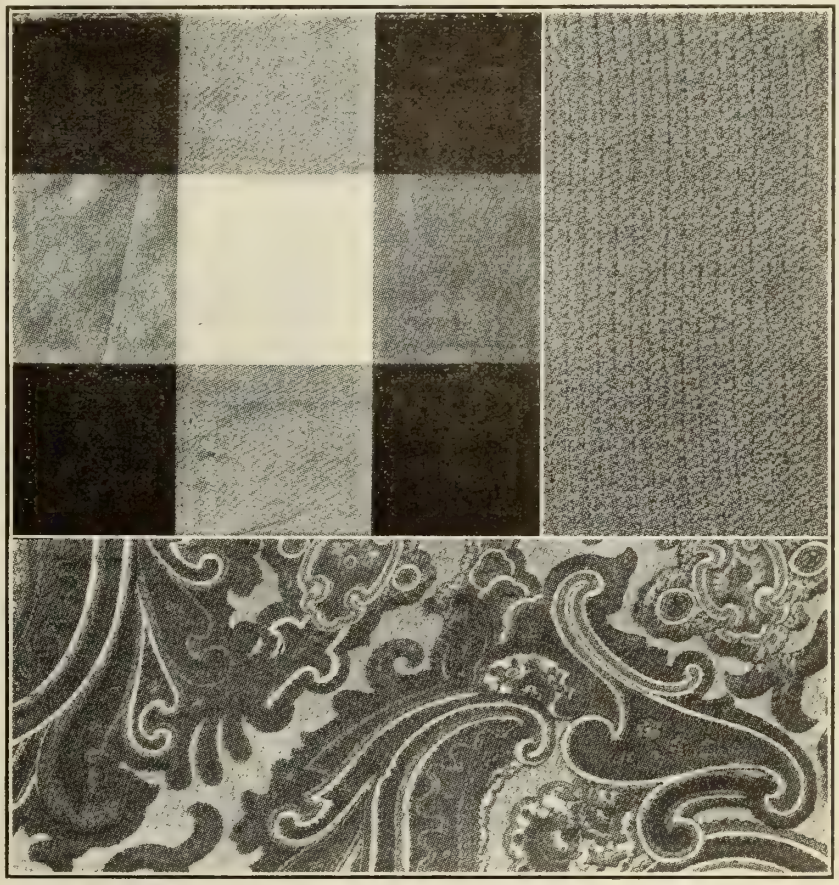
It seems that silk jersey, and all kinds of silk hosiery are still favoured, and yet it took them years to come out!

### For the Seaside

Sponge cloth is also sure to be very much in favour for the seaside, and even, if the shades are pretty, in plain, and the stripes effective, some Summer dresses may be seen in various instances in town. In the country, this material, together with all light cotton fabrics, is sure to be very much in favour.

All these hints are suggestions; next month, the first collections of the season will be out, and I shall be able to tell you in a more precise way what will be favoured, and what will the new shapes and styles be.

Yours very truly,
Jeanne Gsell



*Upper Left—*
*Chiffon taffetas in large block checks for pleated skirts are to be in demand for summer wear to accompany silk sweaters. Four sizes of checks are offered in black, scarlet or blue with white.*
*Upper Right—*
*Novelty oriental crepe de chine featuring the familiar Persian pattern on a blue ground. For linings, scarves and dress trimmings.*
*Lower—*
*New honeycomb silk just arrived from England, which is guaranteed uncrushable. This silk is made of wool and silk fibre and comes in various plain shades with a high finish. The surface has the new blistered or rippled finish.*

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# Homespuns!

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**The "PENTLAND"** 56-inch wool dyed, shown in nine solid and seven two-tone effects, closely resembles the Hand-made Homespun. Shades, Nile, Rose, Fawn, Tan and Blue, and in combinations of these colors.

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Buyers visiting the warehouse while in the City will find the call a profitable one and we shall appreciate the visit.

***Samples to the Trade on Request.***

## DAVID W. ROSS

**Wholesale Textile Fabrics**

## 78 BAY STREET, TORONTO

# Large Hats for Spring and Summer

## Buying From Maritime Provinces Has Been Up To Last Year—Trimmings Used in Paris This Season Will be Seen Here—Jute to Feature Strongly for Spring—Hats for Younger Girls—Some of the Models Described

BUYERS from the Maritime provinces and the west have almost completed their shopping in Toronto. The wholesale houses are more than pleased with the volume and kind of business done by these visitors. They say it compares favorably with that of this time last year. Quebec and Ontario have shown little interest as yet but there is every reason for faith in these provinces when business is good in the extremities. One millinery manufacturer and importer says that he will have his eastern and western orders all out before February 25, in good time for late buyers.

The early prophecy in regard to flowers and fruits can now be corroborated, designers declare. In fact all of the trimmings which Paris is using this season will be seen here. It is a peculiar thing, that while shapes take one or two seasons to find their way here, trimmings usually come over in their first season. Large hats which took Paris by storm last summer did not appear even in New York last Fall to any extent. There is every reason to believe, however, that they will be strong in the late Spring and all Summer.

Though early indications pointed to bright shades with black the last two weeks have found a good demand for the all-black ones. This may have followed in the wake of the sudden vogue for contrasting colors on the Spring frocks, which are shown so far.

### Jute the Newest Thing for Spring

Jute is nothing but the old-fashioned hemp in various shades. This all-over material is especially favored because of its flexibility and it is not as expensive as the cellophane and other straws which are good this year.

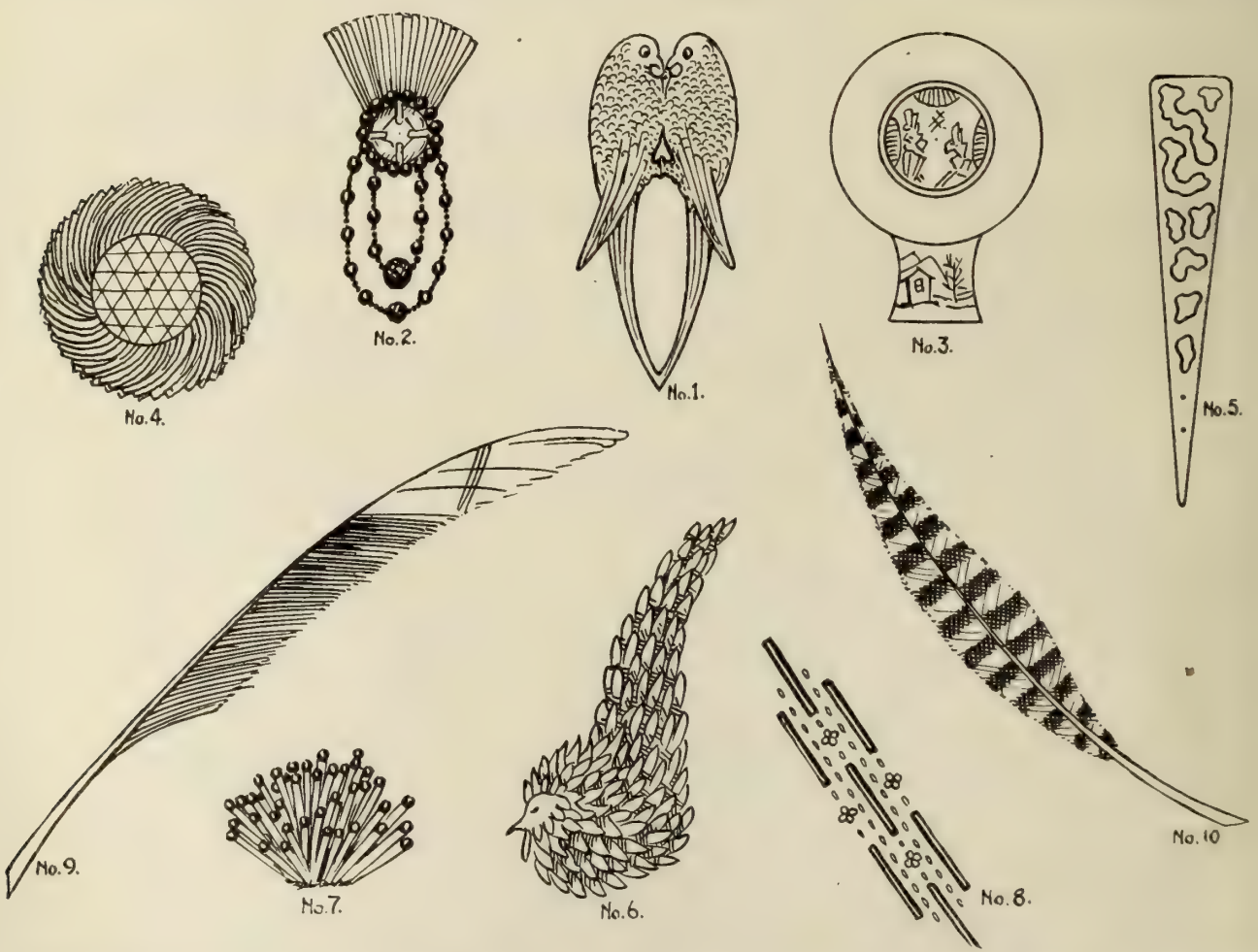
Angora braids are being talked of in millinery circles. They form the basis for splendid midseason chapeaux and in fact rival the haircloth in some houses. The latter will of course be very good for black hats while the braids will be seen in most of the pastel shades.

One or two millinery firms are stressing hats which have tweed-like straw for wear with tweed suits. These are very chic and give a tailored effect so necessary with the new suits. They fill, moreover, a real need. The ordinary bright colored dress hat has no place with the homespun and tweed costume, while the all-black is a trifle severe with it.

### Floppy Garden Hats Expected

That the floppy shape so becoming to many women, will be worn, is almost certain, several designers who have just returned from New York, declare. They have been talking with Paris buyers on

(Continued on page 62)




*Millinery trimmings this Spring have a decided oriental character. Most unusual are the shapes and colors employed, especially in the devising of novelty effects. The accompanying sketch reproduces some of the best liked trims of the month, including the matchstick, which is here shown in a rosette effect, as well as used in flat embroidery.*—TRIMMINGS SHOWN BY COURTESY OF DEBENHAMS (CANADA) LTD., MONTREAL.

# In Readiness for Millinery Openings

## Montreal Display to Open on February 27th—Handmade Hat of Novelty Allover of Braid Dominates—Parrots Among the Late Novelties—Fruits in Realistic Effects—Circular Veils of Sheer Quality

FEBRUARY finds the Montreal wholesale millinery houses in readiness for the openings which take place upon the 27th according to custom. Already buyers are coming in and many of the choicest models appear in the show rooms only to take wings, so to speak, and are quickly dispatched to eager purchasers throughout Canada. Business is opening up briskly and on all sides the comment is being made that models were never smarter nor more varied and individual in type than this spring's showing.

There is of course a similarity in the general trend of style as observed during visits to the leading wholesalers this month. The handmade hat of novelty allover or braid dominates the scene in a bewildering variety of types. French models are now among those present also, and give distinction to all the showings by reason of their daring originality and superb workmanship. New York is also liberally represented, but it is whispered that insofar as style is concerned Canadian made models have nothing to fear by way of comparison with imported effects this Spring.

A designer in a leading store stated to Dry Goods Review that part of the present rush for new millinery is attributable to the fact that Easter comes later than usual and women must have something now for immediate wear but they will require hats of more summery character for May. Provided the weather man sends a warm sunny month in April, there is no reason why Summer millinery should not be launched earlier than usual, with immense success.

### Unconventional Brims

Hats for immediate wear therefore favor both small turbans and rather larger brimmed shapes, both of which may be characterized as more youthful and even dashing as has been the case with spring hats in several seasons past. Brims are anything but conventional and crowns are scarcely ever of the same material as their brims. Flowers appear everywhere in colorings that never were beheld in nature, yet which are charming withal.

Mention was made in last month's issue of the vogue for the novel "matchstick trimming" upon hats. This is decidedly the smartest, apart from the floral type, of any shown and buyers can seldom resist these models which are trimmed with cabochons or a fence-like border of this realistic bead-work. As the trade is now familiar with this type of trimming, it is not necessary to dilate upon "match sticks" other than to say that they can be utilized in a great variety of ways, including pompons, facings, edgings, etc. Montreal milliners are using a large quantity of white sticks with a black bead tip, or else the high shades, such as emerald, sealing wax red or bright blue tipped by a bead of black or white. The match sticks carry out the idea of shiny, stiff effects admirably and are closely allied to the theme of lacquered and ciré novelties, which is the dominent key note of the entire spring showing.

### "Birds of a Feather"——

Another amusing novelty is the vogue for parrots, either imitations, made of feathers lacquered, or merely etched upon celluloid plaques. Other tiny birds which appear to be dipped in silver paint, or entirely made of beads and mother of pearl spangles with a topaz eye, or even cleverly devised of past feathers of various color contrasts. The bird idea is well brought out although its composition may be something entirely foreign to nature!

Composition quills with painted surface, continue to be displayed, while plume-like effects cut out of galilith or celluloid are exceedingly smart in the brighter shades. So-called "lightning rods," studded with brilliants are very effectively used on the front of black cloth turbans, adding distinction with their brilliancy.

### Berries and Fruit Clusters

Fruits—such as would tempt the most case-hardened Adam—are offered in realistic effects, mostly all glazed and highly polished. Such are raspberries, cherries, grapes, currants and even blackberries. Leaves are not much used except to surround soft cockades of flowers. Flowers form an inexhaustible topic of interest to all millinery designers, who are enthusiastic over the new flat effects of taffeta and velvet with pinked edges, usually centred by a speck of hand embroidery to complete the realism. A flower of any size is seldom made completely of one color but is often composed of several shaded tones blending from deep to palest tints. Thus are made many charming flower turbans which are colorful near the face but shade off to a pastel tone towards the crown. Flowers are usually adaptable to all sorts of crushed effects and are frequently caught into odd corners betwixt brim and crown to fill out an awkward hiatus.

Great enthusiasm is shown for bioux or duck feathers, whether they are employed as a fringe, pompon or imitation bird effect. Ribbons also, particularly the lacquered varieties of a supple drapy quality, are favored to form smart outstanding wing effects at either side around the crown of small milan turbans. Ribbons are much used also as bindings. Padded effects, which are composed of massed appliqués of tubular crepe are a very smart brim finish on small hats.

### Small Round Veils

Small circular veils of the sheerest quality are lavishly used on ce shapes merely as a softening effect. Veils in general do not descend over the eyes at all, but are arranged to hang to the back or to frame the hair softly all round.

A prominent milliner informed Dry Goods Review that there would not be as much of the fuchsia or periwinkle colorings shown in Canada as in New York for the reason that they are rather trying to any one without much color. New York women, she pointed out, are careful to select millinery colorings to bring out their individual type of complexion and they do not hesitate to improve on nature if they are deficient in natural coloring. Canadian women, as a rule, are not blessed with pronounced complexions and should select the new spring shades with extreme care. Even bright blue is trying to anyone but the debutante.

The same authority spoke enthusiastically of the extensive variety of sports hats which she has originated for spring. Wool braid mixtures are used for the most part, blended in such a way that the hats are practically uncrushable and can be turned inside out if so wanted, either to show another color contrast or to give an added lease of life to the hat. The new spring costume of homespun or tweed calls for a hat of this type with soft roll brim and plenty of dash and character. But wool braids are by no means all. There are also chenille, hemp, timbo, etc., which are all appropriate to wear with severely plain clothes on the links or for boating, etc.

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W. C. Bland, president of the Bland Manufacturing Co., representing the Merchants Bank of Canada and Aaron Rabinovich, head of the firm of A. Rabinovich & Co., Winnipeg, have closed a deal involving over $300,000. The transaction concerns the Standard Factory and the Exclusive Ladies' Wear Company, both of Montreal, which have been taken over by Mr. Rabinovich. John Harwitz is associated with Mr. Rabinovich in the deal.

# New York is Showing the Bell Crown

## Fully Fifty Per Cent. of The New Shapes Are Blocked—In Spite of Bright Colors Belief Is That Canadian Trade Will Stick To Black and White or Grey—Some of The Montreal Models Are Described

MILLINERS returning from New York speak enthusiastically of the new bell crowns which characterize the latest shapes. Shapes vary in size but the crown is the sign which indicates that the hat dates from this Spring. According to one buyer, the lines of the new hats require much more study than has been necessary for many seasons. "Lines do not suit everyone," she remarked, "and it must be remembered this season that we no longer have to deal with the soft crushable effects which can be given a touch here and a pat there to make them becoming to any profile. Another thing which is most important to remember is that trimming has become a very significant factor in millinery nowadays, and where a milliner used to be able to get away with any sort of trimming, she must now give the matter her closest attention, otherwise Spring hats will be utterly spoiled. The new trimmings are unusual this season, and are well worth devoting time to study. There are many novelties which are somewhat stiff and difficult to handle in order to achieve a smart result. In my opinion, the trimming of the new hats is going to be the most important phase of millinery this season, and I should recommend that every milliner give careful attention to manipulating all the varied forms of beadwork, feathers, flowers and ribbon so as to make millinery more distinctive and less imitative in general."

### 50 Per Cent. Blocked

Fully 50 per cent. of the new shapes shown in New York this month were blocked, it was said by this authority, who also predicts that in spite of the much talked of vogue for bright colors, the most exclusive trade will still continue to wear black and white or grey. It has often happened that when vivid shades were most widely spoken of for millinery, black and white effects were demanded by the highest class of trade. Grey is likewise to be very popular with smart women this Spring, especially when made of black and white closely intermingled. Practically every shape is fashionable this Spring but the sides must have width whether the hat be small or large. The bandeau is reappearing and is used to elaborate some charmingly quaint models on which flowers are lavishly used.

The wanted materials for dress and general purpose millinery as indicated this month comprise real French horsehair braid in combination with taffeta; flower appliques in shaded tones; French timbo handmade of finely woven straw closely resembling the Bankok of last year; fine Swiss mohair in combination with cire Chantilly lace and beads; Yaak lace; hand sewn Milan straws; Kandy cloths, all kinds of visca, both plain and iridescent; lisere braids. Soft woolen fabric braids and Yedda straws are much used for sports models, which this season are being developed in shapes which approximate the dress types of last year. Triple crepe softly arranged over a French willow shape makes dress hats of very effective charm.

The trimmings on better hats include hackle breasts, long ostrich flues, Bioux feathers, wide moire ribbons, huge fabric roses, ospreys, lace veils over flowers and bead outlines, cut jet cabochons, wing effects in all colors, glazed and transparent fruits, swathed ostrich, and a multitude of celluloid pins, mounts and fancies.

### Montreal Models

The show rooms of the leading Montreal houses are now filled with late Spring models, mention of which indicate the trend of style.

The new "shredded wheat" straw in a pale onion color was effectively illustrated in a smart turban in draped effect. Glazed leaves of the same shade were caught between the folds.

A small hat of shiny haircloth in black was brightened by the use of a bird developed in black and pearl spangles placed on the side brim.

A dashing model of black haircloth with sharply upturned brim off the face, was faced with an upstanding edge of matchsticks in white and black. A very narrow back was a feature of this shape.

A snug little visor front model was developed in glazed braid in black with a white beaded motif as the sole trimming placed on the top of the crown.

A black tricorne in the new small shape had its back section faced with a handmade applique of taffeta flowers, the edges of which were pinked out irregularly. The tones of the flowers were in the new periwinkle shades, varying from a deep fuchsia to a pastel pink. A small circular veil fell softly over this shape extending about an inch below the hat all round.

A Vasselin-Villetard model seen recently was of fine hand sewn milan combined with a brim of soft satin, broader at the sides. The entire brim was veiled in Yaak lace which extended over the edge and lace wings were wired to stand out at either side. Two cut jet cabochons finished the trimming.

A superb model matron's hat from Hyland was developed in soft white hackle breasts which formed the high crown and a narrow rolled side-brim slightly shaded the face. Long black ostrich flues gave the necessary sweep to this toque which was admirably suited to a woman of mature years.

Colored facings upon leghorn hats are spoken of already for summer wear, and it is expected that English sports hats will be in large demand for the entire season.



*Draped sash-end turban made of fancy navy straw allover, fringed off into ends over each ear. A novelty ornament of white celluloid is upstanding in front.*—IMPORTED BY DEBENHAMS LIMITED, OF MONTREAL.

A Chicago retail firm, the Fair, has adopted an interesting new method of merchandising its basement goods. The entire basement is now given the status of a separate store, with its own selling and buying forces, which are absolutely independent of any upstairs department. Instead of having one buyer for an upstairs department who can dispose of odds and ends as well as goods below the standard, in the basement, there is now one buyer for each upstairs department and one for each basement department. Each basement man is absolutely independent and is not required to buy any stock from the upstairs buyers unless he sees fit to do so. This, it is claimed, will soon lead to better merchandising methods and more cereful buying in the various upstairs departments.

# Millinery Department can Cater Successfully To Exclusive and Medium Priced Trade

## Well Known Expert in Promoting Sales in Millinery Department Explains How This Can be Done—Requires Skill and Experience—Price Not The Most Important Consideration—Things to Avoid in Selling Hats—Service of Specialized Nature Really Counts

THE retailing of millinery has undergone many subtle changes of late seasons, according to those who have studied the subject closely for many years. Where once a store considered it necessary to boast of its large workroom with a staff of employees numbering above a score, its heavy stocks of trimmings and materials, and its well assorted range of shapes becoming to all faces, the contrary now rules. Whereas it was once considered more correct to purchase an untrimmed hat for economy's sake, selecting the trimming according to the heaviness of Miladi's purse, nowadays, it is the most exclusive trade which desires its hats made to order and the rank and file are more than content with the enormous selection of trimmed models which are continually on display in all the millinery salons.

### Passing of Workroom

According to the merchandise manager of a large store in Ottawa the workroom today is passing from our midst, and is no longer essential. It is practically impossible for the average store to make profit on a workroom since the loss on materials which are not used is greatly increased since the old days when workrooms were the rule rather than the exception. To keep an average workroom supplied with even a moderate quantity of the usual wanted materials including satins, silks, nets, ribbons, wire, buckram, velvet, etc., not to speak of the no less considerable range of expensive trimmings, would require an investment of far more money than the actual return would warrant. Whether the woman of today has learned to prefer the ready trimmed hat because she must take it, 'faut de mieux,' or whether because hat manufacturers have succeeded in turning out millinery which is smarter and more individual than the average modiste's product, who can say? The fact remains,—the store workroom is passing.

Pursuing data upon the subject, a staff member of Dry Goods Review recently interviewed the manager of the millinery department in the A. J. Frieman store of Ottawa, Mr. Kirtley, who is well known throughout Canada as an expert in promoting sales in this department. Mr. Kirtley has had wide experience in all the leading cities of Canada, and speaks of conditions generally, not as they appear locally in Ottawa.

"Can a millinery department cater successfully to both the medium priced trade and to the exclusive customer?" was the question asked.

"It can," was Mr. Kirtley's reply, "but it requires considerable skill and experience. It must never be forgotten that it is the label on the hat that enhances its real worth in the eyes of its possessor. If a woman is wearing a French model which is signed across the inside of the crown by a world famous name, she feels such a sense of pride that she can scarcely resist the temptation of showing it to her friends. If alongside of Maria Guy or Reboux there is also attached a little tag bearing the name of the local store, the glamour of the imported model and its reputation for style is cast over the department which sold the hat. French hats are commonly supposed to be expensive luxuries but they undoubtedly give distinction to the department which features them even if they have to be sacrificed later on in the season. At the same time they help to build up a reputation for style and exclusiveness which can do no harm to the regular trade.

"We are finding out," continued Mr. Kirtley, "that price is not so tremendously important after all as we used to think it was. I believe that price is of secondary importance to the vast majority of women, notwithstanding their own declarations to the contrary. Style and becomingness are far more important factors in encouraging women to buy, and granted that the department can offer a good variety to select from, it should never be necessary to base its reputation upon prices alone. After all, a hat makes or mars a woman's appearance more quickly than any other item of apparel, and the wrong type of hat can actually change and alter a personality to an extraordinary degree. I should insist that hats be shown to a customer entirely with regard to their suitability to her type rather than because she does not care to pay more than $4.98.

### Service Really Counts

"When it comes down to a fine point," explained Mr. Kirtley, "it is really the kind of service which the department renders to the customer which determines the sort of clientele it will attract. Cheap service brings only cheap trade. Specialized service attracts particular customers who appreciate extra effort made on their behalf. They are willing to pay for this additional courtesy and superior knowledge on the part of the staff, who in many cases are specialists in the subject. To my own staff I usually recommend the following rules with regard to selling. First, never ask the customer how much she wants to pay. She would invariably tell the saleslady less than the actual amount she had in mind, yet she would feel uncomfortable at having to disclose the fact that she is unprepared to purchase an expensive model. Rather show a good style first and judge from the customer's remarks whether to show her more expensive or less costly millinery. Second, do not show too many models at once. If the saleslady is at all expert she will know instinctively the type of hat the customer requires, whether lines or soft effects, and by dint of tactful questioning she can elicit information regarding the suitable colors to accompany costumes. A mistake commonly made by customers is to try on a dress hat when wearing an old blouse or frock which is totally different in style to the gown which will be worn with the hat in question. It is in most cases well nigh impossible to achieve the right effect with a hat when it is tried on with the wrong sort of dress. Few hats are suitable to wear with several costumes. Third, be pleasant to the customer and secure her confidence and good-will at all costs, but do not determine to sell her a hat if you die in the attempt. She may take a hat but it will probably be the last one she will ever select in the store."

### Early Spring Season

Mr. Kirtley inclines to the belief that the Spring millinery season should be started as early as possible. As early as the last of January this year his own department blossomed forth with vividly colored spring models, due to the fact that winter stocks were disposed of earlier than usual. It should not be necessary to wait for the calendar to show new millinery, far better to keep an eye on the weather and begin to attract customers by interesting advertising and pretty window displays.

The millinery department in the Frieman store is located upon the first floor up and occupies more than 5,000 square feet or practically half the entire floor space. It is placed well to the front where the lighting is excellent, while overhead quantities of incandescent lights swing from chains, shaded in indirect globes. Small compartments are railed off here and there to display the more exclusive models which are shown upon gilded strands in a French pattern,

(Continued on page 63)

# The Fisk Spring showings of millinery are now in progress

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# *Our Spring Opening*

continuing throughout February, features a line of Model Hats that are the crowning effort of our designers.

There is just that note of individuality and finish to these creations that attracts you and satisfies your customer.

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Through the general use of the automobile, the farmer has become to-day practically a suburbanite. Canadian farmers of the class who have been subscribing to FARMERS' MAGAZINE are in a position to buy automobiles, pianos, phonographs, and all other articles or conveniences that make for comfort and a higher standard of living.

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FARMERS' MAGAZINE and MACLEAN'S MAGAZINE have been the outstanding mediums in Canada, serving separately the rural and urban fields. The decision to discontinue FARMERS' MAGAZINE and to fill the subscriptions with MACLEAN'S, is the result of the maturity of a conviction that the subscribers to our farm magazine are ready now to demand and appreciate a general national magazine like MACLEAN'S in order to have the information and entertainment which they desire — a magazine that will furnish them with good fiction, political articles and Canadian national news of a character not found in the farm papers or newspapers. No change is being made in the physical make-up of MACLEAN'S MAGAZINE, or in the character of its editorial contents.

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*First and Fifteenth of Every Month*

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# Refinement of Style and Finish Feature Models of Montreal Knit Goods Manufacturers

## Do Not Believe That Canadian Trade Wants the Embellishments Shown by American Houses in Bathing Suits—The New Square Neck Line a Good Feature—The Roll Top Hosiery—Some of The Children's Models

MONTREAL manufacturers are not in favour of embroidering women's bathing suits of knitted fabrics, which is now being talked of in the United States. On the contrary, although one of the biggest seasons in the history of the knit goods trade is anticipated, little effort will be directed towards such embellishment, the reason given being that embroidery is unsuitable upon knitted cotton or woolen materials unless the bathing suit is destined merely for beach wear, in which case, it will be made in all probability of satin or crepe fabrics. As there are no ultra-fashionable beach resorts in Canada similar to Palm Beach or the California resorts in the States, Canadian makers will continue to confine their efforts to staple lines.

Many refinements of style and finish are, however, to be found in the different ranges of bathing suits for women and children as typified by the showing of Spring models in Montreal show rooms. For example, the one-piece model suit is now featured exclusively, in colors which will not attract attention to the fair bather but that will be serviceable and becoming. There is extra roominess in the legs of the new suits, reinforcements at the crotch give greater strength for swimming and armholes are finished with a new "crescent" sleeve or shield which stretches in any direction by reason of being cut upon a bias strip and set on in a curve left open at the upper end.

### New Neck Fastening

Another good feature is the new square neck-line, the lower front corners of which are slashed and fastened down with snap fasteners. The slashes give plenty of extra room in slipping the suit over the head and prevent the stretching or tearing of the opening as is the case with ordinary suits. Besides the square or Dutch neck is a becoming outline and is rather unusual in bathing suits. A scarlet knitted suit was piped in black braid, little V-shaped insets of the black being introduced at the sides of the short skirt. Navy blue was effectively used in the same way with the red, while black and white formed still another smart contrast. With these suits should be featured the new roll-top hose, which, while primarily intended for wear by youngsters up to 14 years of age, are made up to size 9½ and are thus extremely smart as a bathing accessory for grown-ups.



*Fashion's latest demand is for fringe on sweaters. This one is adapted for sports wear as it is light in weight and comes just to the hips. The hose in this illustration should be very much appreciated by women who like to wear golf stockings and to have their knees covered at the same time. These fold back showing the stripe in the regular way and come several inches above the knee. Sweater and hose are in olive green and white.*—SHOWN BY LAVOIE KNITTERS, PETERBORO, ONTARIO.

The "Rollette" is the latest thing in rolled top hosiery, this being merely a three quarter length hose with a cuffed top, permanently turned down. These are shown in all the leading staple colors and bright shades. In wool hose they are particularly good for early spring wear.

**Juvenile Styles Plentiful**

Knitted goods for children are quite plentiful this season insofar as novelties are concerned. One of the most charming novelties noticed for some time was a new style of knitted jumper dress for kiddies of three upwards. For either boys or girls there is shown the Oliver Twist or regulation overall effect in either bloomers or straight skirts to be worn with a little white sweater shirt finished with pearl buttons. The jumper effect is cleverly copied from the garments of older people and is both smart and effective for little boys and girls. Bright blues and browns, etc., are the colors favoured in conjunction with white for the upper part.

In children's lines one notices that the apparel of grown-ups is reproduced in miniature for the younger generation, and the same attention to details in making fabric, design and trimming is given to these little garmants as to those of their elders. Dear little slip-over frocks of sensible coloring, just right for playtime or school days are shown by one Montreal firm, the trimming of which consists of delicate pin-stripes of contrasting wool. A cord girdle generally finishes the waist and the neck is round, but not too low, while the sleeves may be either long or short as desired.

A middy dress for a little girl of four was developed in jade green wool finished with a sailor collar and laced up at the front. Shell pink was also a favoured style designed after the middy pattern. Older children can wear tams to match their frocks and later it is expected that capes will be offered as is the case with the grown ups.

**Children's Suits**

Bathing suits for children show more diversity of treatment than usual, this spring. It is now recognized that the knitted suit is better for them than is the fancy affair made of silk or mohair, and to this end the Montreal makers are showing a pretty style for young girls of ten or so, made of tangerine knitted fabric or sky blue, trimmed with bands around the neck, sleeves and knees of black, while a braided wool girdle encircles the waist.

For the larger children the bright colors are used more for trimmings, the body of the suits being of navy blue or black. A smart leaf-green suit of knitted cotton showed white inserts of the same fabric on the skirt and round the sleeve caps. This combination is said to be very strong for next summer.

In men's styles the all wool suit in black trimmed with a very narrow banding of purple and gold is considered good.

As regards the possible vogue for artificial silk sweaters or other garments next summer, opinions are varied. One firm stated to Dry Goods Review that they were now working on orders for these silk sweators similar to those worn last season but which can be retailed at less than $15. which it is thought will appeal to the popular priced trade. These will show a pretty open-work pattern and a fringe edge, though not as extreme as was featured last season.



*"1922 IS HOMESPUN YEAR."*

*Novelty homespun is one of the most popular fabrics for skirtings. The skirt shown here is checked in black and white. The fringe is also a big feature for sports wear.*—SHOWN BY HAWTHORNE MILLS, LIMITED, CARLETON PLACE, ONTARIO.

# A Year of Knit Goods Novelties?

## Manufacturer States That Former Policy of Showing Samples Twice a Year Will be Discontinued and he Will Show Every Month—Knitted Dress in Feather Weight Mohair Yarn to be Leader—Prices Will Compete With Ready-to-Wear—Some of The Novelties Described

"WE ARE THROUGH with staple knit goods," remarked a prominent knit goods man to Dry Goods Review this month. "We believe the coming season is going to be the biggest sports summer yet, and the public will want novelties of every kind in order to be correct. Where the greater part of our output used to be on sweaters and plain staple lines of bathing suits, etc, now we feature nothing but new ideas every month. We have discontinued our past policy of showing samples twice a year, and we shall now bring out something new each month, working ahead of time and only showing samples when the entire output is practically ready. Then we can be in a position to ship goods at a minute's notice in larger quantities than would be possible under the former method."

This man emphasized the fact that the retail trade, especially the larger stores in the more important Canadian cities, are anticipating a big season in fancy knit outerwear, and are bending every nerve to clearing out present stocks of staples and last season's goods in order to be in a position to feature a good assortment of novelties as the Spring season opens. It should not be assumed, however, that the Canadian trade will accept the more bizarre novelties and designs which are now being offered in New York. Far from it. On the contrary, the smart Canadian woman will continue to demand quieter effects always in good taste, both in color combinations, designs and style.

Then again, another remarkable change is recorded in the matter of price, both retail and wholesale. The makers of smart knitted outerwear recognize the fact that the knitted dress, costume, or coat has to compete to a certain extent with the ready-to-wear garment put forth by the cloak and suit and the dress trades. Therefore it has been their aim to perfect their knitted wear in such a manner as to make it more attractive in appearance and less expensive than the ordinary garment, and this ambition has been fully realized at the present time. When it is remembered that a smart knitted outfit including frock, cape or scarf and hat can be purchased by the consumer for less than $35 it can readily be understood that the ready-to-wear department stands in keen competition with the knit goods section as has really never been the case previously.

### Knitted Frocks

In discussing new goods with various leading Quebec manufacturers, Dry Goods Review is informed that the knitted dress in feather weight mohair yarns is to be a leader. This type of frock is offered in a wide diversity of charming effects and colors, including all white, all black, navy blue, fawn, brown, etc., in nearly every case, the elaboration being an overcheck in one or more color contrasts. An all-white frock of chiffon-weight mohair was shown developed in a plain ribbed finish with pin stripes of black wool set on about four inches apart vertically, while contrasting cross stripes were applied in three rows from the knee downwards. The neckline is cut on the bateau or Jenny effect with a high standing extension in contrast. Occasionally the neckline is cut in deep V shape, which undoubtedly is more becoming to wear, if not as new. The waist line is not fitted to any extent but is retained by a loose string girdle of knitted mohair, fastened in front with a pearl slide. The sleeves are elbow length in general, an occasional long sleeve being found.

The frocks of heavier yarn are also exceedingly attractive in navy blue with the same over-check stripings of pillar box red and fawn superimposed. The same effect is carried out in separate skirts with short box coats exactly like the prevailing style in "chicken's" garments for spring. The necks are finished with the small turn-down collar and a jaunty little bow of scarlet wool.

An all-black frock of medium weight yarn was relieved by deep inset portions upon sleeves of white mohair, while the bateau collar was also of the same. This chiffon weight mohair is successfully used to develop dainty little pullover blouses with all kinds of novel collar effects, ranging from a simple little scarf, knotted carefully about the V shaped outline, and finished with a pearl slide, to the smart Peter Pan or Puritan collar, which together with the turn-up cuffs, is piped with black braid or edged with black wool. These blouses are finished either as plain pullovers, fitting the figure somewhat, or as Balkan middies, the lower edge being finished by a broad band or turned up after the same effect. Such a blouse as this is delightfully appropriate for wear with the sleeveless type of jumper dress which is predicted a successful Spring season. A scarlet jumper design of knitted jersey was designed with an oblong front opening and deeply cut armholes through which the white wool blouse showed to the best effect. These jumpers will continue to be worn with capes and tam o'shanters to match, or else with a wide scarf when the snow goes and Spring is really here.

Far from being defunct from a style standpoint, the cape is to be revived in all sorts of novel ways for next summer, although no samples are ready as yet. By March it is expected that the cape will be shown to the trade in its smartest forms and no knitted dress will be really complete without its accompanying cape wrap. These capes will be en-



*A clever bathing suit suitable for both the beach-comber and the genuine swimmer. The trunks and upper part are in one piece and the skirt fastens on the three buttons shown in the illustration, giving a neat short-waisted appearance. The skirt is black and the rest, rose embroidered in black. The pocket is for the key to the bath-house. This suit answers the call for something which will not give way at the waist, as some do when the parts are sewn together.*—SHOWN BY THE MONARCH KNITTING CO., DUNNVILLE, ONTARIO.

tirely different from those which received such an apathetic welcome from the trade last season. Developed out of feather-weight yarns, such as the mohair, and lacy in the extreme, they will offer the last word of lightness and smartness. They will constitute the universal costume for country and informal city wear next summer and are assured of instant approval already.

### Tuxedo to Have Competitor

Insofar as the regulation sweater is concerned, the more exclusive designers of knit goods declare that the tuxedo is on the wane, that is to say, that buyers are on the lookout for novelty goods and are no longer interested in the ultra conservative line sweater. To begin with, the Canadian silhouette has now fully fallen in with that which has prevailed in the United States for the past year, and where formerly the Canadian women looked askance upon the pullover style as being too extreme for her type or too unbecoming in line, now fully three-quarters of the demand is for the "over-the-head" garment. It is true that many new varieties have been evolved which camouflage the slip-over into a very becoming garment even to the stout figure, and with the tendency to feature narrow pinstripes in vertical effect in contrasting color upon all the newer models, every figure does appear more slender than it is in reality. The only model shown which in any manner resembled the tuxedo style was short in length, loose in fit, and had a vestee of the same yarn set at the opening. A jaunty turn-down collar however, was used at the neck and there was no turnback effect whatever to face the front. Crocheted buttons or a string tie at the neck were the sole elaborations.

Where the tuxedo reigned supreme the cape will now be in demand, it is thought, and the pullover will be the ideal garment for golfing, tennis or all other sports of an active nature which require snugly fitting garments permitting much freedom of action.

### Sleeveless Sports Coats

Many more novelties are shown by other Montreal manufacturers, which include a smart sleeveless style of pillarbox red yarn striped with white artificial silk in wide barred effect. A plain sash of the red yarn finished the waist. When worn over white the effect is extremely smart. Another very effective little sweater was of cardinal wool cut very short but with the lower edge Van Dyked into deep points all round. The short sleeves and tuxedo front were of pearl gray brushed wool in a furry finish.

### Other Novelties

Silk and wool mixed combined to form a very striking model in American Beauty shade knitted in a loose fancy stitch. The collar was of white and the edges all round were buttonholed as though by hand. Another very unusual novelty was in a "Peggy O'Neill" coatee of black and white wool, knitted in a curious twisted effect combining the two colors in a mottled finish. This model was hip length and finished with a tuxedo front and short sleeves. A Balkan middy sweater in pullover style of fawn wool had its collar developed out of white brushed wool which closely resembles the new Krepe-Knit fabric, most unusual and smart. This was a child's model.



*Complete suit of jersey cloth made for children up to seven years. It is light in weight and washable. Made in navy, brown, green and heather mixtures.*—SHOWN BY THE ALBION KNITTING CO., PETERBORO, ONTARIO.

# Is Tuxedo to Have Rival in Pullover

## Question Raised by Action of American Makers in Promoting Pullover—Knitted Goods Have Had Unusual Advertising by Consumer Press—Some of The New Bathing Models—Silk and Wool Combinations in Outer Garments

THERE is reason to believe that the Tuxedo will have as a rival the pullover or slip-on sweater this Spring and Summer. American makers of knitted goods are stressing the pullover again. One prominent Canadian manufacturer believes that the heavy stocks of these garments which some mills have held over from last year and even from the year before, is responsible for the stress which is being placed on this style now. The trade would not buy anything but Tuxedos last Spring at any price and many manufacturers had not prepared for such a heavy season in these and were consequently left with thousands of pullovers.

The best sweater in the pullover style for this Summer will be one with the very deep V neck. This is more becoming than the old style and more easily worn with a lace yoke. There will not be as many sweaters of one color as in other seasons, designers declare. Women want combinations of colors this year, not only in sweaters but in sports suits, bathing suits, hose and wraps.

### Unusual Publicity for Knitted Goods

Two manufactuers of worsted yarns, one in Peterborough and one in Toronto, say that the great publicity which consumer papers, not interested except in a general way, have been giving to knitted goods, has already been felt. The Ladies' Home Journal, the Pictorial Review and one or two Canadian papers have stressed them considerably this year. Sentiment is better than it ever was. The consumer and the trade are looking for their Spring and Summer supplies in knitted wear, just as they are for ready-to-wear and millinery. A year ago, travellers said that retailers were very much afraid that the vogue was only transient and that last year was not the time to take a chance. They do not discuss the possible dangers this Spring. Most buyers are very particular as to quality and workmanship. They are on the lookout for something new and are not looking for the cheapest lines.

One manufacturer who has built up a splendid business in a little more than a year by his steady attempt to give service, says that the trade is ordering all the time but that their policy of buying from hand to mouth last year was found to have so many merits that many continued it without any monetary reason. He thinks that manufacturers should not be discouraged with small orders, for, in the long run, merchants are buying just as much or more than they did by the old system. He believes that manufacturers should prepare for a season of this by stocking enough ahead to ship immediately on receipt of orders. The trade have become so discouraged with the months of waiting which have inevitably followed orders during the last few years, that they are ready to notice a man who can ship immediately.

The demand for yarns tends toward the vivid hues this Spring. There is less call for black and white than there was last year though these may come back later on. At present the trade want hand-knitting in burnt orange, Harding blue and peacock blue.



*A sweater designed for warmth as well as appearance. The checks in black and white on the reverse and at bottom of sweater have been made on a special machine. Dome fasteners fasten the reveres down when worn in the tuxedo style and loops and buttons allow the sweater to be buttoned up at the throat for winter sports.*—SHOWN BY THE CORNELL KNITTING COMPANY, PETERBORO, ONT.

One manufacturer is doing a splendid business in brush wools. These he sells by the yard and in different widths. He has them as narrow as two inches and as wide as twenty-four inches. There has been a splendid demand for these for collars and cuffs in suits and sweaters. Not only garment manufacturers but the public are glad to find a knitted material which may be cut and sewn on, like ordinary piece goods.

### New Bathing Suits

All the knitting mills say that they do not intend to lose business this Summer as they did last year, by not having bathing suits. They say that those who had them feel no reason to be grateful to the trade for clearing them out but to the public who forced the sale of them.

Most of the bathing suits are made up in two color combinations, the contrast being shown not only with trimmings but by making the parts in different colors. For example, one suit has a black skirt and upper part with green trunks and sleeves. The strap is being used in bathing suits for this year also although it does not seem as serviceable a garment as the one with the surplice shoulder.

### Trade Not Buying Locally

One manufacturer who is doing a splendid business in ladies' and children's wear, says that he can sell everywhere in Canada but in the towns within a radius of twenty-five miles where his mill is. Not long ago he picked up a sweater in a retail store in his vicinity. He asked where it was bought and was told in Monteral. It was one of a lot which he had sent to a wholesale house in Montreal. The retailer had told him some weeks previously that he liked the garments he was obtaining from Toronto and Montreal better than the ones this manufacturer had to offer. He says that the merchants who fail to buy at home, are losing excellent opportunities of helping themselves by giving work to their customers. They should try and forget the old buying policy that the best goods are obtained farthest from home. Moreover the additional expenses caused by handling and shipping should be taken into account.

### Silk and Wool Good

There is a call for silk and wool combinations in outer apparel. At the moment it is very good in almost every line. The effect of silk on wool answers the appeal for combinations of colors and there is very little expense

(Continued on page 63)

# Believe Wool Hose Strong for Fall

## Manufacturers Have Faith That Sports Styles Will Be Popular For Next Season—Salespeople Should Study Manufacture So They Can Sell Better—Soft Tones Are Favored For Fall Wear—New Hose For The Lumberman

"Nowadays, knitted wool hose plays such a prominent part in the sale of knitted goods, that salespeople should be conversant with the salient points in regard to their care," declares a man who is making a splendid line of all-wool hose. "Ten or fifteen years ago," he says, "when wool was worn much more extensively in underwear and in stockings than it is now, women understood how to prevent shrinking. Their mothers taught them. To-day they know a great deal about silks but very little about wools. Clerks who understand something about them, can do much to help both the retailer and the manufacturer in promoting their use."

Wool fibre consists of a hollow cylinder, which is filled with oil. When one considers that there are 500 coruscations to the square inch of material, some idea may be obtained of the number of these hollow fibres in an ordinary wool stocking. These cylinders are filled with animal oil, which gives warmth and elasticity to the wool. When the oil dries out, the cylinders collapse and this collapse causes the shrinkage of the article.

There are two principal causes of the drying up of this oil. One is hot water. Water hotter than the hands can stand, is too hot for wool. The other is alkali. Cheap, alkaline soaps, break down the molecules in the oil and cause the collapse of the fibre.

### Hosiery for Fall

Nearly all the manufacturers of knitted goods in Canada, are laying special emphasis on wool hose for next fall and winter. They have faith in the duration of sports lines and of hose in particular. It is not probable that heavy buying will begin this month however, as buyers seem in doubt as to the stability of prices. There is a great deal of shopping being done and low-priced goods are getting a certain amount of prominence in most centres.

There is a general feeling of confidence in wool and silk mixtures and in cotton and silk mixtures. With raw silk at a price which is still considered high, there is every reason to believe that the public will be satisfied with mixtures. The lightweight mixture hose will be very much better than the heavy lines. The bulkiness of the latter is very much against them and of course they are much higher in price.

For women's sport hose, manufacturers are favoring the soft tones, especially the dull blues, grays, light-fawn, sand and tan. Some are embroidered in such a way that while they enhance the value of the whole costume they do not clash. Saleswomen who are interested, have splendid opportunities these days of instructing customers in the importance of hosiery in the general color schemes. Many women seen on the golf links and on the ice these days ruin their outfits with the hosiery they wear. A traveler who has made a study of costuming the sportwoman declares that she should wear hose that contain both the color of the suit worn and of the shoes as well. If her shoes are tan, her hose should have brown or tan stripes, and if they are black, she should select stockings which have at least a black clock.

One Canadian mill, at any rate, is trying to give Canadians the same hose as may be obtained in the old country. These are made of long-fibred English wools. They are fashioned and fit the ankle like silk hose, although they are of heavy weight. The top of the hose has 85 stitches; these drop to 58 at the narrowest point.

### Footlets for Lumbermen

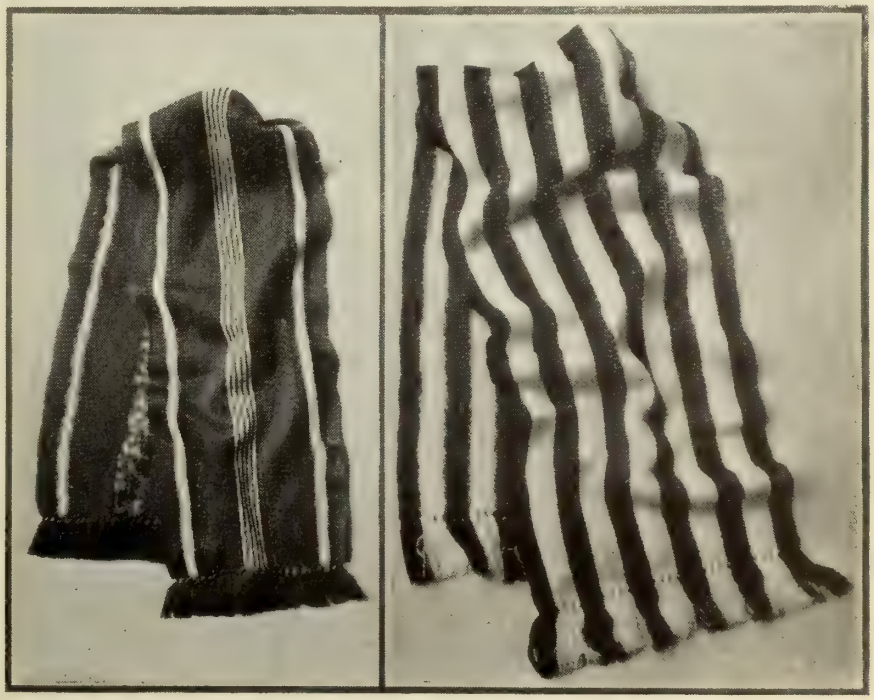
The salesman for an Ontario mill is carrying a footlet to be worn with socks by lumbermen who need additional warmth. The trade have not yet seen them but the large lumber companies have placed splendid orders for them. This footlet idea is one which originated with a desire to prevent bulk around the ankle, which is always the case when several pair are worn. These come just to the boot-top. They are only about two-thirds the price of the whole sock.

### Underwear Lines Not So Active

Retailers and wholesalers agree that there is no time like the present to make a study of underwear needs. The revival of business should bring with it the application of all the lessons which manufacturers have learned about the making of undergarments. The public want first of all comfort, which means fit, then price, and finally decoration. Manufacturers who are working along these lines cannot go far astray because they are offering merchants saleable garments.

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The Phoenix Novelty Co., has moved to larger quarters at the corner of Duncan & Adelaide St., Toronto. The new factory is bright and airy and well adapted for the fine neckwear made by this company.



*Two lovely scarfs for sports wear. They are of silk on one side and brushed wool on the other. The scarf on the left has a bright red ground with stripes of black and white. The other is black and white. The lustre of the silk is very effective.*—SHOWN BY THE MONARCH KNITTING COMPANY, DUNNVILLE, ONTARIO.

# Featuring Fancy Hosiery for Easter

## Will Be Important Accessory For Spring Wear—New Colors And Fancy Embroideries Shown By Montreal Importers—The "Nothing At All" Shade—Embroidered Anklets Is One Of The Newest Things On The Market.

"WE BELIEVE that Easter 1922 is going to see the biggest fancy hosiery seasons ever experienced in the trade," said a Montreal hosiery and fancy goods importer to Dry Goods Review this month. "Everything points to a tremendous demand for fancy goods of this description, including heathers, colored hose in silks and mixtures, clocked effects and openwork novelties. The demand just now is for either heavy wool or ribbed silk sports hose or the finest of sheer thread silks elaborated in unusual ways. There is no other line of accessories to feminine dress, with the possible exception of gloves, which is so completely confined to fancy numbers to the exclusion of the regular staple lines."

This authority believes that we shall continue to see heather mixtures worn until next fall at least, and that once the vogue for woolen stockings wanes with the advent of spring days, the heavy ribbed silk varieties will replace them for sports wear and for accompanying the homespun suits decreed by the mode. These wide ribbed stockings are particularly attractive in neutral shades and come in ribs varying from 4 to 1, and 6 and 2, to 11 and 3. Silk and wool in shot effect can be counted upon to remain in favor for some months at least.

### Beaded Hose For Formal Wear

In hosiery for formal wear, sheer weights in thread silk seem to be in greatest demand, especially in the new pointed heel effect which lends the ankle such a slender appearance. This particular type of stocking is now being offered to the trade in a seamed back or fashioned effect leg and can be obtained in fancy dropped stitch in addition. The leading colors in silk hosiery for spring will include seal and cordovan browns and beige, but a strong bid for favor is being made by all white hosiery and since innumerable smart novelties are shown in both Italian and thread silk, featuring lacy effects and clocking, quite different from ordinary elaboration. Beads, of the tiny crystal variety, are being lavishly employed on dressy hosiery for evening wear with quite charming results. One smart chestnut brown pair seen in a Montreal showroom this month had a three inch motif in floral design done entirely in beads just over the instep. The manufacturers claim that the beads will in no way interfere with the washing properties of the hose, and the richness of the beading upon the silk is unusually smart, especially when worn with beaded slippers. These new stockings may be obtained in the fashionable shades as well as in white and black.

### Embroidery Reproduces Gems

Embroidered anklets are the latest word from some Canadian silk hosiery makers, one of whom is planning to put out an exclusive range this month, which will be more unusual than any style yet created. The effect, it is said, will be that of a jewelled bracelet, developed in vivid silks, to reproduce the effect of a bit of barbaric or antique jewellery worn around one ankle. Practically every wanted color combination will be obtainable when this line is placed on the market, and the workmanship will be of superlative quality, being entirely hand done by experienced embroiderers.

### "Nothing at All"—New Evening Shade

A few striking imported hose are on view in a leading Montreal showroom for immediate selling and include such startling effects as the "nothing at all" or nude shades, which are unrecognizable from flesh itself. Then there are some striking novelties in lace clocks which are sufficiently open work in effect to appear in good contrast to the darker shade of stocking. Open work clocks are said to promise well for Easter selling as well as the solid embroidered type in either single or triple stripe effect.

### For the Sportswoman

Heavy angora hose in a smart camel's hair shade, clocked in brilliant blue or brown are considered very smart at present for winter sports and are frequently sold with gauntlets to match or with a voluminous scarf of the same shade. Men are enquiring for vests in camel's hair effect as well, it is said.

Several leading importers of hosiery in Montreal state that no more full-fashioned hosiery can be obtained till June next from the manufacturers, despite rumors that there will be a plentiful supply. Canadian mills are booked with orders till August next and in certain lines of hosiery, notably children's fancy socks and three-quarter length hosiery, it is impossible to get merchandise of any description. There is an enormous demand for striped socks for children, especially with brightly colored fibre silk bands inset in the cuffs, and no further deliveries can be got on this line for many months to come. It is anticipated that the demand for three-quarter and "roll-top" hosiery will be greater than ever, despite the decrees of the censors, and the trade is advised to look for its stocks as early as possible lest a shortage take them unawares.

### LARGER HATS FOR SPRING

(Continued from page 48)

this subject. These people say that there will be very little trimming used except lace or one large flower. This large hat trims itself by its effective droop.

Appliqued flowers will be favored on the allover straw hats. Flat, pale pink ones and the deeper tones of rose pink flowers are best. There will, however, not be a great many of the allover straw shown for the first few months. Solid straws have no place in public favor either in New York or here.

With each day the turban shape becomes more prominent. Three and four-cornered toques are best of all. Before the Summer is over only the very large and the very small shapes will be prominent. The in-between sizes of this winter will scarcely be seen.

The soft pull-on type of hat is largely favored for the younger set. Even the sailors lack the stiffness usually associated with them. Some sailors have a soft scarf draped on the side. Tile blue is the favored shade in these youthful hats but lemon is in demand also.

In all the houses there is a distinct absence of the black and white combination. Many of them still keep to brown, there is some henna, and as mentioned before, black is good but never black and white.

A short-brimmed mushroom sailor has a folded crown of tile blue Milan and is faced with blue and white novelty ribbon.

Tricorne, with crown and brim top of black cire serge ribbon and facing of taffeta flowers in tile blue.

A very smart chapeau of beige and brown hemp combined with haircloth, the draped crown having a circle of large daisies.

One hat of black tagel has its brim rolling very softly upwards in front and is faced with black grosgrain ribbon. The ribbon is looped at the back and there are long quills at either side of the hat.

An allover lace hat of large proportions with jet pin and ornaments.

Semi-sports model is a satin pull-on of nigger-brown with the brim faced with terra-cotta georgette. Both the satin and the georgette are quilted in diamond shape.

A mushroom hat of satin finely tucked on the bias, has a novelty brim edged with a stiff row and covered with a corded ribbon of cinnamon brown. The hat itself is mole color.

One draped turban in the new Sahara shade has a bird for trimming along with hair-braid.

# Sales Staff in Underwear Dept.

## Important Factor in Larger Sales—Can Use Dozen Suits of Underwear a Year—Three Distinct Seasons—Merits of Knitted Underwear

"WHY is it that all the sales girls with personality and selling ability are put in the departments that do not require stimulus?" asked a customer in a Montreal store the other day. "I can tell for myself whether or not a frock or a hat is going to be suitable for my purposes, but I never seem to be able to get accurate information about underwear for myself or my husband, for some reason or other."

This opinion, overheard in the elevator of a department store, suggested an idea which when put to practical test proved that the lady was nearly right. In one case, a sales girl at the underwear counter seemed to have plenty of information at her command regarding what was in stock and the various qualities of the merchandise but she never seemed to grasp the fact that she could have sold more garments than the customer intended buying or a better grade than she asked for.

### Three Seasons for Underwear

Underwear nowadays is possessed of almost as many advantages to use as talking points as is ready to wear, and certainly the style element is no longer absent. With three different seasons to look after, and their varying weights and styles peculiar to each, and the fad for colors and different textiles, not to mention the hundred and one styles of neck and sleeves which are now on the market, it would seem as though only sales girls possessed of much more than average ability were needed to merchandise goods of so varied a type.

Another case investigated proved that the sales girl in question was over-anxious to sell only high-priced garments and continually embarrassed the customer by remarking, "Of course we have cheaper lines than these, but you would not want to see those, would you?" Still another sales clerk proved to be so bored with her work that she could not summon up enough energy to look for the different lines enquired for by the customer.

Of course, it is recognized that all sales girls cannot be possessed of the kind of wide-awake personality which stands for success in business life, but at least it is the store's duty to see that the departments which are deficient in color and attractiveness shall at least be provided with a selling force of more than usual ability. For knit underwear is one of the few lines in a store which has little or no personality of its own and depends upon that which is given it by the sales clerk.

Formerly the average store had the idea that no more suits of underwear could be sold than could be worn out by a customer in a year. Now that is all changed. The average woman can find a use for a dozen different kinds of underwear each season, depending upon the purpose she wishes to wear it for. But first of all, there must be the right kind of sales staff, each member of which knows the secret of investing her merchandise with the magic of personality, maybe by the inflection of her voice or the manner in which she holds up a vest for examination, and most of all in the knowledge she imparts to her customer regarding the character of the goods.

### Which is Better?

What are some of the properties of cotton and wool underwear which should be thoroughly understood by the selling force? For example, which are best, the knit or woven varieties of underwear?

According to a manufacturer who has given the question considerable thought, there is no definite advantage in one type over another. Woven underwear is made of yarn tightly twisted in spinning and it is a fact that moisture will evaporate from it more slowly than from the knitted yarn. The looseness of knitter parn means that this type of underwear will absorb more moisture than woven fabric underwear in the long run, and it will also permit its moisture to pass off more quickly into the air. Knitted light weight underwear is the ideal raiment for a hot day, for not only does it take a good deal more perspiration to make it cling but even when thoroughly wet, it has a certain amount of elasticity which prevents the clammy, sticky feeling of the woven fabric. This point of comparison is employed because the chief competition between knitted and woven underwear comes in hot weather.

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### TUXEDO TO HAVE RIVAL

(Continued from page 60)

in running the two together in the dyeing, as the silk will not take the same color as wool.

Manufacturers are taking peculiar care this year in the matter of cut. Most of the best grades are knitted into shape instead of stitched and all the edges are selvaged to prevent stretching. Some very attractive models are going out to the trade during the next few weeks. Three piece outfits, which have found favor for skating and sports this Winter will be stressed more than ever for Fall buying. Peter Pan collars are shown on both tuxedos and slip-ons. Roman borders are favored but they will be shown mostly in the high-priced goods. One designer believes that by next Fall, both the slip-on and the tuxedo will give way to the suit-coat and sweater of the Russian blouse style, buttoning up at the neck and opening at the side.



*Here is a choker which should take with the little ones. It is modelled like the grown-up's fur choker. Comes in all the heather shades and is made of brushed wool. It is very neat in appearance and inexpensive.*—SHOWN BY THE MONARCH KNITTING CO., DUNNVILLE, ONT.

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### MILLINERY DEPT. CAN CATER

(Continued from page 51)

and plenty of mirrors are provided both on the walls and upon the display tables, as well as innumerable easy chairs of wicker, cushioned in gay cretonnes. Over head, canary birds sing continually in quaint wicker cages, and create an illusion of summertime amid this garden of flowery millinery. According to Mr. Kirtley, it is essential that the department be accessible from all sides, otherwise women are not so likely to pass through or to be impelled to purchase. Fully three out of every five sales of millinery are what are called "impulse" sales, bought because the hat attracted the buyer's fancy, not because it was really necessary.

### The Salesladies

The salesladies in the millinery department should be of varied types, young and mature, blonde and dark, slim and plump. The reasons for this dictum according to Mr. Kirtley, are rational. Customers like to be waited on by girls who approximate them in appearance, and they can be more readily persuaded to buy when they see how a hat looks upon someone else of their own type.

Never under any circumstances should a "spiff" or "P. M." be placed upon millinery to push it out quickly. Vanity goods must never be sold upon this basis. Far better put the hats on sale at a price which will move them than to resort to this means.

Above all other things get the people into the department. Do not attempt to sell millinery over the telephone or encourage customers to ask for goods in this manner.

# KNITTED FABRICS AND HOMESPUNS

## *Fashion's Decree for the Coming Spring*



178 75TH ANNIVERSARY NUMBER DRY GOODS ECONOMIST NOVEMBER 19, 1921

**Heralding the Coming of Spring**

*Signs that point the way to a successful 1922 season- carefully selected for good value and salability*

*At the right in the photograph is shown a top coat made by the H. Black Co. of Cleveland. A wide pleat marks the center of the back; the material is a soft plaid woolen of clear-colored patterning.*

*At the left in the photograph is a Miss Manhattan Suit of fine quality homespun. Notice the well designed pockets and the well-setting shoulders. An ideal suit for the misses' department.*

*Sketched below at left is a French blouse of fine white batiste, with vestee front, collar and cuffs of striped [illegible] gandy. An importation [illegible] land Frères. The [illegible] plaited, while [illegible] is made [illegible] Manu[illegible]*

LAST Spring and Fall were good seasons for Knitted Fabrics. But every indication points to the conclusion that the coming Spring will surpass all others in this branch of the trade — that Knitted Fabrics and Homespuns will come first and foremost in sports suits, cloaks and coats. The above page from the Dry Goods Economist is ample proof of this fact.

Hawthorn Fabrics have long since proved their worth. They have even invaded the style centres of New York, while in Canada they will be demanded more than ever this Spring. They will be made up in some delightfully novel styles for the Spring trade by Canada's leading manufacturers. And every garment will bear the Hawthorn label.

**Hawthorn Mills Limited**
**Carleton Place, Ont.**

HAWTHORN FABRIC
CANADA PRODUCT

GYK

# HAWTHORN FABRICS




# It is not too late to profit THIS SEASON from the sale of

# KENWOOD ALL WOOL BED BLANKETS

A window of these attractive bed blankets with the interesting display material pictured above will quickly demonstrate its efficiency in building sales and profits.

These Kenwood All Wool Bed Blankets are the attractively patterned, delightfully colored, Canadian made bed blankets which have won the attention of so many of our best stores the past year.

The display material is furnished free on request to dealers who purchase 24 pairs or more.

Order a case to-day, make the display, and test for yourself the profit possibilities of this quick turning line.

The solid colors with worsted edging can be profitably featured throughout the summer for camp and cottage use.

Please specify the finish desired — whether whipped all around with worsted or bound across ends with 3-inch satin ribbon.

**KENWOOD MILLS, LIMITED**
**Arnprior, Ontario**
**Canada**

**KENWOOD All Wool Bed Blanket SPECIFICATIONS**

**Sizes**—72 x 84 and 60 x 84.

**Weight** of larger size—Approximately 4 pounds each blanket, 8 pounds the pair.

**Stock**—Pure new wool only.

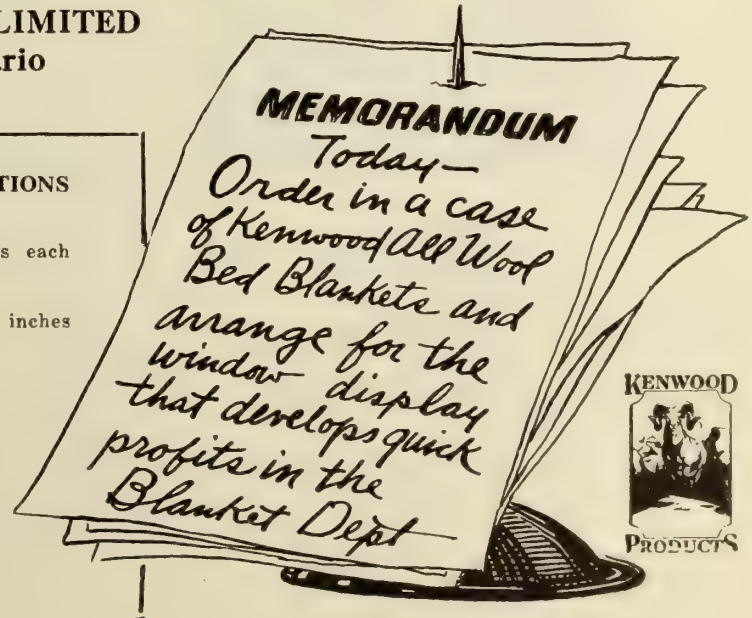
**Shrinkage**—Woven 100 inches wide, shrunk to 72 inches at the mill.

**Patterns**—Solids and Kenwood checks.

**Colors**—Unfading dyes.

| Solids of | Checks of |
|---|---|
| 43-M Delft Blue | 43-C Rose-white |
| 43-N Tan | 43-D Blue-white |
| 43-B Grey | 43-E Tan-white |
| 43-A White | |

**Bindings**—Either embroidered with worsted edging, or finished across ends with 3-inch satin ribbon.





ATLANTIC

UNSHRINKABLE

The UNDERWEAR *that Overwears*

ATLANTIC UNDERWEAR
LIMITED
MONCTON - - N.B.

E. H. Walsh & Company
Montreal & Toronto

Selling Agents for
Quebec, Ontario and Western Provinces



# A Burritt Creation

## Something New in a Knitted Suit

Fashioned from the choicest of yarn in the most popular of color combinations, this striking sports model is bound to create a demand.

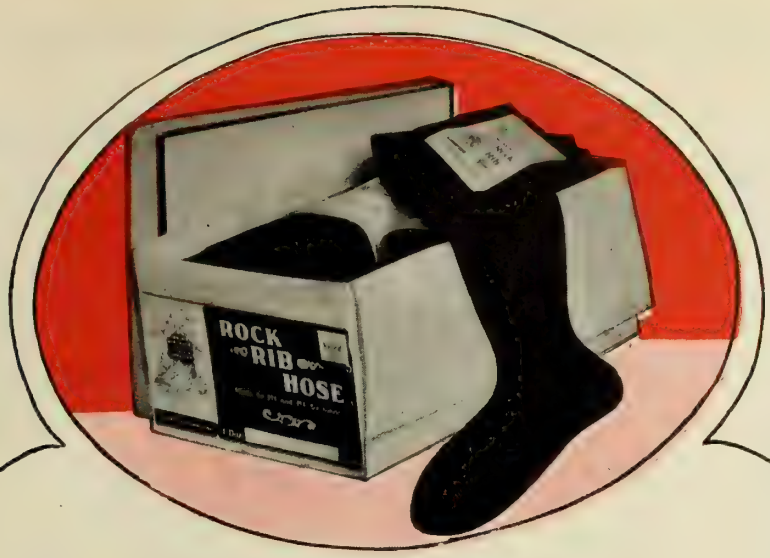
***Travellers now on the road with newest samples.***

## A. Burritt & Co.

**Mitchell, Ont.**

Established 1875

Manufacturers of Sweaters, Pure Camel Hair Men's Seamless Gloves, Pullovers, Toques, Boys' and Men's Ribbed Worsted Hosiery.




# *Sturdy Stockings— Rapid Sellers*

HERE'S a line of youngsters' stockings specially suitable for cold weather sales—Rock Rib and Hercules.

These strong, durable stockings are closely knit from extra long yarn, with a double-ply leg and three-ply heel and toe. They'll keep youngsters warm on the coldest day. And just as important—they'll save mother mending.

Sizes 5 to 10½. In boxes of one dozen pairs.

Your wholesaler can supply you with these fine stockings. Check over your stock and fill your incomplete sizes now.

**Buster Brown**
**Three Eighties**
**Little Darling**
**Little Daisy**
**Rock Rib**
**Hercules**

The Chipman-Holton Knitting Company, Limited
Hamilton, Ontario
**Mills at Hamilton and Welland, Ontario**

## ROCK RIB-HERCULES PRINCESS

***Hosiery for Boys and Girls***

SUNSHINE HOSIERY
REGISTERED.

*Princess stockings are excellent for the girls. Made from two-ply English Lisle yarn. These stockings are hard wearing, and have a most attractive appearance. Sizes 4 1-2 to 10.*



# They Sell the Mothers

Link-and-link purl stitched kiddie garments of finest Australian botany yarn are now made possible by special machinery which we have installed to meet the wide demand among mothers for this class of goods.

# PRISCILLA

## Knit Goods for Kiddies

in this style have the attractiveness and closely-knit strength of the best hand-made woollens, which are the ideal of all mothers. They sell the mothers and make them your steady customers.

**We know that you will be interested in the exceptionally attractive prices we are able to give you on this high class of goods.**

HENRY DAVIS & CO., LIMITED

259 Spadina Avenue - - - - Toronto

# *Supreme in Value, Quality and Demand*

The continual demand for *Peerless Underwear* is born of a Dominion-wide recognition of its value—its supreme Quality and long lasting merit.

*Peerless Underwear,* too, offers a good profit to the retailer.

*For Women—Children—Infants*

MOODIES' Peerless UNDERWEAR

**Peerless Underwear Company, Limited**

*Controlled by*

**J. R. Moodie & Sons, Limited**

**Hamilton, Ont.**

# HOSIERY THAT SELLS

## "Italian Silk"

for Ladies and Misses

## "Leader"

2/1 Ribbed Cotton Hose for Children

## "Jack and Jill"

1/1 Ribbed Cotton Hose for Children

## THOMSON KNITTING CO. Limited

Manufacturers

BOWMANVILLE - ONTARIO

SELLING AGENTS:

WM. R. BEGG & COMPANY
20 Wellington St. West
Toronto

A. E. MONTGOMERY
Hammond Block
Winnipeg, Man.

J. B. TROW & CO.
Old Birks Building
Montreal.

Your Patrons Are

# WELL DRESSED MEN

They Will Appreciate

# CIRCLE-BAR HOSIERY



They want hosiery that fits perfectly and is of superior quality—the unobtrusive hosiery that harmonizes with well-cut clothes. Circle Bar Hosiery provides for perfect fit and comfort with its tapering toe, extra heel depth and narrowed ankle. And using only the pure silk, the finest wool and long fibre cotton, quality is guaranteed.

All styles in silk, wool, mercerized, lisle and cotton.

CIRCLE BAR REGISTERED HOSIERY

## The Circle-Bar Knitting Co., Limited

**Head Office - Kincardine, Ont.**

MILLS AT KINCARDINE AND OWEN SOUND

## *Buy British Goods*

Deliveries can be given from stock or for import—

**HORROCKSES:** Cottons, Nainsooks, Sheetings, etc.
**NEWMAN, SMITH & NEWMAN, LTD.:** Draperies, Comforters, etc.
**JAFFE BROS., LTD.:** Fancy Irish Linens, and Handkerchiefs.
**MILLER & PORTEOUS, LTD.:** All wool Scotch blankets.
**WM. HOLT & SONS:** Towels and quilts.

*Ritchie*




***JOHN E. RITCHIE***
*Dry Goods Commission Agent*
*591 St. Catherine St. W., Montreal*

Branches:
64 Wellington St. W., Toronto
615 Pender St. W., Vancouver, B.C.
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## GOLF HOSE

**The newest shades for Men, Women, Boys and Children**

Send us your requirements. We will submit samples and prices.

## Lavoie Knitting Co.

**Peterborough - Ontario**



*You Can Endorse*
## Mitchell All-wool Plaids

to the limit and know that the material will live up to your every endorsement.

The Spring demand is brisk. Order in time to meet it. WE ARE READY WITH A COMPLETE LINE AT ATTRACTIVE PRICES.

## Mitchell Woollen Co., Limited

**Mitchell . . . Ontario**

Men's & Boys'
Jerseys
Sweaters
Underwear
Socks
Sport Caps
Heather Sox
Black and White
Worsteds
Tweeds
Homespun
Cashmere

PURE WOOL
TRADE MARK
REGISTERED

# Now is The Normal Placing Season

*for*

# O. V. BRAND

## Pure Wool Products

***Get Back to Normal !***

When the mills work, the workman buys

**O. V. BRAND PURE WOOL UNDERWEAR**

**"Weight and warmth for the outdoor man"**

Combinations that fit, and two-piece garments for Men and Boys

**O. V. BRAND PURE WOOL BLANKETS**

**Quality goods that rank with the world's best**

In whites and fancy. Special—Attractive line of pure wool bed covers and nursery blankets

**O. V. BRAND PURE WOOL WHEELING YARNS**

Dyed in the wool fast colors. Write for shade card

**Our guarantee backs every sale**
**Sold through the wholesale trade**

*Agents :*

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***That is***

# "CEETEE"

**THE PURE WOOL**
**UNDERCLOTHING**
**THAT WILL NOT SHRINK**




Our travellers are now on the road with new samples and prices—with a full line of CEETEE and Turnbull's Ladies', Children's and Infants' garments.

***Don't place your order until you have seen our lines.***

***Made only by Turnbull's of Galt, Canada***

The Gloves and Hosiery House of Canada



This is a
**Griffin**
**Chamo Suede**
REGISTERED
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*"Made-in-Canada by Canadian Workers"*

A beautiful material of soft texture and rich finish that washes perfectly. The Chamo Suede lends itself to some of the most pleasing effects possible in gloves.

*Travellers now on the road*

MADE IN CANADA — **Griffin Gloves Limited** — TORONTO ONTARIO

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**LONDON KNIT HOSE**

**QUALITY**

Is the keynote of the London knit range of women's, boys' and girls' hosiery. Whether it be the lower priced lines in cotton or the finer silk lisle or cashmere, the quality is always of that standard that builds confidence through satisfaction.

*Now Showing for Fall 1922*

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MADE IN CANADA — **London Hosiery Mills** Limited — LONDON ONTARIO

Sole Selling Agents
Richard L. Baker & Co
LIMITED
84 Wellington St West
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The Gloves and Hosiery House of Canada

Queen Quality

# The "Buyword"

## for

## Silk gloves, glove silk lingerie, glove silk hosiery

Originality of design adds 100 per cent. to the selling value of Queen Quality products. New numbers are showing now.

*See them now for Fall* 1922 *and Sorting*

**ST. CATHARINES SILK MILLS**
Limited

**St. Catharines, Ontario**



BRAND Venus

**PURE SILK HOSIERY**

# SERVICE

There is no matter connected with silk hosiery too small or too great for us to willingly look after. That single pair of hose in an odd shade to match a gown that means *your rputation* for service with the customer, the delivery of orders as specified and when specified, so that you can fulfil *your* promises, are but items in a service that backs up Venus quality at every turn.

**Venus Silk Hosiery Mills**
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# PERSUASION Unnecessary



Just one of our models in Men's Jerseys, with the warmth of the old-time sweater but none of its weight or bulkiness. Indispensable to the outdoor man; a source of comfort to the indoor man.

We have a wide range of them to show you.

Children's Knitted Worsted Suits. All the leading shades. Sizes 2 to 6 years. Extra special values. Write for samples and prices.

Bathing togs will soon be in demand, and we are preparing a unique line of bathing suits for men, women, boys and girls.

## Albion Knitting Co., Limited

Peterborough, Ont.



# JEM KNIT GOODS

***Made in Canada***

**For Infants and Children**

Warm, well-made, long-wearing and good to look at—so the mothers say, BUT SEE FOR YOURSELF.

**PROMPT DELIVERY**

CANADA'S BEST JEM KNIT GOODS J.M. ROBERTSON KNITTING CO.

## J. M. Robertson Knitting Co. Limited

35 BRITAIN STREET, TORONTO

Sales Rooms 66 Wellington St. West

# Dods-Knit Beaver Fleece

## *For Men, Women and Children*

*See this Trade Mark on every garment*

### *Selling Agents*

**Ontario and Western Canada:**

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Manchester Building,
33 Melinda Street,
Toronto, Ontario.

**Quebec and Maritime Provinces:**

William C. Forster,
128 Bleury St.
Montreal, Quebec

AS A RESULT of many suggestions from the trade, that we extend our Dods-Knit Beaver Fleece lines, we are pleased to announce that our selling agents are out in their territories, with a full line of Dods-Knit Beaver Fleece, which includes—vests, drawers, combinations and bloomers for ladies, and waists, bloomers, vests, drawers, combinations and sleepers for children.

The samples being shown also include the usual Beaver Fleece quality lines in two-piece and combinations for boys and men.

Our representatives are also showing very fine samples of Dods Scotch and Elastic Knit, guaranteed 100% pure wool, and Dods Merino.

You would do well to see them. Every garment will carry the new trade-mark—our guarantee that the quality is there as always.

(***Sold Wholesale Only***)

## *The Dods Knitting Co. Limited*

***Orangeville - Ontario***

# *Maple Leaf Hosiery*

TRADE MARK
MADE BY THE GODERICH KNITTING CO

Bring down the H. C. of L. by selling High Grade Hosiery at greatly reduced prices.

See our line in Heather, Lovat, solid colors, black and white, before placing your Spring or Fall order.

Our agent will call on you with samples. Wait for him.

**The Goderich Knitting Co.**
**LIMITED**
**Goderich, Ontario**





# CELTIC
## SILK HOSIERY

Our representatives are now on the road with our new line of CELTIC SILK HOSIERY, in attractive, embroidered novelties of undeniable originality, highest quality and careful finish.

You will find it worth your while to inspect this latest "CELTIC" showing.

*Selling Agents:*

HARVEY BROS. & SEMPLE Ltd.

224 Empire Bldg. TORONTO
313 Fort St. WINNIPEG
325 Howe St. VANCOUVER

**THE CELTIC KNITTING CO., LIMITED**

**14 Turgeon St. Montreal**



# Knitted Sweaters
## for the Stout Woman

Do you realize that one-third of the women are in the "stout" class? It's up to you to capture this large portion of the Sweater Trade.

The quality of Fainer Sweaters is dependable and the prices are advantageous to you.

Sizes 41-43-45.

**$48.00 dozen**

Made in Navy, Fawn, Cadet and Turquoise

# The Fainer Knitting Mills Limited

399 St. Lawrence Blvd. :: MONTREAL

# Range, Quality and Price

These are the three features which distinguish Mercury products in 1922—

And we are going to tell this to the public in all the leading daily newspapers and magazines from coast to coast.

Advertisements distinctively Mercury will begin to appear in the papers early in March and should be of very material help to your salesmanship in marketing Mercury Underwear and Hosiery.

We want our goods behind the counters of every good retail store in Canada because people are asking for Mercury products by name.

Write us for full particulars of all our lines.

Mercury

**Underwear and Hosiery**

**Mercury Mills Limited**
**Hamilton, Ontario**

***MAKERS OF HOSIERY AND UNDERWEAR FOR MEN, WOMEN AND CHILDREN***




Created by Canadian Handkerchiefs, Ltd.
Executed by British & Colonial Press.

MADE IN CANADA
For the Wholesale Trade only, by
THE CANADIAN HANDKERCHIEFS, LTD.
Montreal

**Selling Agents:**

**Western Canada**
E. H. Walsh & Co., Winnipeg and Vancouver
W. R. Beggs & Co., Toronto

**Eastern Canada**
Province of Quebec and Maritime Provinces,
W. F. Macoun, Montreal

# Smart Novelties for Easter Trade

## Montreal Houses Have New Things in Accessories, Gloves, Hosiery and Neckwear—Revival of Jabot Frill—Arrival of Waistcoats—Silk and Wool Hose Blended to Wear With Black and Tan Shoes to be Strong for Fall Trade—Loose Gloves

EASTER 1922 will witness a marked revival of smart novelty neckwear, according to a leading Montreal manufacturer whose designers are busily engaged at present in evolving charming conceits of colored handkerchief linen of sheer texture which will ultimately be placed upon the market in the form of vestees and collar and cuff sets along the line of the Bramley effect, now firmly established in popular regard.

Insofar as Canadian trade is concerned, simplicity will prevail in neckwear. Since fashion decrees that sports effects shall reign supreme, simple and tailored styles will naturally receive the most attention. The vogue for sports attire has of necessity had an important bearing upon the choice of materials utilized in the making of the newest neckwear, since for accompanying severe tweeds or strictly tailored homespuns, the fluffy and lace trimmed accessories of yester year would be entirely out of place.

### Jabot Frill Revived

One Montreal designer whose products are exceedingly smart and individual stated this month that she expected the jabot frill to be revived somewhat on account of the fact that many suits are so severe in line that some sort of softening effect is imperative. However, she expects that real linen sets in either natural or colorful effects will be the rage as soon as furs are left off and the new suits are donned. She is showing a smart flat vestee of real linen, pleated in flat unstitched folds vertically, finished at the neck by a shallow Bramley collar which fastens at the back only. A small bow of black ribbon edged with white is the sole decoration. The same vestee is also shown trimmed with tiny bullet buttons, self covered, placed in clusters upon the fronts of the collar and down the front. The favorite colors are shell pink, tan, natural, and delft blue while grass green and rose are also shown.

Linen Bramley sets inset with real filet lace are another popular fad. These are also shown in the same range of colors as those above. The filet lace takes the form of corner motifs.

The sleeveless frock still demands a sheer guimpe, and to satisfy the insistent call for something new and different this designer is creating a smart guimpe of fine ecru net featuring a tuxedo collar of real filet lace and inset motifs of embroidered net. The sleeves are rather different from those featured last fall and altogether this new variation should take the fancy of the public without delay.

Flat vestees of lace and net are again offered, but are now composed of many rows of fine val lace, row upon row, stitched toge her quite flat. This effect is exquisite and quite unusual, since the lace is kept entirely smooth and unruffled, creating an appearance of an allover rather than the fluffy effect of last season.

Other collar sets are finished by a folded bias edge with no stitching showing at all, while others are piped in patent leather or black ciré.

Among the novel neckwear accessories imported this month by a Montreal house, were some dainty checked gingham vests combined with natural linen. These vests or "gilets," are spoken of as the newest thing in New York and come in many different styles including plain white linen finished with filet lace, gingham edged with organdy ruffles, natural linen edged with checked gingham and also checked pique. The last named group of vests are made in slip-on style finished with a roll collar and two button closing, the bottom edge being finished with pointed tabs or some other novel manner which will be suiable for wearing with a tweed or jersey suit. Ciré organdie is said to be very popular for edging the new vestees and collar sets.



*NEW PURITAN COLLAR*

*With jabot attached trimmed with fine Duchess lace.*—SHOWN BY THE A. B. FINNIE COMPANY OF MONTREAL.

### Hosiery Notes

A leading Montreal firm states that silk and wool hose blended to wear with black and tan shoes will be strong for fall wear, while for spring there is quite a call for medium grey and beige as leading colors in silk hosiery. Prices on silk gloves, hose and underwear are expected to advance if the present stiffening in the raw silk market continues. Raw silk having jumped to $8.65 within the past three months, past prices figured on the $6 basis can only hold as long as present stocks exist. Orders for future delivery cannot be accepted for silk goods of any kind until prices on raw silk are known.

A hosiery buyer in an Ottawa store commented to Dry Goods Review on the fact that patent leather footwear is rapidly becoming the rage both in New York and here. Patent leather brogues are spoken of as being the latest to accompany the tailored suit and in consequence stocks of black silk hosiery, or any colors which will look smart with black footwear, are being watched carefully. Store buyers say that it is to be a big season for silk hosiery again, with heavy wool varieties quiet so far as general wear is concerned.

There is a new sock or rolled top hose offered which features an elastic gartered top concealed under the cuff of the top. In black, in short lengths, this novelty will be especially popular for bathing hose as the elastic will keep it up unwrinkled.

### Loose Gloves Favored

In leather gloves there is a distinct call for the new "slip-on gloves" for both men and women. These are not in the least bulky about the wrist and have the appearance of gauntlets without the strap or elastic gusset. Developed in mocha, cape, kid or chamois these gloves are rapidly becoming popular with exclusive trade.

# Radium Still Very Strong For Fall

## Importers Say It Has Had a Phenomenal Run for a Lace—Popularity of Spanish Laces and Shawls—Paris Promotes Greater Use of Girdles—Some of the New Things in Earrings and Necklaces—Jeweler Says Dry Goods Store The Place For Novelties

"I REALLY believe that radium laces will be good until fall and even last all during the fall months," declared a manufacturer of laces in Toronto. "Never since I have been in business has one lace lasted as long as radium," says an importer. A third man who has just returned from Paris remarked on the way that radiums are still being featured over there. "If radium lace has any rival next season, it will be the Spanish. Spanish has really been used a little longer, but it was not quite so universally taken up as the other and for that reason, I think Paris will promote it again." In the meantime, wholesale houses are doing a record business in radiums. One importer has already sold 300 of the 900 pieces he is expecting from France during the next three weeks.

The representative of a Swiss house informed our representative that all-over materials will not be as strong next season. Flouncings will take their place. He says that in the laces and other materials used for veiling over silks and satins, chenille will be seen. This chenille work is usually of a contrasting material and is hand-done.

It is used in combination with sequins and sometimes with metal and metallic beads. Our informant believes that chenille will replace the all-sequin materials but another importer has just received a shipment of the latter for fall orders and says that he is not afraid of being unable to dispose of it.

Canadian taste for staples is the saving grace for many dress accessory houses. Though most of them are anxious to feature whatever is new in Paris or New York, they usually carry as well a quantity of the things which those cities have relegated to the forgotten past, because, as one wholesaler says, "things die harder here." In that way, they are not so often caught wth lines which they cannot dispose of and which would be the downfall of novelty houses in the big American cities.

### Frills and Furbelows in Lace

That Spanish laces and Spanish shawls will have even a stronger run than last year is evident from the way that designers and artists are taking them up. For the "Wild Cat," a production which is running in the Park Theatre, New York, a drop curtain has been made of a Spanish shawl. It is 35 feet high and 40 feet long and there is a fringe of six inches depth running along sides and bottom.

Lace is also finding its way into the realm of fans. While the feather fan still holds its own, the enormously large ones have given way to the small and medium size ones. The French train which toured this country last fall, showed real lace and handpainting on the fans exhibited. It is expected that these will be very strong in America next winter. The sticks are of tortoise shell or amber inlaid with gold leaf. In small fans, spangles and nets will be good to. All the bright colors are favored as usual, the pastel shades not finding favor in these ornaments.

Headdresses have been popular enough this season to warrant a splendid run for them next year. Rhinestone, foliage, silver and gold are probably the strongest sellers in these bandeaux. The wholesale houses in Toronto did not stock very heavily in them this year because they were not certain of them but several are now placing orders for next season.

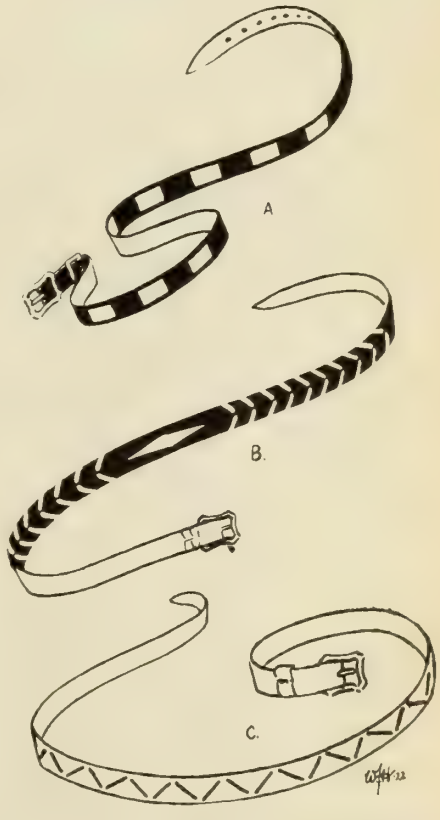
Girdles, girdles, girdles, says Paris. Some are elaborate and some are most simple, some are of ribbon and more are of metal. Anything is good as long as it goes around the waist and hangs down. Yes, it must hang down, either at one side or at both or in the front. It is the vogue for the straight line, which is straighter if possible than ever, on all the Paris gowns and suits, which has simply forced importers to get in large supplies of these girdles. Were it not for these, the mere male observer would wonder whether the female form divine possesses a waist line any longer.

Probably the newest thing in girdles is the one of beads. These beads are rounded on the sides and flat on the top like the old-fashioned ones. They are usually fairly large in size and are strung firmly in conventional patterns. Beads of wood are also used. The color scheme follows that of the old West

(Continued on page 84)



*A Bramley collar and vestee which is of linen crash. The embroidery and drawn-work are hand-done.*—SHOWN BY DRESS ESSENTIALS, LIMITED, TORONTO.




*NARROW BELTS FOR NEW SPRING FROCKS*

*Novelty English leather belts just received in Montreal which feature unusual lacings and cut work effects developed in black patent leather and white kid. Tan and blue are also featured in heavier leathers.*—SHOWN BY G. A. O'DELL OF MONTREAL.

# Accessories in Montreal Houses

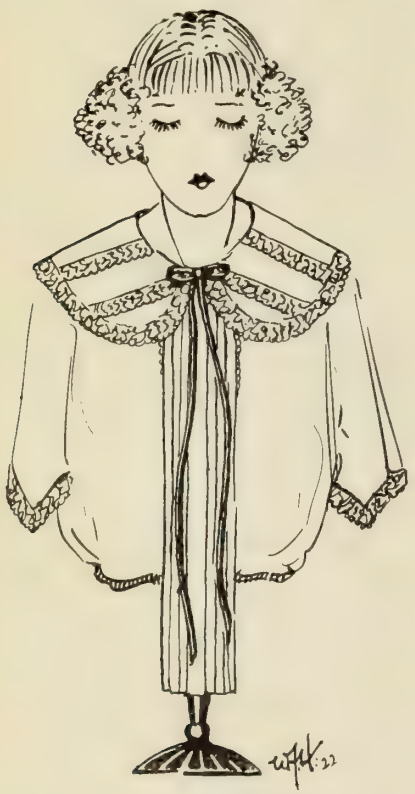
## Yardage Veils Said To Be in The Lead in Large Spot Patterns—The Leather Bag Preferred For Spring With Brisk Demand For Moire Silk for Summer Use—Silk and Chamoisette Varieties in Washable Gloves—Return of The Belt

MONTREAL importers of veilings state that yardage veils are distinctly in the lead in spot patterns of considerable size. The newest veilings indeed are quite unusual on account of the size of the patterns employed. Fuchsia tones, navies and browns are good in addition to the staple black. The tendency is to get away entirely from the small effects and to feature instead the large "cherry spots" in sizes approximating 1¼ inches.

Likewise, the retail buyers are getting away from the Chantilly effects in veilings but are retaining a partiality for Shetland veilings for spring. Although various sized meshes are demanded, only the hexagon pattern is preferred by smarter women, it is said.

The draped veil is being largely featured in conjunction with the spring millinery openings and many smart hats owe their distinction to the use of a beautifully embroidered veil draped in long points over the back.

It is recognized that no country can excel France in point of veilings and the latest importations received in Canada bear out this view. Although it may take time to accustom the conservative Canadian women to adopt the veil colorings and somewhat startling border effects sponsored by Paris this year, yet ultimately they will be adopted, the importers feel sure. One such veil noticed had a scroll design of brilliant berries and grapes in clusters worked on it. A spider web veil radiating from a center where the mesh is more closely woven than at the edges was another novelty.



*Dainty net guimpes are still decreed to accompany Spring frocks. This one is of ecru trimmed with real filet lace*—SHOWN BY THE A. B. FINNIE CO. OF MONTREAL.

### The Spring Hand Bag

Leather is once more fashion's favorite as regards the development of smart hand bags for spring. Although there is a good demand for more silk bags for summer use, leather is nevertheless becoming more and more strongly entrenched in favor. Possibly this is accounted for by the fact that the variations on leather products are now almost numberless in quantity, permitting great latitude in designing novelties of this description.

Among the best liked shapes selected for the coming season are the "melon" styles in various sizes, the majority of which are somewhat larger than the average in past seasons. One very striking example was developed in Hippo leather tending more toward an oblong effect. It was lined with tangerine faille silk and fastened with a novelty clasp reproducing a plaster plaque in effect. This bag, as well as others of the same maker, are finished with flat straps crushed at either end to give the desired spring without the use of metal rings.

Bordered India leather is effectively used for bags which show an embossed motif on the flap. These are shown in party bags as well as in flat purses and handbags. All shades are popular including black, brown, navy and grey.

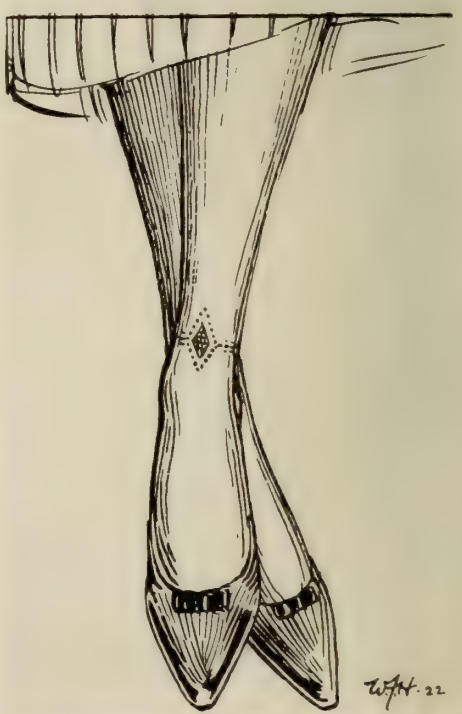
### Brocaded Leather for Novelties

Brocaded leather is becoming increasingly popular as Spring advances, especially where novelty goods are concerned. This satiny and luxurious fabric develops most successfully into flat hand purses, memo pads, etc. It comes in many delicate shades resembling rich silk. Spider grain leather was used to make a large and unusually clever party box, designed in such a way that the two sides could be unfastened and the contents reached with ease. Monte Carlo grain was still another new leather employed to develop these novelties which are all the rage at present in New York. Lambskin makes a charming party case with purse attached in dull grey. The fittings in this, as well as the models already described are more luxurious than for many seasons past, the mirrors, vanity cases and perfume bottles, etc., being manufactured out of the best materials, in many cases sterling or enamel finished. Miladi need no longer carry a miscellaneous assortment of toilet accessories in her bag, with disastrous results to the other contents, for the reason that in the newest spring bags all the fittings are placed in protected sections of the interior, and the mirror is very often cleverly concealed in the outside of the bag so that it is not even necessary to lift it out for use.

Many unusual bags were noticed in Florentine finished brocaded leather while others were in process of manufacture out of Elite grain, in new tones which are heightened by a metallic finish. Boarskin will likewise be much used in rich plain shades of blue, red, green and brown.

Genuine Morocco appears in several distinguished models which are superbly finished in shot silk effects. One such bag was unusual by reason of the fact that it contained no fewer than eight different sections, each of which was roomy and easily accessible, yet the bag had the fashionable flat appearance.

(Continued on page 84)



*Embroidered anklets are a novelty shown this season in silk hosiery. This model is entirely hand embroidered to reproduce the effect of jewels in rich colors.*—HOSIERY DESIGNED AND SHOWN BY COURTESY OF THE CELTIC KNITTING COMPANY, MONTREAL.

# Sport Collar Has Big Innings

**Bramley Is Popular Because It Suits Sports Clothes—Called "The Collegian" in U. S.**

One might almost say that in some circles the Bramley collar is being promoted to the exclusion of every other type. A buyer who has just returned from New York reports that this is true in that city too. Most stores there call it the Collegian. The reason for the impetus that is given this spring to the Bramley or Collegian is that it is particularly suited to the sport type of suit which is being made of homespun or tweed and looks well with both the Tuxedo and the slip-on sweater. Many manufacturers are featuring vestees with the collar. There is a great deal of variety in the way of ornament and material in fact nearly every maker has something which is his own in the way of design. One importer is stressing suede and others are making theirs of linen, fancy cotton and piques, because they believe they are particularly suited to this season of the year. The bright shades are shown because it is expected that many of the sweaters worn will be made of dark wools. Jade, orchid, cinnamon, rose, canna and yellow are probably seen most of all. One collar in the natural shade has inserts of filet and another shows a motif of Irish lace.



*A novelty in the Bramley collar. Shoe eyelets have been used to make a very effective design. They are rust-proof.*—SHOWN BY PHOENIX NOVELRY COMPANY, TORONTO.

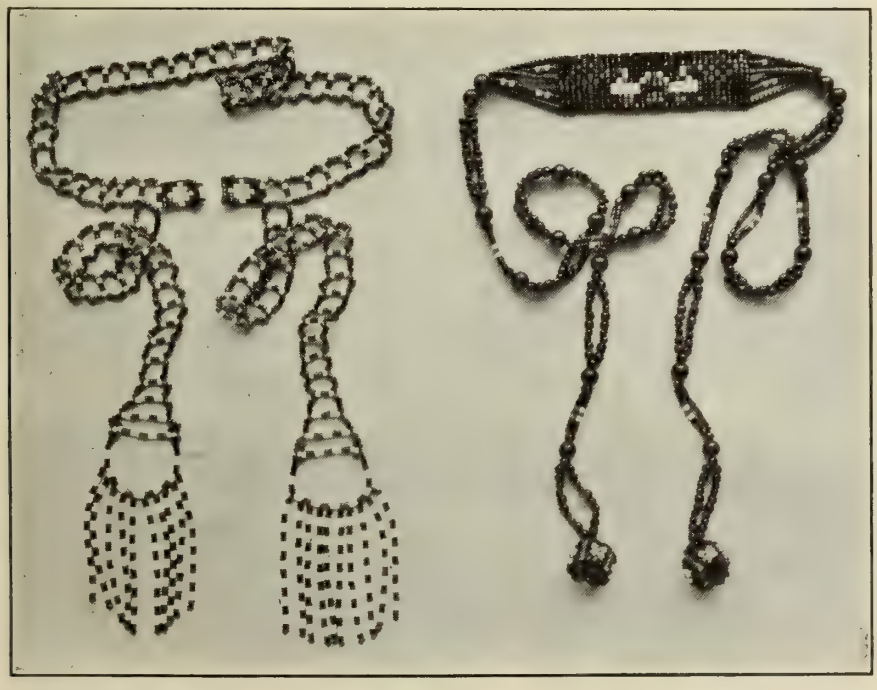
### Jabot Coming Back

A Toronto manufacturer who makes a special point of introducing everything new in neckwear at the first possible moment, has made up a net guimpe with a jabot, which he believes will be good this summer and fall. The day that this type of collar returns, will be a gala one for the neckwear man, as there was never a time when neckwear was so universal as when these were in before. If Paris decides against the boat-shaped neck and the large round one, there is every reason to think that neckwear will come back into its own. And, after all, nothing is as feminine as the V neck with the pretty collar and many women are complaining against the wide neck which is often uncomfortable and becoming to very few. Manufacturers did try to make collars which would fit on these wide necks but it was found almost impossible because they vary so much in size and shape.

The Peter Pan collar is selling well particularly to manufacturers of misses' and children's clothes. It is featured in sports flannel in most of the popular bright shades.

For wear with the jumper dresses, guimpes with sleeves are shown. Some are of organdy and others of Georgette and net. One manufacturer is making up quantities of cotton loop which is narrow braid-like banding, usually of organdy and in all colors. It is used very effectively in one or two colors on these guimpes and the few retailers who have seen it like it very well.

Salesmen who are out with spring neckwear, report excellent business in the larger places. Montreal and Ottawa are taking particular notice of the lines offered.



*Two of a French collection of girdles just arrived in Toronto. The one on the left is made of the new "square round" beads in black and white. It hooks in front, the ends extending from the waist almost to the knees. The girdle on the right is of black jet and wood beads, with a relieving design in yellow, red, green and white ones. The flat portion at the front is a very new feature.*—SHOWN BY STERLING LACE AND NOVELTY CO., TORONTO.

### A Novelty Lace of Wool

A Toronto importer has just brought back with him from France a sample of lace made of wool. It is done on a machine in the same way as silk or cotton. The sample he has is of an all-over piece but he is expecting this lace in flouncings and in laces of various widths. The colors are ivory, champagne, white and grey. Another piece has a wool ground relieved by occasional touches of silk thread, in a flower design. On coarse filet mesh this wool lace is very effective. New York is favoring it very highly as a pleasant relief from the brilliant laces used this year.

### Handkerchiefs

Colored handkerchiefs are even stronger than they were last fall, a representative of a dress accessory house informed Dry Goods Review. Openwork in almost every type is more popular than the solid work. Applique squares of a contrasting shade in the corners of handkerchiefs are very good and the basket designs and gay flowers are still being asked for. The broad hem with the double hemstitching is used more than the narrow rolled hem, because it gives handkerchiefs a more finished and durable effect than the other.

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J. C. McConnachie of New Glasgow, Nova Scotia, has been appointed Maritime representative for Ham & Riley Silk Co. of Toronto.

## ACCESSORIES IN MONTREAL

(Continued from page 82)

Other soft effects were achieved in India leather, in which the shape was achieved by clever handling of the leather to imitate fabric.

The large leather shopping bag equipped with car-ticket flap on the outside and safety fastener is proving to be a good seller already. These bags are developed in smart tan or brown shades in fancy leathers including the spiders.

### Bags for Formal Use

For more formal use and to accompany the summer costume of silk, etc., there are many delightful little bags shown, developed in rich moire faille and lined in tangerine, ivory, etc. Also many smart melon shaped bags are shown, made of combinations of silk fabrics, including panel shaped protions of metallic brocade upon plain sections of harmonizing satin. The frames which are used with such bags are inconspicuous and conform to the melon outline, being finished merely by slender cords and small silk tassels, but no large or heavy tassels are now found upon the bottoms of the bags. The bags are designed to do away with the hard bottom effect entirely. The silver of the frames is usually chased or oxidized but the finish is kept as quiet and inconspicuous as possible.

### Washable Gloves

The new spring samples of washable gloves from Paris have just arrived in Montreal and are decidedly interesting in point of novelty and originality. Both silk and chamoisette varieties are represented in some half a dozen different shades. The vogue for the flare cuff seems to be definitely established, and such a finish on the longer gauntlet is very smart, especially when the flaring section is attached to the glove proper by means of a tiny tubular piping of contrasting color. Some doubt is expressed here that this type of glove will be appropriate with the prevailing styles in sleeves for spring, but the coming season will be very little different in this respect than former years, when Paris said one thing and New York another. The gauntlet will be "the thing" insofar as Canada is concerned.

The majority of the new gloves show a tendency to follow the straight cuff gauntlet effect with appliqué work and cut work used as decorative features. For example, on a smart pair of putty colored gloves, a pattern resembling the "sawtooth" was appliquéd in black silk to the edges of the glove all round. This trimming was left free at the top, being sewn at the edge only.

A considerable amount of chain stiching was shown on other gloves, which was carried right up the cuff to the back of the hand. Other styles which featured the turnback cuff were decorated with small triangles, diamonds or circles of dark fabric showing through cutwork. Pearl domes were exclusively employed as fasteners and in most cases the duplex finger tip was featured.

### Belts Return

On account of the almost universal acceptance of the sweater or scarf for sports wear belts have found favour once more. A Montreal importer of British leather goods has just received a shipment of novelty belts especially suitable for wearing on jumper dresses or with scarves, etc. These are for the most part of patent leather with lacings or threaded effects of white kid which are rather like hand embroidery in effect. Some belts of tan leather are shown also, trimmed with blue contrasts showing through cut work such as triangles or circles. Plain buckles are used. The prices on these new belts show a surprising decline and the finest specimens are obtainable for less than sixty cents apiece.

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## RADIUM STILL VERY STRONG

(Continued from page 81)

Indian necklaces, red being probably most prominent of all. Some of these girdles hook neatly around the waist. One collection of imported girdles shows a tendency to utilize ribbon with beads and metal. Faille ribbon is hand-embroidered in a pattern of steel beads. Streamers ending in heavy cut-steel tassels hang from each side. Another girdle in black and red has the long cascade fringe and still another has huge knobs of wood covered with tiny beads.

### Crystal and Jade Earrings and Necklaces

Crystal and jade are the favorites in ornaments a New York buyer declares. Sometimes these are combined with other semi-precious stones such as jet, and onyx. Girdle, earrings, ring, necklace, and comb are made to match. These are worn with the simplest of frocks, otherwise the effect of the ornaments will be completely lost. Earrings may be in any way desirable as long as they are large and have drops.

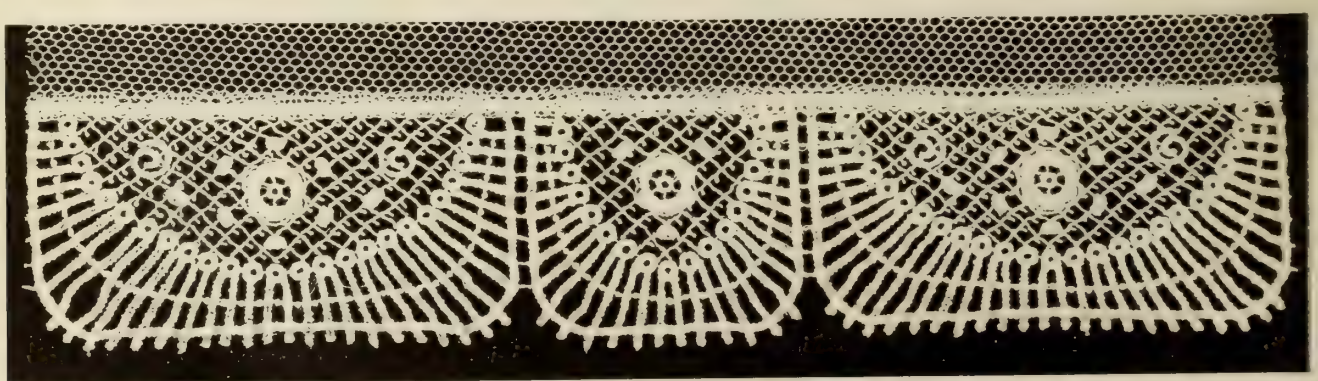
Combs may be of jet or jade as described above and they may be of brilliants. They must above all give an iridescent effect if Dame Fashion is to smile upon them. They too, should be large. The necklaces which are attracting most attention are the combination ones of pearl and crystal. Black silk cords are used also finished with an onyx oblong or a fringe of pearls. One noticeable necklace was a silver chain set with onyx.

Bags for fall are shown in the pouch shape. Many flat bead envelopes are used as well and some string bags are among the best collections. Moire and faille silk are promised to have a vogue and there are many lovely bags being shown already in these materials.

### Where Should Novelties Sell Best?

A Toronto jeweller is of the opinion that the place for novelties is not, as many retailers and indeed manufacturers think, the jewellry store. He says that last Christmas he made particular note of the number of inexpensive novelties he disposed of. They were few in number as compared with those sold in some of the small dry goods stores uptown. For example, he ordered two dozen ivory perfume novelties for holiday business and disposed of only eleven of them while a friend of his who has a general store on the outskirts of the city sold more than three dozen. He believes that the same applies to lines like necklaces, earrings and other ornaments. People come into a jeweller's only when they are prepared to buy expensive things and to a department store or general dry goods or accessory house when they want the cheaper ornaments.

In connection with this, he said that he believes many stores, especially in smaller places, lose many opportunities for sales in these things. Inexpensive ornaments are usually picked up by chance and who is better able to give that chance than the man who supplies the necessities like thread and shoes and dress goods?



*New design in Peasant lace for making collars which conform to unusual necklines, such as pointed, oval or square. This is a new American pattern just imported by the John M. Garland Son and Co., of Ottawa.*

# Buy Direct from the Maker

Avenue Bags

Swagger Bags

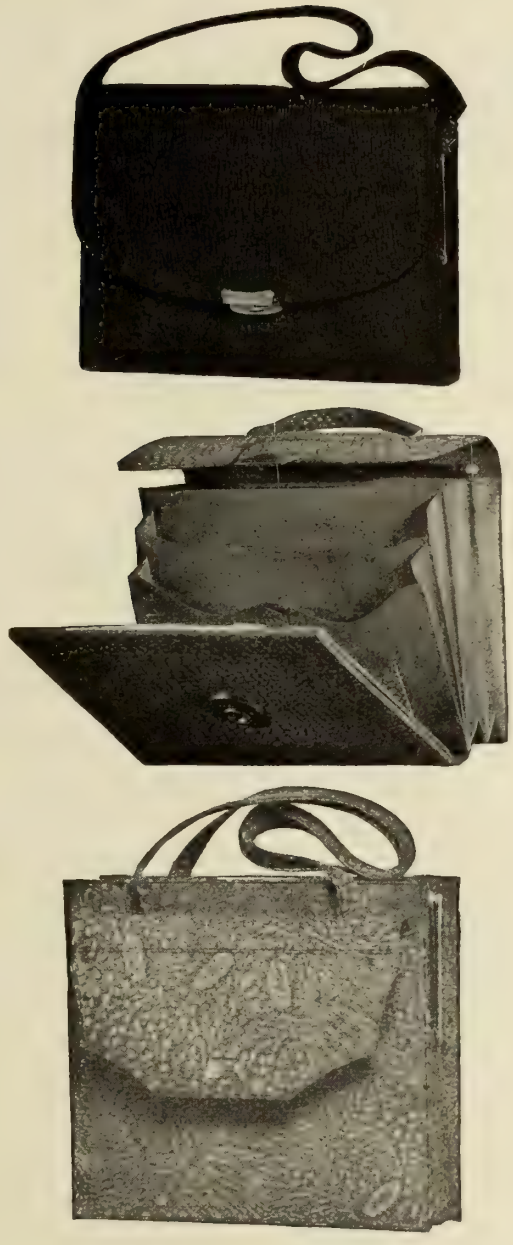
Vanity Purses

Lucille Bags

Beauty Boxes

Silk Bags

Matinee Fitted Bags



Writing Folios

Music Rolls

Bill Folds

Letter Cases

Ladies' Belts

Collar Boxes

Children's Purses

*Made in Canada* *None Better Made*

MANUFACTURED BY

**CANADIAN LEATHER PRODUCTS**

**LIMITED**

**144 FRONT STREET WEST** · OPPOSITE UNION STATION · **TORONTO**

**BUY DIRECT FROM THE MAKER**




***Gloves***
***Hosiery***

Our affiliation with Hall, Acme, Canada Limited, London, Ont., enables us to put before the trade our own line—merchandise that for material, style, finish and value, cannot be surpassed. Further, it assures our customers of prompt deliveries and an efficient sorting service.

Staple and Fancy Lines
are now in Stock.

Acme Glove Works
LIMITED
MONTREAL

IDEAL

"Engecie" GLOVES

MADE IN ENGLAND.

# Chamoisettes
# Lisle Thread

For fit and finish there is no popular-priced line to equal these gloves for ladies and children.

We are now taking orders for

***Spring Delivery***

Acme Glove Works
LIMITED
MONTREAL
***Sole Selling Agents for Canada***

# Three Designs Featured for Spring

## The Regulation Elastic-topped Corset, Another Design for Slight Figures, And New Models for Heavy Figures—A Number of Variations Offered—New Surgical Corsets—Some Changes Made In Brassieres—Manufacturers Are Busy.

THE Province of Quebec is becoming justly famed for its many ranges of fine corsetry which are now accepted by the trade as fully equal if not superior to corresponding styles put out in the United States. Spring samples for 1922 are now ready and are being shown to the trade, among which are quite a few decided novelties.

The watchword continues to be "the uncorseted effect" but as one leading designer pointed out to Dry Goods Review, not more than one woman out of ten in Canada actually discarded corsets even during the hot weather last summer. Practically all who did give up boned corsets adopted the corselette style of garment for the sake of the hose supporters and the brassiere effect. At any rate, he concluded by emphasizing the fact that business has been greater than ever with his firm. This point is corroborated by corset makers in Quebec, Montreal and St. Hyacinthe, all of whom are now working at full capacity and turning out new models in greater number than formerly.

### Three General Styles

"We are making few changes in our styles this Spring," said one of these manufacturers, "and I believe the same is true of our competitors. We shall continue to work on lines which conform to the natural lines of the body in our different models. Generally speaking I consider that there are three outstanding models for next Spring which represent distinct types, each giving the desired straight lines. First, there is the regulation elastic-topped corset in either front or back laced effect, shown in figured brocade, or plain fabric in fairly long length skirt effect. This corset features a comfortably low bust and comes in either flesh or white.

"Another leader is designed for very slight figures, which is a dainty girdle model developed in rich silk brocade edged with imported silk lace. The feature of this new model is the fact that it closes at the left side by snap fasteners set underneath self covered buttons and has the usual back lacing. Across the front of the corset, there is inset a wide panel of rubber webbing which prevents any uncomfortable 'digging in' of the boning, which is thus entirely eliminated. The garters are covered in heavy corded ribbon which is shirred on and finished with tiny bows. This model is an exact copy of a Paris model imported lately, and will probably rank as the most beautiful style ever created in Canada. It can be retailed for about $7 a model, which is about half the price of a similar design made in another country.

"Then we are also showing new models for the heavy figure as well," continued this authority. "In these styles we are offering several variations among which a reducing model is proving popular with the trade. It is full at the bust and is cut higher above the waist than the ordinary styles for Spring. This model is skilfully cut so as to ensure support and great strength against strain, and in addition to being equipped with 6 reinforced hose supporters is finished with a wide abdominal belt of surgical elastic about 3 inches wide which hooks easily in front without any difficulty and which gives a flat effect very desirable for present styles."



*The side closing is a new feature in corsets, especially when snap fasteners are used. This model was developed in white silk brocade with a wide front insert of webbing which prevents any discomfort. Silk torchon lace edges this model and the suspenders are shirred with colored ribbon*—DESIGNED AND SHOWN BY THE E. T. CORSET COMPANY, ST. HYACINTHE, QUE.

### Novelty Girdles

In addition to these three leading models there are many other striking variations offered, differing here and there from those described above. A girdle of flesh brocade, for example, was shown which featured two inserts of webbing at either side of the front. This model was scarcely boned at all and was lightness personified. Another girdle, also of pink brocade, had its sides and hip portions made of wide webbing. The brocade was employed only at the back and front to ensure flatness and better form. This model laced in the back. Another front lace model of flesh colored fibre silk brocade featured three spiral bonings at each side. Triangular sections of heavy webbing were inserted on either side to give the necessary stretch for bending over. This corset is finished with 6 hose supporters, and while it may be worn by a slender type it is ideal for the more mature figure since the spiral boning, the elastic and the extra hose supporters are decidedly good features. The use of fibre brocade is growing in popularity with Canadian women, since it ensures a showy and luxurious finish with no extra expense. Many women are unwilling to pay for a satin corset because it is difficult to launder properly, but with the art or fibre silk variety, frequent tubbings can be administered with no detriment to the garment.

### Surgical Corsets

The trade will be interested to hear that it is now possible to obtain a maternity corset of very superior design and quality, made by a leading Quebec firm who have spent much time in perfecting their models. These are advisable in all cases of surgical operations and are equipped with an underneath adjustable band.

The use of elastic webbing is growing in demand according to one corset manufacturer, while another is of the opinion that ordinary models without elastic inserts are wanted. In the case of front lace corsets it is now the rule rather

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# Increasing Sales in Notions Dept.

## Manageress of Notions Department Outlines Rules Enforced That Make For Bigger Sales and Better Salespersons—Difference Between "Waiter" and Salesperson—Customers Come Into Store by Invitation and Should So Be Treated

A TORONTO retailer declares that the day of white muslin and cotton underwear for everyday use, is over. The whitewear sales of this year have proved this to some extent. Even older women like to wear silk underthings. As a matter of fact they are more economical than the cotton. Silk underwear may be worn without ironing. Moreover selections of very plain patterns may be made in these without giving too much severity to an outfit. One manufacturer says he sells two dozen hemstitched garments to every dozen of the lace-trimmed. Cotton underwear on the other hand must have some trimming or it is decidedly unattractive. Yet this very trimming shortens the life of the cotton garment which is very durable in itself. A salesgirl who has catered to women's requirements in underwear for many years in a store in Toronto, says that even the old ladies nowadays like the silk and give as their excuse that it is softer. Of course the dye question plays a prominent part in the promotion of the sale of silk. The dyes on the market now will renew the life of silk many times, while they do not behave nearly so well with cotton materials.

### Novelties Sell Underwear

There are few departments of women's wear which depend on display as much as the silk lingerie department. The manager of the undergarment branch of a Toronto house, informed Dry Goods Review that a display case for novelties was almost necessary in a store which sells any quantities. At the time, he had on display a smoking set, which was little different from a two piece pyjama outfit. Not ten women in Toronto he believed would buy this smoking set in a month, yet it attracted the necessary attention to his department. Women like to be shocked and many a woman active in the Women's Christian Temperance Association, would stop to view open-mouthed, another evidence of the un-Christianlike tendencies of to-day and then turn to the purchase of a white muslin nightgown with high neck and long sleeves. He makes it a point to find a novelty at least every ten days for a special case which is placed just at the head of a main staircase and near the rest room.

### What Are They Wearing?

To the question, "which is the latest color in silk lingerie?" all the manufacturers are answering "black." Canadian women, however, are too conservative for black to take a very strong hold this summer, they declare, so they are making it up in high-priced novelty garments and the big stores are featuring these. The colors that are really being worn are orchid, jade green, taupe and lemon. For the first time in many years, pink has to work for its laurels, although it can by no means be said to have disappeared.

Colored pongee is getting stronger as the Spring approaches. This is not only seen in the natural shades but in almost all the high colors. The pongee lines are, for the most part, tailored, as they seem to take the place of the cotton garment for everyday use, while the wash silk and crepe de chine is more elaborate.

### Philippine and French Lingerie

It is a strange thing that while both of these lines have always a steady market, the public will not pay as high a price as they do for the best silk garments. The average customer wants to buy them from the merchant for $2.50 or at the most $5.00.

As to petticoats, one manufacturer says that the combination camisole-petticoat, or as it used to be called, the Princess slip, will be stronger than the single petticoat. This will be a pleasant thing for both manufacturer and retailer as it demands a higher price than the one piece garment does.

### Built-up Shoulder in Everything

The surplice shoulder or as the underwear manufacturers call it, the built-up shoulder in camisoles, has proven itself so well with the trade, that manufacturers are trying it in everything—chemises, nightdresses, pyjamas and princess slips. The vogue for "boat-shaped" necks in dresses, is no doubt mostly responsible for this. The strap always showed because it came too far in from the shoulder. This was of course, necessary, in order to hold up the garment. With the surplice shoulder, however, the upper part, coming as it does from the middle of the garment and reaching to the very point of the shoulder there is a fair amount of security and at the same time everything is hidden.

Pyjamas are selling even beyond expectations of last month. The demand is for the trouser cuffs especially in the black and bright shades.

### Elastic Girdles Stronger This Summer

Corset makers are looking for a demand for girdles this year far beyond that of last season. It was mostly American tourists who bought them then and Canadian women did not show any leaning toward them until rather late in August. Propaganda in the United States by leading manufacturers may have stopped the spread of the girdle there for this year, but as there has been little talk against them on this side, it is believed they will go in Canada.

### Measuring the Uncorseted Figure

A woman who has made a study of corset fitting for many years, says that clerks will never attain any degree of perfection in fitting, unless they measure

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### THREE DESIGNS FEATURED

(Continued from page 88)

than the exception to find the models equipped with a front shield to protect the laces from scoring the flesh when tied. These shields are sewn right to the corset and no longer attached by means of snaps.

Speaking of the enormous vogue for girdle corsets, even by quite stout women, this manufacturer pointed out that the coming spring and summer are expected to be great sports seasons and it is felt that the girdle is especially adapted to accompany the new knicker suits or regulation sports attire. Then again it was stated that the demand for light corsets from women who hitherto have worn no corsets at all, or else have been wearing models which are too heavy for comfort, is steadily increasing, and both these classes prefer the girdle because it is light during warm weather yet is now designed to give real support.

### Brassieres Show Changes

Brassieres are also showing certain modifications this Spring designed to still further accentuate the flat front effect so essential to the proper appearance of sports clothes. Realization of the tremendous market potentialities of a brassiere designed to appeal to the slender figure is another factor which is stimulating business unexpectedly. The bandeau is practically supreme as regards style and an interesting number introduced by a Quebec firm features an elastic waist line which is made to fit over the new topless corsets. This number is attractively developed in brocades and satin, in some cases lace-trimmed. Another new bandeau resembles a modified corset brassiere and has an extra section fitting over the diaphragm and well down over the hips. It is not boned or inset with webbing but it is finished with suspenders and an adjustable shoulder strap, the latter a very practical feature. This can be worn without a corset and is recommended for sports, negligee or bathing use.

That business in corsets and brassieres will be extremely good this spring is the unanimous opinion of several manufacturers.

# "The Diamond Gore"

A Warner patent, brought out this season, and found only in

## *Warner's* *Rust-Proof* CORSETS

For many years the problem in long skirted corsets has been to keep them snug around the lower hips. Elastic has been used extensively, but up until a few months ago, when the Warner designers worked out a method of cutting and shaping the elastic inserts to perfectly hug the figure at all times and in all positions, the secret had not been found.

This feature, "The Diamond Gore," is being shown this season in both our Canadian and United States lines, and has met with instant popularity.

It is used in back-lace, front-lace, and elastic girdles in our Canadian made line as follows:—

Style 364, Pink Coutil, Back lace, sizes 20-28, $24 doz.
0985, Pink Brocade, Back lace, sizes 20-28, $42 doz.
547, Pink Coutil, Front lace, sizes 22-30, $36 doz.
E-932, Elastic Girdle, Pink, sizes 22-30, $36 doz.

## The Warner Brothers Company

**356 St. Antoine St.** **Montreal, P.Q.**



A glance at this picture will show you why merchants collectively are so enthusiastic about

# GOSSARD FRONT LACING CORSETS

It is an established fact that whenever you find a store or specialty shop building a corset business of the lasting kind, you are likely to find Gossards the featured corset of the department.

The majority of corset buyers consider these original front lacing corsets the backbone of their business because of the frequent turnovers they are able to accomplish with them. This is due to the universal demand that exists for Gossard Corsets and the complete satisfaction that goes with every sale.

*The Canadian H. W. Gossard Co.* LIMITED
366-378 West Adelaide St., Toronto, Canada

# Boosting Spring Business

THERE'S every promise that this Spring's sales will show a decided improvement over those of past months, but you can't do a big business unless you've got the goods.

There are two things about P. C. Corsets that will recommend them to your customers,—they fit the form and they fit the pocketbook.

Women haven't got out of the habit of looking for *value* in the goods they buy and they are realizing more and more that in P. C. Corsets they do get value.

This factor combined with the absolute wearing satisfaction which P.C.'s afford should make them one of the biggest sales builders in your store.

***Mail your orders to***
***Montreal, Quebec***
***Toronto***




THE
**Parisian Corset**
**Mfg. Co., Limited**
QUEBEC
Montreal Toronto

"P.C." Corsets
RUST PROOF
GUARANTEED

# Bankrupt Stocks

of

Standard Factories of Canada

and

Exclusive Ladies Wear Ltd.

held by

## The Merchants Bank *of* Canada

have been turned over to us for disposal. These stocks consist of:

| | | |
|---|---|---|
| WOOLLENS | DRESSES | REEFERS |
| PIECE GOODS | JUMPERS | LADIES' |
| LACES | WAISTS | READY TO WEAR |
| COATS | SKIRTS | ETC., ETC. |

We are unable to send samples or accept any mail order. It will be to your advantage to come to Montreal and inspect these stocks.

## Merchants Liquidators

**Reg'd**

SOMMER BLDG.

**MONTREAL**



## OUR SPRING FURS

Are the newest creations of the season at prices that mean immediate business for the buyer. We are particularly attentive to quality and workmanship.

We can suit you with furs for every season of the year.

Visit us or send us your inquiries. Our representative will call—See Samples It will pay you.

THE SANDHAM CO.,

59-61 Wellington St. W. Toronto

# "Canadian Made" COTTON BATTING

The higher grades of snow-white Cotton Batting are being demanded by retail customers

## VICTORY

Small Size Batts.

## POLAR BEAR

Comforter Size Batts are superior to the finest imported Batts and the price to the merchant is especially attractive in comparison.

*Your wholesaler will supply you with these lines, also the following*

NORTH STAR
CRESCENT
PEARL
} Small Style Batting

K. P. } Comforter Style Batting

## THE DOMINION WADDING CO.

LIMITED

**MONTREAL**

# Canadian Women Will Still Wear Soft Furs; Lamb for Older Women, Soft Furs for Younger

## Adapt Themselves Very Readily to Styles Desired by Canadian Women—Toronto Designer Believes Dolman Type has Limitations in Canada—Increasing Demand for Muskrat and Coon—Some Furriers Say Cheap Prices Are Not Good Custom-getters.

A DESIGNER for a Toronto fur manufacturer says, that while lamb will without doubt replace seal for the middle-aged and older woman's coat next winter, it will not be worn by the "flapper," who, after all, is the leading lady nowadays in the world of fashion. He believes that lamb will be considered too severe for the younger set, particularly as it is not as well suited to the extreme styles which many women demand. The sale of lamb, he admits, will eclipse any one of the other furs in this country at any rate. American women, particularly those of New York, Chicago and the other large cities, are more inclined to favor the wrap than Canadian women are, and for that reason will buy the soft furs again next winter.

He explains the fact that while the wrap style has been in vogue on the other side for more than two seasons, almost to the exclusion of the coat, without being adopted here, in the following way: the fur garment, whether it be wrap or coat, is worn by the wealthy women who frequent Fifth Ave. and Michigan Blvd., and not by the middle class which wears them here. There is, therefore, not as much reason that fur garments be practical in those cities as there is in Canada. This seems a very reasonable explanation. Outside of those seen on the fashionable thoroughfares, not many women wear all-fur garments in New York. It would be almost safe to say that four girls in Toronto, who are earning ordinary salaries, wear fur coats for every one in New York. Dry Goods Review made the same observation while on a recent visit to Detroit. This is the reason also, why the seal imitations so very common in the United States were not so noticeable here. Over there one can either afford an extravagant garment or a very cheap one; in Canada, few of us are very wealthy and poverty is less common also, because the average woman can live fairly comfortably on the salary she earns.

This designer is of the opinion that the dolman type will never become really popular here. Our Anglo-Saxon ancestors have given us a desire for utility and service in everything we prize, which finds expression in the things we wear.

### Coon and Muskrat Better Than Ever

Muskrat has by no means reached the zenith of its popularity, Dry Goods Review was told. For the younger girls it will be better than ever next year, because of the high price of seal and the fact that lamb will not be used as a substitute altogether for seal.

Coon is the coming fur for coats that are higher-priced than muskrat. The blends and the matching of the coon today are far superior to that which was on the market a year ago and there is no longer the complaint made that it is cumbersome. Designers are taking particular care that coon be cut as carefully as lamb or seal and the results are worth while.

Mink will be used again in coats. There has been a general advance of ten per cent. in the price of this fur but furriers believe that there will be many women in the next few years buying it because they are tired of the cheaper ones and the other better grade skins such as mole and squirrel are unserviceable. There is an increase in the call for some of the expensive furs for trimming. Ermine is being used and so is Russian sable.

### High Prices Attract in Furs

Whatever the feeling is among retailers in general as to the popular price for their merchandise, furriers agree that women who buy their line, particularly those who want good ones are often deterred from buying by substantial reductions. During the usual clearance sales of January and February, price is probably the big feature but for all the year round business, many merchants declare that women are not attracted by bargains. One furrier told of a woman who refused to buy two Russian sable skins from him for $1,100 and purchased two others from another store for $1,500. The first two skins were, if anything, a little better than the ones she bought because this merchant had examined the four very carefully at the wholesale house from which they came, but his low valuation had hurt them in her estimation.

(Continued on page 109)




*"OUR LADY OF THE SNOWS."*

*To provide a fitting background in honor of the handsome silver trophy shown in the foreground of the above picture, the Freiman Company of Ottawa, staged this realistic snow storm. The cup was awarded to the Freiman Snow Shoe Club for making the best showing on parade. The central figure is wearing the Snow Shoe Club uniform of blue and white. Window dressed by Mr. Griest, Display Manager.*

# Quebec Trappers for Quarter Century Have Sold Furs to Lanoix Co. St. Hyacinthe

## Fur Specialists and Large Retailers of Headwear—Sold 10,000 Straw Hats During 1921—Use the Movies as Medium of Advertising—Very Careful Selection of Furs—The Home of Many Tourists

THE habitant trappers of Quebec who depend to a great extent upon the money they receive for their furs, have for the past quarter of a century brought the best of their pelts to a certain small store located in St. Hyacinthe which is about an hour's train journey from Montreal. This store, which is known by the name of Lanoix Company Ltd., is familiar to both the trapper and the wearer of furs as one of the best places to obtain fair and generous treatment, and as a consequence, it is not surprising to hear that practically every fur coat, every scarf or neckpiece worn by men or women some twenty miles around comes from this store. "We are known for just two things," remarked the proprietor of this successful business to Dry Goods Review. "First of all we are fur specialists and we also lay claim to be the largest retailers of headwear for men and children in this part of the country. We find that these two branches of business work in together splendidly both summer and winter, so that there is never a slack season with us at any time."

### "Value Plus" in Service

The present owner of the store, J. B. Durocher, took over the business several years ago with the intention of carrying only these two lines. "After analysing carefully the purchasing power in this locality I realized that we must undersell the big city stores and also provide equally good service. The business is therefore conducted along the policy of 'value plus' which means that we are not content with merely selling one hundred cents worth of goods for a dollar; we make sure that the customer's good will is ours for all time, and also, whatever she wants she shall have."

This sounds like a big contract to carry out, especially when it is remembered that the store is comparatively small in size. The front part is practically all devoted to the display of fine felt hats for men, together with caps and children's headwear. This is, however, a minor display during the winter months as furs play the important role, but in summer the store blossoms out into a veritable garden of straw hats for men and last year all records were broken when the sales of these hats surpassed the ten thousand mark. This figure, by the way, was the equivalent of all the other hat sales in the town put together, and proved that where hats were concerned also the townspeople of St. Hyacinthe prefer to purchase at one store only.

To touch on the selling methods of the Lanoix store, it might be mentioned

(Continued on page 109)



*Interior of the Lanoix Regd. store of St. Hyacinthe, Que., showing how the stock is displayed openly for the convenience of purchasers. This small store does an enormous business in furs and men's hats, all business being transacted in the space here shown.*

# Important Facts About Perfumes

## Knowledge The Only Road to Effective Salesmanship—How the Sale of Perfumes and Toilet Accessories is Increasing—The Cost of Oils—Difference Between Toilet Water and Florida Water—Some Helpful Hints For Salespeople

THE manager of a large firm in Canada engaged in making toilet accessories, informs Dry Goods Review that his sales in perfumes and toilet waters, have increased from $8,000 in 1913 to $500,000 last year. This gives some idea of the amount used by Canadian women to-day. It shows as well, the field which merchants have in this class of merchandise. There is every reason to believe that dry goods stores and department stores are not the least to have profited by this demand of recent years. Outside of the toilet goods sold by druggists, dry goods merchants are the only ones handling them to any extent. Though this increase is so marked during the last eight years because in the first place, makers and retailers are pushing this class of merchandise and in the second place, the better grades are the only ones that women will buy.

A man who has carried these lines for several years and increased his turnover by one half every year since he went into business, says that he believes that a fair amount of technical knowledge is very necessary on the part of the saleswoman behind the toilet counter. Customers like to ask about perfumes, powders and creams, because there is so much mystery connected with them and because women are always ready to hear of things which will enhance their appearance.

### Cheap Perfumes and Good Ones

There are many clerks who have very little idea of the difference between perfumes. This is easily understood since few have the opportunity of seeing how they are made. A representative from Dry Goods Review made a visit the other day to a manufacturer of toilet accessories. He asked for information in regard to several lines, which he considered would be of value to salespeople who do not pretend to be druggists but are only attempting to help increase the sales of toilet goods in their stores by knowing some important facts in regard to them.

What constitutes the real difference between perfumes which retail for 50 cents an ounce and those which sell for three dollars? was one of the questions asked. There are two things responsible. These are the quality of the flower oils used and the degree of popularity which an odor attains. The first reason seems to the casual observer by far the more important but every manufacturer knows that sometimes the most expensive odors will not command a good price because they do not meet with favor. Moreover, perfumes come and go just like every other thing. Odors which sold strongly two years ago are very often not heard of to-day.

Of course the flower oils are the standard by which the original price is determined As the alcohol used is not very different in different perfumes and as alcohol constitutes 90 per cent of the quantity of perfume made, it can be readily seen how important that little 10 per cent. of oil is. The cost of gathering natural flowers varies considerably. For example, two tons of violets are needed to make one pound of oil. Then the refining process is very expensive. Some of the very cheap oils undergo only one process while the best grades are passed through five or six times.

### Artificial Oils Dear as Natural Ones

Many people are under the impression that the better grades of perfumes contain the natural essence and that artificial oil is used altogether in cheap perfumes. This is not always the case. While the natural oils may be just as dear and for that reason, are sometimes found in the very best perfumes, the process of refining is mostly responsible for the final cost of the artificial oil.

While popularity has a great influence on the price of a perfume, manufacturers have found that only those grades made from the best materials, whether they be natural or artificial, are liked. Some idea may be obtained of the cost of oils, when one considers that containers holding one pound of the better oils are valued by the manufacturer at $350. One room measuring about twelve feet by seven, contained, Dry Goods Review was informed, $60,000 worth of oils. These were both natural and artificial.

Natural oils are obtained from flowers, fruits and animals, scattered all over the world. Our informant says that Greenland is the only country he knows of, which does not produce something of value to the perfumer. The average perfume contains from twenty to twenty-five different odors. There are three ingredients which are common to all except probably some of the very lowest grades. These are musk, civet and ambergris. Chemists declare that one grain of musk will not lose its odor in a hundred years. Moreover it gives that sticking quality which is needed in perfume. In the days of early Greece and Rome, musk played an important part in the making of precious oils and perfumes and modern science has been able to find nothing which will take its place. Musk is obtained from the plant of that name which grows in northern China.

Civet is taken from the civet cat of South America and ambergris comes from the oil glands of the whale captured off the coast of Iceland and Northern Norway.

Flower oils are distilled in Grasse, France. They are then shipped to the manufacturer who removes two unnecessary ingredients. These are wax, which is useless because it is odorless and resin which stains and is greasy. Wax is removed by freezing; some manufacturers nowadays use lime in freezing the oils.

Many of the fruits used in making perfumes come from Italy. These are distilled in Messina.

### Toilet Water and Florida Water

What are the chief differences between perfume, toilet water and Florida water? Toilet water is perfume with a small percentage of alcohol and a large proportion of water. Florida water is a special toilet water containing eight or nine essential oils. The proportion of alcohol and water is about the same in toilet water as in Florida water. The fact that these are diluted of course, makes them much weaker than perfume but the small percentage of alcohol used is also responsible for the weaker odor.

**BEADS**

**Lustre Beads**
**Bugle Beads Wood Beads**
**Pearl Beads**
Latest Novelties in
**Bead Necklaces And Girdles**

**Send your requirements to us**
**Prices Right**
**THE BEAD HOUSE**
**R. A. PHILLIPS**
**77 York Street, Toronto, Ont.**

**Travellers Now Out with Complete Lines**

**French Ivory.**
**Greeting Cards and Post Cards for all occasions.**
**Purses and Wallets.**
**Pennants, Cushions and Textile Novelties.**
**Supplies for Celebrations, Old Boys' Reunions, etc.**
**Souvenir Novelties (a tremendous variety.)**
**Christmas Stockings.**
**Conservo Lunch Sets, Splashers, Table Sets, Infants' Bibs and Sets.**
***The product of five factories we own or control***

**Pugh Specialty Co., Ltd.**
**38 to 42 Clifford St., Toronto, Canada**

## All Aboard Across Canada

Canadian toymakers closed their exhibition of "Made in Canada" toys on February 15. This marks the first attempt by manufacturers in this country in the way of a joint effort to show the retail trade and the public what has been accomplished. It shows as well, the extent to which Canada has grown away from dependence on German, Japanese and American sources for her toys. There were nearly twenty firms represented in the exhibition, which occupied the whole ground floor of the Queen's Hotel, Toronto.

There was shown every manner of toys and like novelties which might be classed as fancy goods and china. Glassware, pottery, lamps and silverware were displayed. Buyers from all over this country and from the United States and Great Britain, expressed their surprise at the quality and variety of the goods manufactured in Canada. One retailer from Moncton, N. B., said that he had had no idea of the extent to which manufacturers were making these lines. When salesmen came to him individually, he had never been able to form a complete opinion as to Canadian toys and fancy goods but displayed as they were at this exhibition, to the very best advantage and at one time, he discovered exactly where certain lines he wants, are to be obtained.

In games especially there are several points worthy of note. When children in this country were dependent on foreign games, they found little which corresponded to their everyday amusements. Now that Canadian designers are working on these, games which every fullblooded boy and girl likes in the outdoors are being made in miniature. For example baseball. One designer has a baseball game which is even being taken up by veterans of the professional league.

Canadian dolls are becoming better looking every day; and they are just as clever as any French, German or American dolls. One firm displayed a doll which walked as well as a three year old child if held by the hand. There were several talking and crying dolls too, which were the peers of any imported ones.

### Vetcraft Work of Special Merit

The display by this firm whose workers are veterans of the Great War, deserves special mention. The copper and brasswork were remarkably well done and the variety offered both in price and articles were suited to the needs of every type of store dealing in fancy lines.

Another firm is making a child's tray which attracted the attention of visitors. It has a little trough which prevents the spoiling of the tablecloth if something is spilt on the tray and it fastens to the edge of the table.

A firm in London, Ont., is specializing in Wedgewood china in the Mikado pattern and in the original rich blue with which this china was associated before so many imitations came on the market. Several other lines of porcelain and china in beautiful colors were exhibited by the same company.

The boudoir lamps shown by one exhibitor deserve special mention. They are about eighteen inches high and have a parasol held open above the figure.

### Building For The Future

While several manufacturers expressed disappointment in the number of retailers who visited them, they were agreed that this was the only real method of educating Canadians to look here before asking for foreign goods. That the public appreciated the opportunity, was evident from the number of visitors on the nights the exhibition was thrown open to them.

Not this year or probably next year, will the effect be felt but as one manufacturer expressed it, "in ten years this exhibition will pay for the cost and trouble, a hundred fold." There was not one exhibitor to whom Dry Goods Review was speaking, who did not intend to exhibit next year. In fact it is believed that the number of those coming into the show in 1923 will be doubled.

## Ciré Ribbons In Paris

### Straw Embroidery as Trimming—Conditions Regaining Normal

"Paris is sponsoring cire ribbons of all colors and widths," declared Mr. Zabler of Muser Brothers of Montreal to Dry Goods Review this month, on his return from an extended trip to Europe which included visits to London, Paris, Brussels and St. Gall.

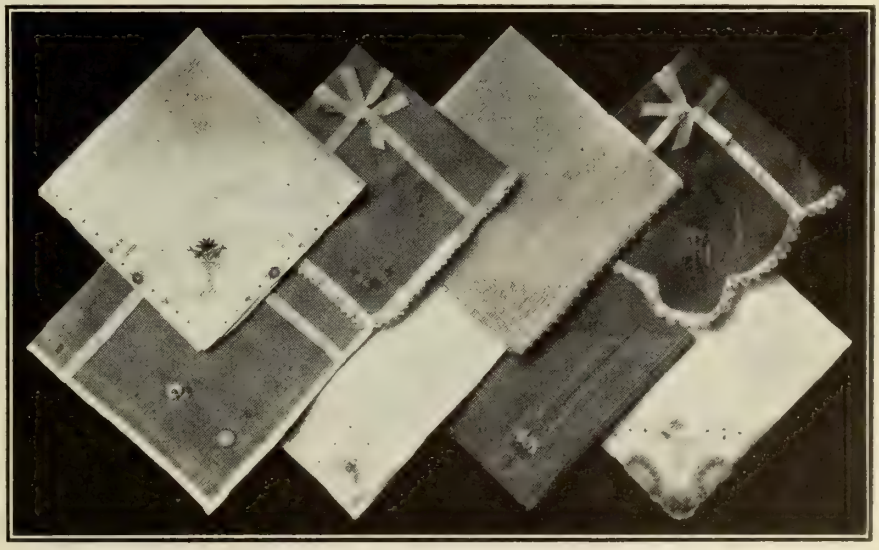
The vogue for fancy ribbons of all sorts was an outstanding feature, according to Mr. Zabler, who commented upon the fact that picot edged ribbons and wide moiré effects are selling as well as ever. The demand for millinery ribbons seems inexhaustible, and in this connection, the novelty ciré effects are exceedingly beautiful.

Laces are still another feminine accessory which is enjoying a wide vogue on the other side, he said. Practically every smart Parisienne was wearing black radium lace or one of the numerous ciré laces in some form or other. Beaded effects were also very good in Paris and it is thought that these will continue in popularity another year.

One of the newest trimming effects, observed Mr. Zabler, which seem to be used in a bewildering variety of forms was that of straw embroidery. This was employed with good effect upon millinery, frocks, etc., in bright colors, and seemed capable of infinite variety in treatment.

Every smart woman wears silk hosiery in Europe, according to Mr. Zabler, who commented on the fact that woollen hose are not nearly so often seen there as on this side. Heavy ribbed silk hose are popular although somewhat costly and are now coming into this country. The present fad in footwear calls for very elaborate slippers, many of which have jewelled heels, studded with brilliants or other precious stones. Colored leather heels are another pretty

(Continued on page 102)



*JUST ARRIVED FROM SWITZERLAND*

*These handkerchiefs represent some of a new collection which should please the trade.*

*Top Row—1. White with pattern along four sides of border, in three colors.*
*2. Periwinkle blue with Nottingham lace edge.*
*3. White with point lace edge and insert of filet.*
*4. Spring beauty shade with Nottingham lace edge.*
*Bottom Row—5. Mauve with hand-crocheted floral design in white.*
*6. White with colored flowers and hand-drawn work.*
*7. Orange with blue basket design and blue thread running through.*
*8. White with rose motif hemstitched on corner.*



# EASTER TOYS AND NOVELTIES

Every child expects to receive an Easter Toy or basket of candy.
Do not be without this popular and profitable line.
We have a very complete assortment of Easter Novelties ready for early shipment.



Our illustrated Spring circular contains:—

Easter Chickens, Rabbits
Candy Boxes, Baskets
Artificial Flowers
Marbles and Allies
Skipping Ropes



## NERLICH & CO.

146-148 Front St. W.
(Opposite Union Depot)

TORONTO

# Buy the "Julian Sale" Line

**For Fine Goods - Big Assortments - Attractive Values**

# Bags & Purses

**And other lines of Leather Goods and Novelties**

Note the dollar bill pocket on the flap.





## The Newest in Swagger Bags

Useful, practical, novel, dressy. A very unusual line in shapes, styles, colors. The leathers include octopus, frog, Monte Carlo and grained leathers in blue, brown, grey and black. See this line.





### Monte Carlo Bags

An attractive novelty—the newest. Octopus, Alligator and Spider Web Leathers.

### Beautiful Silk Bags

Handsome Effects—in new shapes and patterns; Black, Brown, Blue, and Taupe. No tassels.

**See our Travellers, or write, phone or wire.**

**The Julian Sale Leather Goods Company, Limited**

**600 King Street, West, Toronto**

# Neckwear Wants of the Moment

## Bramley Sets

Many new innovations in colored linens and colored organdies.

## Vestees

In net and effective colorings of organdy.

## Gilets

Specially adapted for the Spring suit in net and organdy.

## Dress Sets

To relieve the sombreness of Spring colors, in wide variety of color and style.

***See our Salesman or Write for Assortment***

# Phoenix Novelry Company

New Address

22 Duncan Street at Adelaide TORONTO

# JULIEN GIGUET

**2 Cours des Chartreux, Lyons**

**FRANCE**

**Manufacturers of**

## Gloves

**For Men, Women and Children**

**CHAMOISETTE**—for Ladies and Men only, in all sizes. The reinforced finger-tips are an added sales attraction.

**SILK**—made in all sizes and also with reinforced finger-tips. The quality of these gloves, the workmanship and the finish, are all that could be desired.

**LISLE THREAD**—for Children, in all sizes. Durable and well able to stand the wear and tear to which children's gloves are subject.

***Sole Agents for Canada :***

# M. CHASSAGNE, LIMITED

**45 St. Alexander Street**

**MONTREAL**

# NOVELTIES

from

**Canada's Oldest and Original Trimming House**

Cords, Fringes, Girdles, Fancy Braids, Tassels, Ornaments and Yard Trimmings in Wool, Tinsel and Silk Effects.

Our Policy has always been "Honest Goods at Honest Prices." We intend to continue this Policy.

There is a special finish about the Moulton Line of Trimmings that gives satisfaction.

# The Moulton

MANUFACTURING CO., Ltd.

**4 Inspector St., Montreal**

Button Sales LIMITED

WE HAVE BUILT UP
A REPUTATION ON

**BUTTONS**

Buyers come to us for the latest fancies as well as for regular staples. They know we can cater to every demand with our wide range of these important accessories.

Let us help you round out your stock.

**Button Sales Limited**

66 Wellington St. W. Toronto

Manufacturers and Importers of
Ivory, Pearl, Celluloid and Composition Buttons

**Chatillon, Mouly, Roussel & Cie.**

*Silk Manufacturers*

*Factories at:* LYONS, TARARE, VEYRINS, CORBELINS (France)

PARIS LONDON NEW YORK

*CREPES, MUSLINS, SATINS, DAMASKS, BROCADES*

LYONS NICE MILAN

*Newest Creations*

Canadian Representative: M. AUBIN
46 St. Alexander St., MONTREAL

**Buttons**

Stock Carried of
PEARL BUTTONS:
IVORY BUTTONS:
CELLULOID BUTTONS:
COMPOSITION BUTTONS:
BELTINGS:
HOOKS AND EYES:
FASTENERS, ETC.
BEADS OF ALL DESCRIPTIONS.

The European Novelty Co.
46 St. Alexander St. Montreal

**Ladies' Dress GIRDLES**

We have in stock a splendid line of Girdles at popular prices, and in the wanted colors.

They are in demand now and will be good all season.

We will be pleased to send you a sample assortment on approval.

**WRINCH, McLAREN**
*LIMITED*

120 Wellington Street W.,
TORONTO

*Sole Agents for*

Lady Dainty Hair Nets

# Spring Brings Activity in Notions

## Some Factories Have Work to Keep Them Busy Till August—Corset Trimmings Are Becoming Big Factor in Trade—Manufacturer Explains Reason for Few Cotton Novelties in White Wear—Revival of Laces Comes With The Spring

SPRING is the time of the year the notions counter gets its deserved innings in most stores. This season will be no exception. A manufacturer informed Dry Goods Review the other day that he has enough work ahead of him to last until August. Moreover he says that at no time since the buyers' strike began last year, has he had less than sixty per cent. of his factory help working all the time. Each season there are new developments in things used in dressmaking and fancy work. One of his best lines is name labels. These are of silk and of cotton and go, for the most part, to cloak, suit, fur and underwear manufacturers. The wholesale millinery houses of course order a great many, both for themselves and for their clients. In this connection, he emphasized the fact that Canadian milliners are using labels much more than they did a year ago. There is no reason why milliners in small towns, carrying hats which they have made themselves, should not use these on every hat they sell. They are not expensive and the advertising obtained by this simple method is enormous. The wholesale houses and the large retail ones, never send out a hat without a label in the crown of some kind. French exporters are very careful about this matter. There is, moreover, a certain air of luxury about a hat with a label.

### Corset Trimmings Keep Canadian Factory Busy

One factory which our representative called upon recently, has been very busy making corset trimmings, which include lace, embroidery, hemstitching and tape strings. The manager declared that manufacturers in this country are giving him more business every year. In fact there are very few corsetmakers in this country, who import their trimmings.

The same firm makes tapes for men's shoes but were it not for the corset trimming business, Dry Goods Review was told that they would have gone out of business long ago. Men's shoes, like so many other lines carried by men, have been a dead issue so long that the tapes sold have been very limited. There are very few manufacturers who made things for men a year ago, that have not added one or more lines for women. Notions houses are no exception.

### Cotton Underwear Has Few Novelties

The representative of a large white wear manufacturer, says that to the complaint sometimes made that cheap whitewear and cotton lines usually follow the same style too carefully, his answer is that makers of these things would go out of business in a few months if they attempted novelties. All the cotton materials dropped so considerably during the last year, that production on a large scale is the only way to get profit. This man makes five or six lines of women's cotton drawers for example. Before any of these styles were attempted it was necessary to get the approval of a large retailer or wholesaler. Chance orders, such as are taken on knitted wear lines or accessories, would never pay. This factory turns out 68 dozen drawers alone of one style.

Aprons for nurses, maids and cooks, come under the same category. Flannelette nightgowns, which follow so rigidly two or three styles, must also be turned out in great quantities. Because of the drop in flannelette a few weeks ago, from 37 cents to 16 cents, there is even more need to speed up production.

In most of notions and staple whitewear lines, it is price which counts first. A woman will debate with a clerk as to whether she should pay 5 or 7 cents for a yard of elastic and then move to the veiling counter, where she will buy the most expensive veil on the counter.

### Cannot Make Cheap Pajamas

Many women are inquiring these days for pajamas which can be bought as cheap as nightdresses. Just now, only women who are willing to pay about half as much again as they do for the ordinary nightgown, can wear pajamas. Again, the reason was given that production could never be made to such an extent that the profit would be worth while. There is nearly three times as much work involved in making pajamas as there is in nightdresses and in cotton material, manufacturers would not attempt these garments.

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### CIRE RIBBON IN PARIS

(Continued from page 97)

fashion used on sandals of patent leather which are strapped in different novel ways. The favored colors in silk hosiery are sand and nude, both of which form a striking contrast when worn with patent slippers.

Conditions are quickly regaining normal insofar as living is concerned in Europe. Hotel accommodation is still somewhat costly but travel is back to pre-war volume. So great is the traffic between London and Paris that travelers are obliged to secure seats in the 1st class compartments at least two days before setting forth; otherwise they must stand throughout the entire journey. This was a sate of affairs never before experienced by visitors from this side before the war.

The Swiss franc being so unusually valuable, it has been difficult to secure products which can be sold on this side at the usual price, nevertheless, large shipments of embroidered voiles and organdies are expected to arrive soon which will be exceptionally good values. Embroidered organdies in the Swiss permanent finish are considered newer and more unusual for summer wear than the staple plain effects, in Mr. Zabler's opinion.



*Here are a few of the newest buttons in solid celluloid and carved ivory, which have been designed for the spring cloak and suit trade.*—FROM THE BUTTON SALES LIMITED, TORONTO.

# Plan to Meet Big Competition

## Method Followed by Toronto Merchant to Combat Downtown Competition—A Convenient Way of Handling Patterns and Making Bigger Sales—Advertising by Electric Signs

HERE is a scheme which a Toronto merchant doing business on a smale scale used very effectively. His name is H. A. Smith. He opened a small dry goods' store on Danforth Avenue, the centre of the new business district of that city only a few months ago. On that street as in most sections uptown, there was a general feeling among the merchants, that people go downtown to buy without giving the small retailer the benefit of the doubt. It is a fact that some customers are convinced, if they see things for a low price in their own neighborhood that they must be cheaper still in the large stores. Mr. Smith realized at the outset that he would have to go after business in a very live manner in order to keep customers in their own territory. He therefore made it a point to offer one or more articles at a price which was even lower than those advertised by the big stores. By getting customers into the shop in this way he could then show them his merchandise and the price and quality of it as compared with the downtown stores.

A sample of the card which appeared each day in his window is shown on this page.

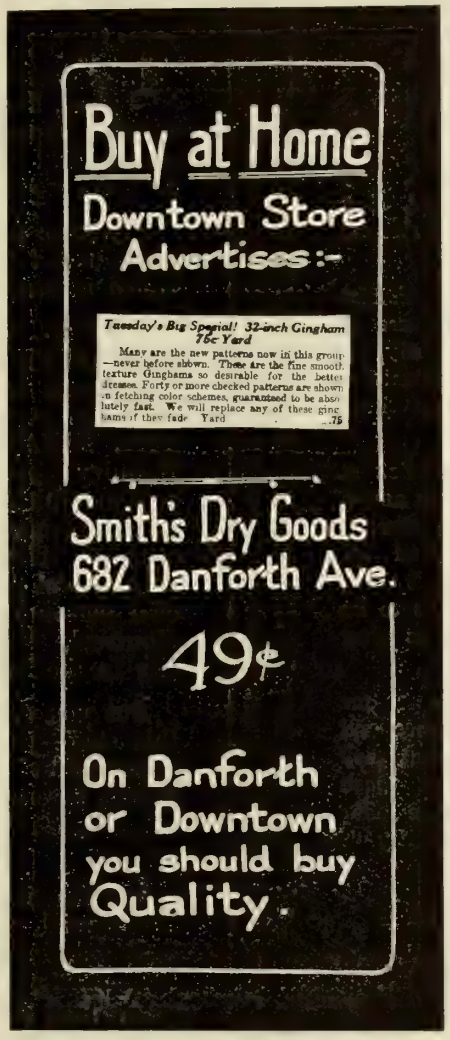
Customers soon learned to stop before his window and see what Mr. Smith had to offer. That this must have been effective is proven by the fact that he has been forced to move from the premises he took over eight months ago and rent one which is very much larger.

### Handling Patterns

Mr. Smith had twenty years' experience with one of the largest pattern houses in America before going into business. As a salesman for this firm he had held many pet theories on the best way to sell patterns. He used his present opportunity to prove them. He built four 20-drawer sections of cabinets to hold the patterns. There is no pigeonholing done so that not a minute is lost in finding the exact pattern asked for. Besides these cabinets Mr. Smith had a special counter made. It is ten feet long and forty inches high. There is no strain involved in standing to look at patterns placed at this height. It also prevents the scattering of pattern books to other counters. Patterns are recorded constantly by the salesgirls. If at all possible a size is not allowed to go longer than one day without being replaced.

### Lights and Signs Below Windows

Besides the four lights in each of his three windows Mr. Smith has used the space below for additional display. In these spaces he has placed glass and high-powered lights, behind signs which change every week. He believes that




he receives a great deal of night advertising in this way, because situated as he is where there is a steady flow of traffic to and from motion picture houses he attracts many leisurely walking pedestrians. As a matter of fact, the public will notice lights near the street level far more quickly than they will those overhead because they are more unusual. He changes the signs every week so there is always a new reason to look in passing. His name, moreover, is kept prominently in view not only here but above the door.

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J. P. Donald, of Toronto, has accepted an important position with the Lindsay Woollen Mills, in Lindsay, Ont.

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Isaac V. Williams, who was on the office staff of Nerlich & Co., Toronto, for more than seventeen years, died in Vancouver recently. He had been suffering from gland trouble for eigh months. He is survived by six daughters and one son.

# THE MAKING OF EMBROIDERIES

### Spring Brings Revival in Laces

That this winter has been a season for laces beyond all expectation, one cannot deny; but it has been a season for the importer and not for the home-grown brand of lace maker. The French laces, particularly radium, have practically dominated the market. Spring gowns on the other hand show a tendency toward favoring flouncings, filet and Cluny laces, so manufacturers are feeling very much encouraged.

Embroidery is also coming back to its own. There are some very attractive designs on the market just now and one salesman believes that it will be used for trimmings and flounces as much as lace is.

Nearly all the embroidery seen these days, is made by machinery and most of it by the shuttle embroidery machine. This machine is a Swiss invention dating back fifty years. Nottingham, Eng. was the first embroidery making centre in the world and it was to this city that the shuttle machine was introduced in 1883. The original machine made only 40 stitches a minute and produced embroidery in lengths of four and a half yards. Nowadays, the improved machines make 120 stitches a minute, do all manner of pieced openwork and produce any length required.

In the early days, these machines were operated by pantograph, which is an adaptation of an ingenious invention by a Jesuit priest in the 17th century. The general scheme is to permit a design existing in one scale to be copied large and smaller. The movable arm in some embroidery machines is a survival of the pantograph. The hand of the workman manipulates it in such a way that it traces the original design, allowing the embroidery needle to make the pattern like the original but in the desired size. Great accuracy is necessary in guiding this arm, imperfections being made very easily because of the high rate of speed at which the machine operates.

The Jacquard machine used mostly nowadays is quite different. One skilled card puncher punches the pattern, there being plenty of time to study each stitch. The machine reproduces the work as frequently as is required and with unfailing accuracy. Jacquard machines are used in one form or another, in various branches of the fabric making industry.

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### NEWS OF THE TRADE

Professor Maitland C. Boswell, of the University of Toronto, has discovered a new chemical reaction which can be employed in making dyestuffs from coal-tar products. Two colors, a blue and a beautiful shade of rose, have been produced. They can be applied to cotton, wool and silk and are fast to light and washing.





## WM. E. WRIGHT SAYS:

"This month we are opening a new factory for WRIGHT'S Bias Tapes in Orange, New Jersey. It is a very unusual factory and we feel justified in being proud of it.

"To begin with, it is not in a factory district —it didn't have to be. The manufacture of our bias tapes is so cleanly, so orderly, so attractive a process, that we were permitted to build in a restricted quarter where there are no other industries.

"The building of steel and tapestry brick is architecturally meritorious and contains ample space for many new units of the patented machinery with which we sew, cut, wind and pack WRIGHT'S Bias Tapes. With all these new facilities at our disposal we hope to be able to keep up with 1922 orders as they come in.

"This new factory is the expression of our firm belief that women are doing more and more home sewing every year, and that they are going to buy more and more of all those helps and conveniences which make the labor of sewing easier and improve the quality of the work."

**Send for Color Card of**

# WRIGHT'S BIAS FOLD TAPE

**Showing our full line of fast colored percales, also Wright's E-Z-Trim. You will find this card to be a great convenience in making up your orders. It shows our 12 plain and 6 striped colors of Tape and 6 colors of E-Z-Trim.**

## WRIGHT'S BIAS LAMPSHADE TAPE

**Something new and useful for the Notion Department. Sample card showing colors sent on request.**

**WM. E. WRIGHT & SONS COMPANY**

*Manufacturers*

350-370 Scotland Road

Orange, N.J.







In U. S. Pat. Off

*Now as Never Before—*

## You Need Sound Financial Information

THERE never was a time when business merchants needed sound, sane, financial knowledge of commercial happenings on which to base present and future investments as they do right now.

*For your business profits are not real profits until you have them safely invested in reliable securities.*

Why not invest profits from your shop and the coupons from your Victory Bonds in genuine securities, news of which you will find every week in THE FINANCIAL POST Investors' Enquiry Service, a feature for subscribers which will give you the benefit of investigators in all the big financial centres? This service is just as if you paid a man $10,000 a year to be your own personal investigator in Toronto, Montreal, Winnipeg—in fact, every city in the Dominion.

But you cannot hire the services of this staff—you get them free with a subscription to THE FINANCIAL POST, through this splendid Investors' Enquiry Service, which is free to all readers.

But that is not the only thing—this commercial newspaper gives you the financial, industrial, banking news of the country in convenient readable form—just the data you need for your business—just the facts you need for your investments—in fact, a splendid partner of the ambitious merchant.

When 8,425 merchants, business executives, bankers, lawyers find in THE FINANCIAL POST the very facts which will help them in their business, will you not find a weekly reading of its pages very beneficial?

## THE FINANCIAL POST

143-153 University Ave., Toronto, Ont.

.....192

THE FINANCIAL POST,
143-153 University Ave., Toronto.

On the understanding that THE FINANCIAL POST contains just the facts I need for safe investment of profit, you may send me a recent issue.

Name .....

Address .....



Jeanne—No. 1011
Our Mannequins are Cast from Live Models

Brighten Your Windows
With our High Class
Wax Mannequins

*They give life to your Displays*

Besides our own make in WAX BUSTS we have a large stock of the CELEBRATED FRENCH MANNEQUINS. Visit our showrooms when in our city and choose a selection of WOMEN'S, CHILDREN'S and MEN'S WAX MANNEQUINS.

Delfosse & Company
247-249 Craig St. W.
Montreal



Marie—No. 1010
Made by our French Artist

THE BELL TELEPHONE COMPANY OF CANADA — LOCAL LONG DISTANCE TELEPHONE

Call us by Long Distance for immediate Delivery.



Marie—No. 1010A

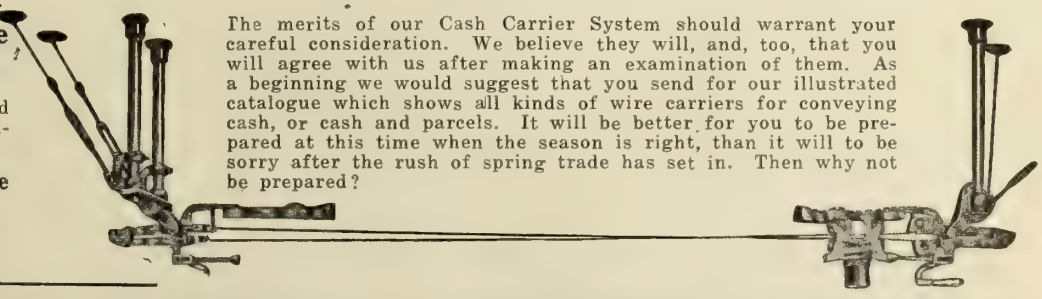
We will gladly send photos upon request.

*Canadian Wax Mannequin*

**Why Not Have a Double Check on all Sales?**

All kinds of Wire Cash and Parcel Carriers and Pneumatic Tubes.

**Gipe-Hazard Store Service Co., Limited**
113 Sumach St., Toronto. Ont.



The merits of our Cash Carrier System should warrant your careful consideration. We believe they will, and, too, that you will agree with us after making an examination of them. As a beginning we would suggest that you send for our illustrated catalogue which shows all kinds of wire carriers for conveying cash, or cash and parcels. It will be better for you to be prepared at this time when the season is right, than it will to be sorry after the rush of spring trade has set in. Then why not be prepared?

*When Answering Advertisements Kindly Mention This Magazine*

# Swinging Pendulum of the Ad. Man

## Unusual Methods Will Bring Home The Bacon in 1922—Advertising Must Follow A New Track Without Being Yellow—Some Methods Tried by F. R. MacMillan's of Saskatoon—Plan That Brought Good Results

**Written By James Burt Malette, Advertising Manager for F. R. MacMillan Ltd., Saskatoon, Western Canada Member International Board A.R.A.**

THROUGHOUT the thoroughfares of the commercial world the word has been flashed, "Unusual methods will bring home the bacon in 1922." We see business men reaching out for new ways and means to secure the usual slice of progress, bank and financial experts cudgelling their brains for new thoughts. New methods are being adopted in factories, warehouses and exporting establishments, merchandise buyers are adopting new ideas in purchasing, the entire buying and merchandising fraternity has suddenly awakened from a deep slumber of easy money, high prices and passive indifference to costs and with the advent of the New Year has gone to work on a brand new plane involving methods that are as distinctly different from those followed in 1920 and for the past five preceding years as midnight from midday!

### Advertising Methods Behind

And while this transition is taking place what is advertising doing? Standing as still as the Rock of Gibraltar! Advertising, the much vaunted "live wire" of business, "The life of the Trade" has failed to change its colors to suit the surroundings. I venture to state that it is the one arm of commercial service that has failed to keep time with the pendulum. For instance, glance over the large daily papers of the day—The New York Times, Philadelphia Public Ledger, Boston Transcript, Chicago Tribune, Indianapolis Star, Los Angeles Times, Montreal Star, any Toronto or Winnipeg paper that you will, and fire your imagination to fever heat, you will fail to find any radical change in the clothing of the advertising of any firm using the columns of any of these periodicals! Strange, is it not, when other features and branches of service have altered so materially to meet the changing conditions.

An old college chum of mine in Chicago, advertising manager of one of the Lake City's largest stores, does not agree entirely with me in what I am about to set forth in this article. There may be others who will take another view than mine but the fact remains that this policy I enunciate and which I put in force in the store I am at present associated with has brought generous returns from every dollar expended in its propagation.

### A Brand New Style

Let us take F. R. MacMillan's as an example. This store was doing the largest business in Central or Northern Saskatchewan in the Spring of 1920 and indications pointed to a bumper crop, liberal credits and easy money in the Fall.

September arrived and with it the sad tidings that Northern Saskatchewan's crop would fall far short of expectations. We held a council and after reviewing market reports and special information that we fortunately had at our disposal agreed that the time had come when strenuous measures must be adopted to meet a condition that as yet we had never been called upon to face. The first thing was to pare buying appropriations as much as possible giving due regard for "wanted" lines, sizes, etc., in staples. In some instances orders for goods totalling some $80,000 were cut 33 1-3 %. We made sure we could do this and still lose no business. The next thing in order was to adopt methods that would be noticed by the public and the first two things to be called up on the carpet were advertising and windows. Formerly our windows and advertising had been conducted along lines calculated to raise the prestige of the establishment and the prestige had been secured by such methods but the point then was how to alter our scheme of things so that we might retain this good standing and in addition force business from exhausted purses!

### A New Plan

I held a special consultation with our display manager and he agreed with the principle of "Reverse English," that is to say, place quantity in the windows and the reverse in the press. To illustrate. We had a great sale of towels, 5,000 pairs of various sorts. In the window he showed a complete bathroom outfit, bowl, seat, bathtub, towel racks, etc. And the window was literally alive wtih towels hundreds of them, not thrown in, but tastefully arranged. It would be impossible for anyone even across the street to pass the building without gaining the knowledge that there was a huge sale of towels on foot. In the advertisement, (we use two pages each day) was a half page devoted to nothing save towels. The display used was liberal, type large and plenty of towel illustrations were employed and although it created a sensation it did not smack of the spectacular in any sense. But it did allow the public the impression that we were doing something out of the ordinary. Results from this initial move were immensely gratifying to all of us. The balance of the page was taken up by two departments and each used but two items. Here we have a total of five sales on one page that produced results fully 50% in excess of any previous sale day of a similar character in our history!

### Must Have Features

I am decidedly opposed to crowding newspaper advertising irrespective of what reputation the firm enjoys. A page devoid of features from day to day will never gain adherents to the firm's line of patronage and, after all, this is one of the purposes of every advertisement. Not merely to secure "repeat" orders, but to sell in new fields, to catch the eye of the occasional "ad" reader as well as the woman or the man who make a business of studying your store's publicity. It is new friends we want as well as the continued business of old ones.

### Another Plan that Worked

Along in the earlier portion of 1921 we tried another tack. We began exploiting one department per day. That is to say give up a full page to the offerings of one department. But the department securing the day's space must find enough "meat" to feed the readers else the page was "auctioned off" to the highest department bidder. We found this method just as successful as the first and before long became aware of the fact that the general public were beginning to ask, "What will MacMillans do next?" The element of surprise was apparent. We knew that we had the confidence of the public begotten by years of real honest dealing (not fancied) and in each case when some sensational happening was on the tapis, the public came to know that the particular sale was a real event offering intrinsic worth. And never once did we fail them!

The next move for publicity (note that we were getting a large share of general publicity as well as immense direct results) was in the form of a "Value Quartette"—I dub this such, though we did not use the term in our advertising. This consisted in giving up the page on alternate days to four departments and these departments could use but two items in a given space. This occurred on Monday night, Wednesday night and Friday night. On Tuesdays, Thursdays and Saturdays composite advertisements appeared. This went over pust as large as life.

### Don't Neglect Departments

There are many merchants who will interrupt here with the exclamation—"The other depts. do not get a chance in any of these plans." But they do! We

(Continued on page 107)

# Unique Method of Cutting Overhead

## Problem Of Overhead Is Problem Of Maintaining Efficiency And Morale Of Sales' Organizations—Present Conditions Survival Of Salesmanship As It Is Survival Of Individual Businesses—An Extra Week Of Holidays A Month Without Pay

PUTTING down overhead expenses without striking at the effectiveness of the sales' organization or interfering with their morale is one of the problems being faced by the retailer during this year. It is not the easiest thing in the world to do; yet most dealers recognize that it is a year when overhead has to be reduced if the balance sheet at the end of the year is to show a fair percentage of profit on the year's business. There are many ways of reducing this overhead. Not a few dealers are scanning their premises to see if there are not some waste spots here and there that might be turned to useful purpose, such as adding a couple of new lines that will bring profit without any additional, or much additional expense in the way of a sales' staff. Some are cutting down the salaries of their staffs, explaining to them that the surest way to get back to normal times is to reduce the costs of production so that the selling price may be more appealing to the customer and he will come into the market to purchase his legitimate requirements. One way of doing this, they say, is to reduce salaries commensurate with the lowering cost of living. Again, dealers who have been giving bonuses are discontinuing them; or others who have been granting commissions on sales are either reducing the commission percentage or cutting them off altogether. Some are reducing the cost of an extravagant delivery service that developed during the very prosperous years of 1919 and 1920; others are making the fatal mistake of cutting down their advertising to such an extent that it is almost extinct. It is safe to say that this problem of overhead will be one of the outstanding, if not the outstanding problem of the year 1922.

### Extra Holidays

With the first of the year, a certain dealer known to us decided to confront this problem, keeping in view the desirability of maintaining the efficiency of his sales' force as well as the personnel. He did not want to cut salaries; he did not care to dismiss any of the members of his organization because, naturally, he believed it to be a good one, built up with extreme care. At the same time, he felt that something had to be done to cut down overhead and he knew that the members of the sales' force would listen to reasonable propositions and would assist in every possible way to meet an outstanding problem of the year.

The head of this firm believes that the most successful way to get at a problem is to come to close grips with it.

He, therefore, called the members of the sales' force together in conference. He talked to them. He told them he had always felt kindly disposed toward every member of the staff. He said it was obvious to all of them that business was much harder to get at the present time than it had been during the prosperous years of a couple of years ago. Reducing overhead, he said, was one of the big problems and, naturally, they were looking to him to meet this responsibility and wondering in what way he would meet it.

### They Must Share It

He wanted to make the point a strong one, however, that they must help face this responsibility as well as he. Business could not be conducted as it had been during the years 1918-19-20. If it were, they must go under. Such methods had to be gotten away from. Business to-day was the survival of the fittest. It was not only the survival of the fittest for firms but for salesmen as well. He told the members of the staff that he received frequent telephone calls from people who wanted their jobs and who would take them at a smaller salary than he was giving them. This, he did not want to do; but he still pointed out that overhead had to be reduced. It was either a case of reducing the staff by dismissals or coming to some arrangement whereby the present staff could be maintained on the same standard of wages.

### How it Was Done

Not only the head of the firm, but every member of the staff was anxious to maintain the personnel of the sales' organization. Dismissals are disorganizing and demoralizing. An atmosphere of uncertainty, of "what's coming next," is created. A nervousness creeps into the work of the organization that is harmful and may lead to disaster. This must be avoided.

The arrangement arrived at satisfied all the members of the staff. It was arranged that every member of the staff should have a week's holiday for each of the three months of January, February and March. The schedule was arranged in such a way that seasonal departments were not handicapped by an inadequate staff. Of course, these holidays—unlike the regular summer holidays—were without pay.

By this method, the firm is able to cut down its overhead expenses on salaries a good deal during the year. It represents a considerable saving where there is a store with many departments in it. At the same time, the sales' organization is entirely satisfied with this method. And that is a good deal to be thought of these days. They not only feel that they are doing something to help their employer meet a perplexing problem, but they feel that they are making a slight sacrifice that helps another keep his or her job during the twelve months of the year. They are getting a rest that does not hurt them. They put extra "ginger" into their efforts when they come back from their week's rest. The plan seems to be a good one because it does all that it is intended to do—cuts down overhead and maintains the efficiency and morale of the entire sales' organization.

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### BELLEVILLE MERCHANT GENEROUS TO CHARITIES

Belleville, Jan. 12—Thomas Ritchie, a Belleville merchant, who died some weeks ago, left an estate valued at $126,547, from which he made unusually large bequests to charity.

The sum of $40,000 is given to the Women's Christian Association to erect a nurses' home in connection with the local hospital, and $20,000 to extend the work of the hospital; $15,000 to the Children's Aid Society; $10,000 to Albert College; $12,000 to the city for playgrounds; and $100 each to twelve employes, and part of the residue to the aforementioned charities.

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### SWINGING PENDULUM

(Continued from page 106.)

have proven beyond doubt that these big special days draw the crowds! We have proven that when a sale is in progress in the china shop that the hardware store gets a large share of the patronage, and that a goodly portion sifts right through the store. Then again under all these schemes each department is represented in the selling plan at various periods. **It is plainly up to a department manager to make his space howl!**

For the greater portion of my advertising career, I have been accustomed to publishing, writing and editing copy that smacked very strongly of the conservative. I am now certain of this fact. That the average store of today must adopt the most strenuous type of advertising coupled with more aggressive merchandising in order to tread water until normal times arrive. The mere circus type of display will not suffice. It is possible to have an advertisement striking without resource to the yellow paint pot! In this case it is plainly a problem for the writer.

# Firm Starts Educational Department

## Manchester Robertson Allison Co. of St. John Inaugurated New Policy Few Months Ago—A Year's Course of Weekly Lectures on Salesmanship—No Interference With Internal Management—An Additional Feature—A Forward Step

ONE way of cutting down overhead expenses in connection with the cost of selling is to be sure that salesmen are throughly equipped salesmen and saleswomen. And one very effective way to throughly equip the members of the sales staff is to train them in the art of salesmanship. Salesmanship today is a science; it is no longer the simple act of wrapping up a parcel, making out a bill and taking the customer's money. Those days have gone.

And since their passing, a number of progressive firms, realizing the first importance of expert salesmanship, have undertaken to provide their sales staff with courses in salesmanship. Nothing but the highest praise can be spoken for this action on the part of a number of Canadian firms. Experience shows that the returns from such a venture are well worth while from many angles. It makes for better, happier, more proficient salespeople and it creates a team-spirit in the organization that works out to the decided benefit of the firm and all who work for it.

### M. R. A. of St. John, N. B.

One of the latest firms to fall in line in this respect is Manchester Robertson Allison, Limited, of St. John, N.B., one of the progressive firms of the eastern section of this country. Referring to it to a staff member of Dry Goods Review, Walter Allison stated that they had formed an educational department a few months ago for the purpose of giving better service to their patrons through a better sales staff. "We inaugurated a course of lessons in salesmanship," he said, "which includes instruction in the better knowledge of goods which we sell, treatment of customers, general deportment, and everything else that goes to make for better service to our customers and more efficient salesmanship on the part of our sales people.

### A One Year's Course

"This particular method," he continued, "adopted by the company, consists of a year's course of weekly lectures and for the carrying out of the scheme the staff has been divided into four groups having two leaders who are generally department heads. The groups are selected in such a way from the various departments so that, while they are absent from the department taking the half-hourly weekly lessons, there is the least possible weakness felt by their respective departments. The whole scheme is under the direction of Mr. Morrison, the store superintendent.

"These lessons are held once a week from nine to nine-thirty in the Lunch and Recreation rooms. Four and five days previous to the date on which a special group is to meet the lesson to be discussed is handed on mimeographed sheets to each member of that group, which gives each member of the group an opportunity for study for several days before the meeting for the discussion of it.

"Saturday morning from nine to nine-thirty is reserved for a meeting of the group leaders, eight in all, for mutual exchange of ideas tending to making them more efficient as leaders.

### Regular Meeting Days

"The regular meeting days for the groups are Monday, Tuesday, Wednesday and Thursday mornings from nine to nine-thirty. So far, all of those participating in these lessons are very much pleased. The scheme has produced increased interest in their work and both employees and the management are well satisfied with the progress made.

### Additional Features

"In addition to this course of lectures, there are four bulletin boards posted in conspicuous places throughout the store on which is posted each week some photos of actual scenes of incidents in store selling, which are very much more illuminating in pressing home an effective point in salesmanship than any printed matter would be.

"This bulletin board also contains a hint sometimes as to deportment such as 'Smile and keep smiling' and such trite phrases. Also a space on the board is devoted to a description of some popular textile showing a sample of it and a brief history of its origin, name, uses and probable weakness and strong points. Also another paragraph describing the photo incident.

### Public May See Them

"These are on view to the public as well as to the staff and tend towards a better mutual understanding on the part of the salespeople and customers by creating a more sympathetic feeling between these two very important factors in the selling of merchandise, and incidentally, by being in plain view of the public, generally suggest to our customers that we are striving always to give them better service, the moral effect of which is more far-reaching than is generally realized.

"There is no doubt in our minds but that this is a decided forward step of great benefit and will make for efficiency in the future which will be greatly appreciated as the time goes on."

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### INCREASE SALES

Continued from page 89

the figure without corsets. This is a step further than most fitters have taken so far. The general rule is to allow two inches more than the tape measures over the corsets. This woman declares that if the corset which the customer is wearing does not fit, it hardly can be expected that measurement taken over such a corset will be correct. Probably the diaphragm or the hips are drawn in out of all proportion in the corset which the customer is wearing and in that case it is very hard to convince some people that a measurement allowing for such is correct.

Many stores in Canada have not as yet placed fitting rooms in their corset departments and in these stores it would be almost impossible to fit in the way described. It is surprising, however, to see the number of stores which are adding fitting rooms and are taking particular pride in the fact that one or more of their salesgirls are trained fitters.

The Turnbull store of Peterboro has a scheme which might be tried out in smaller stores, where there is not sufficient room or business to go to the expense of a special fitting room. This store has placed its corset department next to its ready-to-wear. The same fitting rooms are used for both. This sometimes gives an unexpected corset sale as well, because when women realize that a prospective gown doesn't look its best over the corset which they are wearing, they often decide to be fitted for a new corset at the same time.

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No less a personage than Miss Cecil Leitch, English golf champion, has paid a tribute to the sports costumes of Canadian women. "It was a most attractive sight to see dozens of women in white skirts and thin sweaters (or jumpers, as we call them) with the turned-down collar and turned back cuffs of a light blouse and a narrow waist belt completing a truly becoming outfit," was her comment. Miss Leitch is of the opinion that there is a golden opportunity awaiting a "woman golfers" outfitter in America, since the game is becoming so popular with women.

## QUEBEC TRAPPERS

(Continued from page 95.)

that the headwear for girls is stocked to age 15 only, while that for boys is carried right through to adult sizes. An effort is made to specialize in a few good lines only and the tastes of customers are consulted when each season's stocks are being ordered, so that no dead stock accumulates. The country people prefer conservative headwear which will not go out of style rapidly, and they firmly believe that the best merchandise is the cheapest in the long run. Usually when this store has sold a hat to a customer, whether for a boy or girl or grown member of the family, it can always count upon getting the trade of the rest of the household. Care is taken to show real interest in the purchase, to sell just the right hat at the right price, ensuring satisfaction to the customer before clinching the sale. This policy appeals strongly to the thrifty habitant and in consequence every man, woman and child for twenty-five miles around the town has at some time or other worn a Lanoix hat.

There is no call whatever for inferior qualities in either hats or furs in the Lanoix business and customers seem to examine goods for their quality alone. It is an established rule to tell the customer exactly what they are getting, and in the case of dyed pelts infinite pains are taken to explain the exact difference between electric Chapel-dyed or French seal as compared with Hudson seal. Likewise an effort is made to reproduce all the smart and new styles in garments and neckpieces each season and no attempt is made to foist off old stuff just because the purchaser is a country woman who is not informed as to what styles are correct.

### Fine Furs Chosen Personally

According to Mr. Durocher the biggest demand is for Hudson seal, Persian lamb and raccoon coats this season and owing to the fact that he purchases the pelts from the trapper personally in most cases and has the rats dyed to his own order, he can turn out a smart coat at a considerably lower price than it would command in a city store. Similarly he obtains his other pelts at the Montreal auctions by personal selection and although the business is strictly retail, the customers get the benefit of expert manufacturing.

No old furs are ever accepted and the repair work done in slack seasons is still another branch of the splendid service rendered by this small but highly efficient store. During the spring months customers bring back their garments to be stored until the fall and thus the store keeps in touch with them all the year round.

### Uses the Movies

The best method of publicity tried out by the store is that of running an artistic colored slide at the local movie theatre, illustrating a magnificent mink wrap, plentifully elaborated with tails and heads. This garment which is actually reproduced in the store's range of styles, proves a good inducement round holiday times to customers. At other times of the year, slides showing new felt or straw hats are shown over the firm's name.

### A Rendez-Vous for Tourists

Of late years tourist trade has become quite a specialized line with the Lanoix store, and it is by no means unusual to have a dusty motor draw up on a hot July day, at the front door, while an American voice enquires if this is the store where they make fur coats right on the premises. Motorists passing through St. Hyacinthe from Quebec to Montreal rarely omit a visit to this busy establishment and still less rarely forget to leave an order for some fur which is peculiarly Canadian in nature.

Thus the native pelts including muskrat, beaver, fox, etc., are handed over to the visitor who is able to take a considerable quantity of raw skins through to the United States without paying duty.

Although the equipment of the little store is modern in appearance and adequate for the needs and character of the business, yet there is, nevertheless, a quaint old-world atmosphere about it, possibly due to the fact that there is scarcely an inch of empty space overhead or along the walls where pelts or furs are not hung. The chief thing noticeable to the stranger in connection with the store is the fact that this very atmosphere or character is not striven after, not affected, but is essentially a part of the very genuine and honest foundation upon which the business has been built up.

## CANADIAN WOMEN

(Continued from page 94.)

### Chokers Will Be Double-furred

Most of the chokers being made for the Spring, are not lined on the inside as they were last year. The brown furs will be used for the most part. Mink will be good but copper sable or stone marten will be better still. When the latter fur is dyed it looks so unlike the natural fur that few people realize the close connection between the Canadian Marten and the Russian one. There is such a difference between the cost of the little animal commercially called the copper sable or the Hudson sable and the extravagant Russian sable, that they do not realize they are both of the marten family only brought up in different countries. The two animals are about the same shade of brown and their dark marking is very similar. The Russian one has light grey hairs sprinkled throughout, which is the only real mark of distinction to the amateur. They are very nearly of a size. The fur of the Canadian marten is not always as silky in quality as the other but there are some skins just as soft as the genuine ones from Russia.

### Seal Dyed in Canada

When the first vogue for Hudson seal reached Canada, furriers used to ship the real skins to Europe to be dyed. Many of them were done in England. Then the United States received most of them. For the last three years, much of the dyeing has been done here. One furrier is willing to go so far as to say that those dyed in Canada are even better than those which come from Europe or the United States.




*Corsets and underwear of pastel colorings formed a dainty display in one of the smaller windows of the Bryson-Graham store of Ottawa recently. Window arranged by Fred Ashfield, Display Manager.*



Waist Form No. 177 E/N

# HIGH GRADE

## Display Forms and Fixtures

NEW WAIST FORMS

Illustrated herewith—enamel and White Jersey Cloth. New Narrow shoulder, mounted on heavy round metal base, highly polished and finished in any color desired.

Our goods are guaranteed and are being used by stores from Coast to Coast.

***Prepare NOW to dress up for Easter***

## Dale Wax Figure Co., Limited

*Canada's Leading Manufacturers of Store Display Fixtures and Form Racks and Hangers.*

**86 York Street, -:- TORONTO**

***Made in Canada***

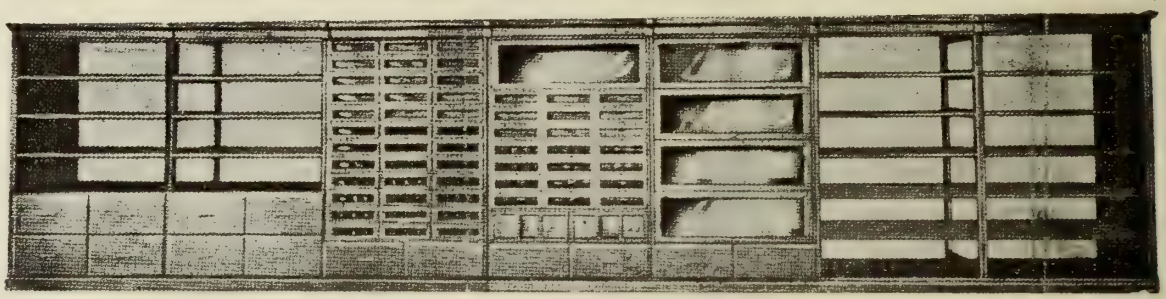
AGENTS

MONTREAL — P. R. Munro, 259 Bleury St.

VANCOUVER — E. R. Bollert & Son

WINNIPEG — O'Brien, Allen & Company, Phoenix Block, 501 Mercantile Bldg.

# WALKER MEDIUM PRICED FIXTURES



No. 70 D-2 71-GH 72 SGG 73 S No. 70 Shelf

Combination of 50" long, 26" wide, 7' high sections. Center units for Shirts, Underwear, Skirts, Gloves, Hose, Collars and Sundries.

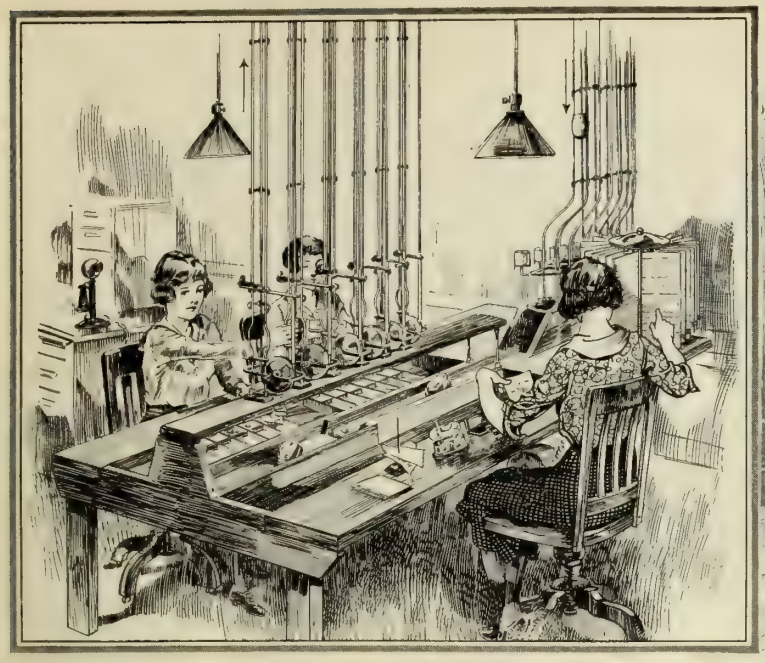
Show Cases, Wall Cases, Counters, Tables and Shelving

Are your fixtures worthy of the wares you display? Our name in fixtures means durability and attractiveness with moderate expense.

Your Store Attracts or Detracts by the Quality of its Fixtures

## THE WALKER BIN & STORE FIXTURE CO., LTD.

**KITCHENER, ONTARIO**





# Cable users can now benefit by automatic desk advantages

THE new cable desk pictured above is a worthy companion of the automatic tube desk, which is making such records for lower expenses and better service.

Consecutive handling and even distribution of carriers is the secret of the new desk. Cash and charge carriers come to the cashiers and authorizers on a swiftly moving belt, the charge carriers being distinguished by their color. Every operator picks up the carriers in the order in which they arrive in the desk.

Under this new plan every customer is served in turn and all receive prompt service regardless of the kind of sale or the section where the purchase is made.

The work is made easier for the operators, as the cash or charge boxes are always within reach and are conveniently despatched over the return tracks which are grouped in the center of the station. This ease of operation together with the equal distribution of work among the operators enables the business of a store to be handled with fewer cashiers and authorizers than where the older types of central desk are used.

It will pay you to investigate. Upon request we shall be glad to show you how this new desk will benefit you.

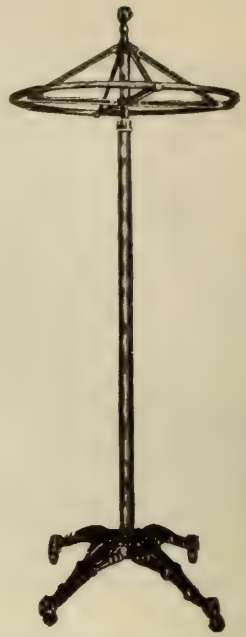
## THE LAMSON COMPANY

Toronto — — 136 Simcoe Street Vancouver, B.C. — — 603 Hastings St

**Lamson** Speed Protection **IMPROVED** Flexibility Economy **Service**



# *Plan Easter Improvements NOW*



**"Do Appearances Count"**

Our catalogue will help you with your display problems.

Send for copy.

## CLATWORTHY & SON, LIMITED

**London, England**
**Established 1896**

**Toronto, Canada**
**Incorporated 1908**

REPRESENTATIVES

Vancouver, B. C.—J. S. Maxwell & Co., Mercantile Bldg. Halifax, N. S.—D. A. Gorrie, Box 273.
Montreal, Que. E. O. Barette & Co., 301 St. James St. Quebec—Nap. Debigare, 205 Rue des Fosses.
Travelling Western Representative—S. J. Barley.

*Palmenberg Inc.*



**Our Latest Lady In Wax**

**No. 3 Special**

*We now have at our show rooms an exposition of wax. We invite all to inspect it.*

**J. R. Palmenberg's Sons Inc.**
**63-65 West 36th Street, New York**
CHICAGO BOSTON BALTIMORE

## Could *you* retire in 20 years?

Perhaps you don't want to—but all the same it is a very pleasant feeling to have enough gilt-edged securities tucked away that if business does get troublesome you haven't the slightest worry.

The big point is this—profit is not profit until it is safely invested and bearing interest. There is so much of the average merchant's earnings that are frittered away in non-essentials, when he might create an estate separate from his business load.

**THE FINANCIAL POST points the way to safe, sane investment in sound securities.** Through the Investors' Enquiry Service you get the bed-rock facts behind any and all investments. Before you buy—write.

The $5.00 invested in THE FINANCIAL POST service for a year will mean hundreds of dollars to you, if you follow the hints, tips and suggestions in the investment of your profits. When so many merchants have found its pages valuable to them, will you not fill in the coupon and find out for yourself just how valuable THE FINANCIAL POST can be to you?

THE FINANCIAL POST,
143 University Ave.,
Toronto, Ont. .....1922

On the understanding that THE FINANCIAL POST holds just the facts I need for safe investment, you may send me a recent issue. If I decide not to take it, I will write you within five days—otherwise you may bill me for $5, subscription price for one year.

Name .....

Address .....



# *Now* is the time to sell LINOLEUM RUGS

## Put Your Stock in Order Early

EACH year brings an increased demand for Linoleum Rugs. They appeal to women as a most sensible, clean, attractive floor-covering, and new buyers are in the market whom you can easily secure if you solicit their trade.

## PLAN ON BIG SALES and You Will Make Them

Order a good supply of DOMINION LINOLEUM RUGS NOW, from your jobber. The new patterns are ready in all sizes. Think of what our full page color advertisements mean to you in interesting customers and link up with our selling campaign by keeping your stock complete.

DOMINION OILCLOTH & LINOLEUM CO. LIMITED · MADE IN CANADA · MONTREAL ·

***Order while Stocks are Unbroken***

NOTE: Write us for window display material, newspaper electros and booklet for distribution. They are free.

## Dominion Oilcloth & Linoleum Co. Limited MONTREAL

# Helping Sale of Floor Coverings

## Promise of Good Year for Those Who Specialize on This Trade—National Advertising Stressing Sanitary Features Has Helped—Extensive Assortment—Attractive Display—Choosing Customers—Marking of Goods—Advertising Merchandise

AT THE REQUEST of Dry Goods Review a representative of one of the foremost Canadian companies manufacturing oilcloth and allied products has very kindly furnished the following statement regarding conditions in this industry, for the benefit of the readers of this journal.

### "1922 Promises to be a Good Year for Linoleums"

That the present year will be an excellent one for merchants who specialize in the sale of linoleum, oilcloth and similar floor coverings is assured for several definite reasons:—First, prices are much more attractive now, having been reduced materially within the past twelve months; in some instances the reductions amount to 35% and even more, and the declines are marked all round. Argument regarding the value of price reduction would be idle, so that the trade may here seize upon one of the very best arguments in planning forward sales.

Second, the array of new designs for the coming season is very extensive in both linoleums and floor oilcloth, and in rugs of both materials there are changes and additions which permit every merchant and firm to add to their selections goods that will appeal to customers' tastes. These new creations come at no advance in price and are subject to the same reduced costs applying to the standardized patterns.

### National Advertising Helps

A decidedly increased demand for these sanitary floor coverings has been manifested in recent years, and particularly within the last few, owing to educational advertising which is being extensively conducted in national campaigns. The good sense of the modern housewife has been appealed to by the logical arguments used in outlining the advantages of linoleum and oilcloth. Modern homes, to be healthful, must be fitted with sanitary, cleanable floor coverings and no floors are more ideal in this respect than those of these materials, and few can claim as much. In addition to this, as every person knows, these coverings are attractive, in good taste for all rooms, durable and easily cleaned.

Enough has therefore been said in the outline above to afford the studious merchant several excellent selling points. But matters are made easier for him by the manufacturer who issues sales helps which are invaluable even to the most expert salesman. Furthermore the makers will forward to any merchant who is handling such floor coverings the new paper patterns for window and interior display; very attractive four-color process cards which illustrate the coverings in use; laying instructions for attaching the products to the floor; pattern books showing all designs; newspaper electros, etc. The wide-awake dealer must nowadays avail himself of all such material helps in going after new business as Spring house renovations approach.



*Homespun coverlets of the honeycomb weave. They are made in blue and tan, and in black, brown, rose, tan and blue combined with white.*—SHOWN BY KENWOOD MILLS, ARNPRIOR, ONTARIO.

But after all, even when advertising is conducted to impress the consumer favorably, results depend very largely upon the energy and initiative o fthe individual merchant and his salesmen. Success in selling these products is, therefore, a matter of pre-determined programme, coupled with a determination to carry the program through. Here is a specimen programme which has been worked out by a former retailer and should also be of service to many others.

### "Plan for Developing a Floor Covering Trade"

1. **Carry an extensive assortment.** What would be extensive for one man would be inadequate for another, so that each merchant would have to determine for himself what his stock should be, keeping this in mind, however, that most people trade where there is ample variety of what they require, for there they feel surest of getting the proper selection.

2. **Make much of display.** When properly planned, a linoleum or oilcloth display is one of the best attractions in any store; often it looks anything but attractive owing to lack of thought and continuous effort. Keep the department in the best of order and arrangement during all seasons.

3. **Choose your customers.** Something new and novel? No. Just the careful compiling of a good mailing list—one of the most important business sources in every store. Then write these prospects personal letters, giving them merchandise news that they will be glad to have, even if they do not buy until later. Better still, take a book of designs in your pocket and "go get the order."

3. **Mark Goods Carefully.** "I sell Blank's floor covering for $1 a yard, and it costs me 45 cents," is the substance of a remark made to the writer by an Ontario merchant last year. That is a wrong principle and will fail sooner or later. Mark your goods at a fair advance, for people will pay a fair price, but do not rob your customers. When they learn that they have been overcharged, they will resent and cut you cold.

5. **Show your goods and advertise them.** This embodies a great deal, but only what a 20th century merchant would expect in his effort to lead his business community. Make straight displays of linoleum or rugs or oilcloth and send for selling helps, for manufacturers will gladly send these to enquirers. Link up the window displays with your newspaper advertising and illustrate your ads with attractive actual pictures. Let your town or city know that you sell these sanitary floor coverings, so that, whether they buy to-day or to-morrow they will surely come to you when they do buy.

Now—right now—is not too early to plan. It takes time, and well-laid plans are the kind that succeed. Will your sales be twice, three or four times what they were last year? The results are in your own hands, Mr. Merchant.

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The Silk Voile Mfg., Co., at Bridgeburg, Ont., has been forced to double the number of machines used in the operation of silk garments. Fifty additional girls have been employed during the last few weeks.

# Carpet Industry Feels Cutting off of Orders From United States Which Came During Strike

## Received Some Big Orders During The Eight Weeks' Strike Across The Border—Coming Vogue of Wall to Wall Carpet—Few Seamless Looms in Canada—Some Fine New Curtainings Being Shown To Trade—Canadian Tapestries of Good Quality

THE CARPET industry in this country is a little quiet this last few weeks, which is all the more noticeable because of the cutting off of American orders. During the eight and a half months' strike of the carpet factories in the United States, Canadian factories received some splendid orders from the large retail firms on the other side. The cessation of the strike has stopped these and manufacturers are now forced to rely on Canada for business.

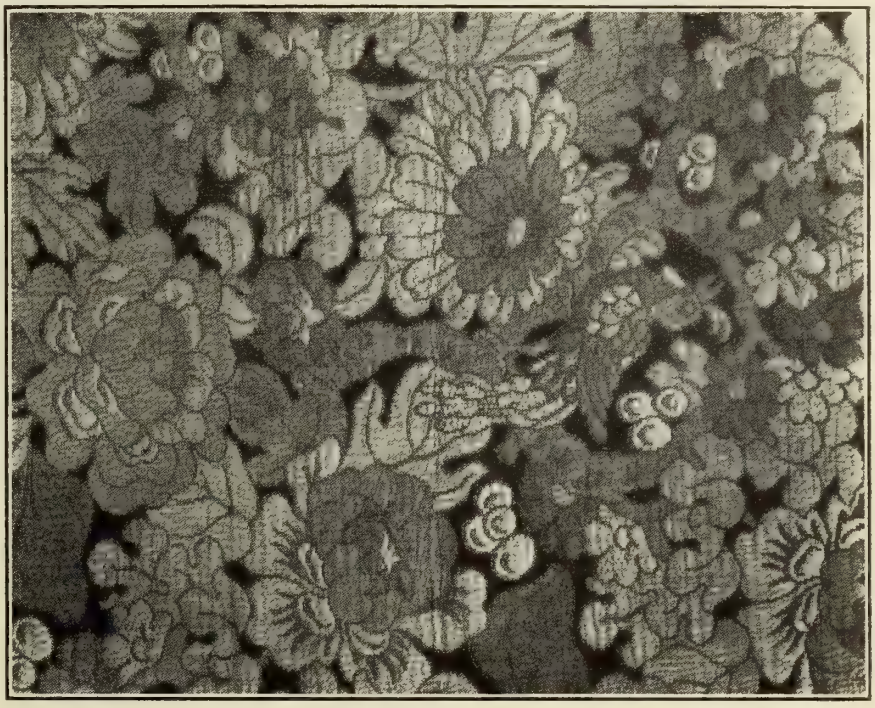
One of the largest manufacturers in this country says that he thinks carpet makers have reason to register a complaint against one little difficulty which lies in the path of travellers who sell in Canada. He says that this was brought to light more than ever while orders were coming in from the United States. It is a commonly accepted policy not to sell one pattern to more than one house in our cities and towns. It is actually a fact that as a result of this, there are seldom more than one hundred and fifty rugs in one pattern of a fair grade Axminster or Wilton, sold in this country in a season.

When the four or five colors in which each pattern is made, are taken into consideration, it is easily seen that not more than five hundred rugs are sold from coast to coast.

In the United States, manufacturers may sell to as many retail houses or wholesalers as they care to. It is therefore, not out of the ordinary to see 10,000 rugs in one design and one size and color sold in a year. Leaving the comparison of the respective fields out of the question, there is no reason why fifteen hundred or more rugs of one design should not be sold in this country, if every store in each town of more than four or five thousand, were offered samples from one range. This is one of the reasons why Canadian manufacturers cannot get their costs down to a level of those in the United States.

### Names Mean Little in Carpets

Dry Goods Review was informed that names such as Axminster or Wilton should not be given to customers as more or less certain guarantees of qualities in carpets and rugs. There was a time when Brussels carpet had the same standard in the mind of the general public as the others still have. It was cheap imitation of the original weave which injured it. Wiltons and Axminsters are coming very fast to the same basis. So many manufacturers are turning out very cheap lines, that many people realize the name means very little. Salesmen should learn something of the real reasons for values in these and sell according to the degree in which carpets live up to those requirements.



*One of the new Verdure tapestries. The design is copied from a French tapestry and resembles it so closely that it is difficult to distinguish it from the original. The colors are shaded to give a rich and subdued effect. This piece has a black ground and the motif is worked out in mulberr', greens and blues, of the very softest shades.*—SHOWN BY GEORGE H. HEES AND SON, TORONTO.

### Wall-to-Wall Carpets in U. S.

The vogue has not yet reached here of carpeting floors instead of using rugs. In the large American cities, this has taken a firm hold. People are carpeting floors which they went to considerable expense a few years ago to have specially laid down. These people who are still using rugs, are asking for much larger ones than formerly. The popular size, that is the one which 80 per cent. of the orders showed in the last three months, was for rugs 9 ft. x 12 ft. In this country, 45 per cent. of the rugs ordered are 6 ft. x 12 ft.

The vogue for larger rugs and for wall-to-wall carpets is expected to stimulate business. It may not reach here to any extent before the fall but it will come.

### Seamless Looms Not Common

It is estimated that there are only twelve seamless looms in the whole of Canada. They are very expensive and require careful handling which no doubt accounts for their scarcity. Manufacturers who have installed them find them very much to their advantage since they can obtain about twenty per cent. more for the seamless rugs than they can for the seamed ones.

One manufacturer has just finished an Axminster rug which carries the pattern all the way through. This and the fact that the pattern is Oriental, gives it more of the appearance of a Persian rug than anything that has been turned out in Canada for some time.

### New Curtainings

The latest fad in white curtains is for frills. They are seen in grenadines and in voiles and manufacturers are showing them in the piece and made up into curtains. Retailers claim that these will take with home makers, particularly for bedroom use as they will obviate the necessity of heavy curtains. When a white curtain is hung plain, there is a severity which necessitates a valance of cretonne and often side cur-

(Continued on page 116)

# Radical Departure from Established Designs Being Shown by Many of the British Houses

## Some Importations Shown in Five Colors—Wide Variety Also Shown by Domestic Manufacturers—A New Corduroy Drapery —A Woman's Dress to Match Her Cushions?—A Cretonne Appliqué

A VERY healthy condition is recorded in the carpet and rug departments of the Montreal wholesale houses. According to a prominent buyer recently interviewed by Dry Goods Review prospects for Spring business are exceedingly favorable and augur well for both wholesale and retail trade. The mills are now sold up for the entire spring season, their output being contracted for in all grades and lines manufactured. Prices on British floor coverings were cut on January first last, about 25 per cent., with no set guarantee as to future fluctuations. Nevertheless it is considered that the regular selling season will prevail undisturbed.

The chief characteristic of British rugs this spring is their radical departure from established designs and colorings. It is a season of novelties which are offered in greater quantity than perhaps ever before. British manufacturers of high grade Wilton rugs have discarded the former range of patterns in preference for beautiful reproductions of Chinese effects or two-toned color schemes combining a solid ground centre of one shade, bordered by a lighter tone of the same, with a central motif of decidedly small size repeated on the border six times.

### Shown in Five Colors

One Montreal warehouse is showing a new importation of these wonderful rugs in as many as five colors. The rugs are linen-backed, full-pitched, and full 13 wire — the finest that can be woven. In this particular range, which is confined to one Montreal house, blue is prominently featured, and it is said that the demand for blue shades is to be particularly strong for 1922. A very new shade is called "Attar of Rose" and is a peculiarly soft, dull tone, admirably suited to reproduce a Japanese design of flowing line with a border quaintly symbolic of a river. Little fish are shown swimming in water while foliage overhangs above. But all this symbolism is more apparent to the trained eye which can appreciate artistic values—to the casual observer this rug is not at all out of the ordinary. These rugs come in all sizes, ranging from 27 inch mats up to 11 feet 3 inches by 13 feet, 6 inches, with still larger sizes available on special order.

Domestic rugs likewise show a good variety of new designs in two toned effects or plain colors. The vogue for soft rich shades in greys, browns, blues or rose is decidedly stronger at present than for the elaborately patterned oriental designs. Several domestic rugs are showing a single motif in one corner only, which is rather novel and not at all unpleasing. The opinion was expressed that so long as upholstered furniture is demanded which shows a pronounced pattern in the fabric, rugs will tend towards quieter patterns and colors. Wall papers also are showing more elaboration of late, which necessitates neutral effects in floor coverings.

### New Draperies of Corduroy

Printed corduroy is the latest comer to the ranks of draperies and has been well received by the trade, according to Montreal importers. It is known by the title of Bouvelle Velours and is offered in three different patterns which include the ever popular bird of paradise and foliage designs. The manufacturers of this novel fabric have been experimenting for the past three years, it was said, in order to bring this drapery to the highest pitch of perfection. No little difficulty was experienced in printing, especially with regard to the reversible corduroys, but the showing for Spring, 1922, is beyond all criticism in point of excellence. Many different grounds are offered, upon which warm tones of tan, rose, blue and black are intermingled. These new fabrics are all 36 inches wide and are ideally suited for the upholstering of cushions and coverings of wicker furniture for the country house, since they are durable, washable and practical.

### Cretonnes for Summer Frocks

Touching on the demand for gingham patterned cretonnes, the same wholesaler characterized it as stupendous. "We sold our first large shipment inside three days last month," he explained, "and we have it on order in double quantity. It is impossible to say whether it is more wanted by house furnishing departments or for the dress trade, both are eager to get hold of it, and I foresee a summer when it will be fashionable for a woman to dress to match her curtains and cushions!"

### Cretonne Appliqué is the Latest

The aforesaid dress cretonnes are offered in many charming colorings and designs which are simply irresistible to buyers. Smart little checks overlaid with prim sprigged effects, are especially strong in two tone color combinations. Also, there is a strong demand for cretonnes which feature gigantic floral patterns, because single blossoms can be cut out and appliquéd upon dresses, skirts, aprons, curtains, hats, bags and practically everything used in the home.

It is thought that the fashion of aplying these cut-out motifs from cretonne to plain fabrics such as unbleached cottons, voiles, chambrays or gingham will be one of the biggest fads of the Summer season, and already considerable difficulty is being experienced in securing sufficient supplies of the larger patterns suitable for this purpose. Mustard, pumpkin and burnt orange are the favorite colors for grounds in cretonnes and other draperies this season, and the more unconventional and original the pattern, the quicker it sells.

Similar reports on the demand for dress cretonnes and other fabrics were made to Dry Goods Review by a leading Ottawa wholesale house this month, stating that buyers in Ottawa and the surrounding towns were confident of a big Summer in these novelty goods.

This Ottawa firm has just received a large shipment of English casement cloth and art muslins, the first in three years, which are once more obtainable in the old original fast colors and artistic patterns.

The regular trade in Ottawa and vicinity is demanding more and more floor coverings of late, especially the new designs in congoleum rugs which are now the accepted fashion in country homes and others where the floors are not of hardwood. With the recent reduction in price on these goods, of some 20 per cent, the prospects for spring business were never brighter.

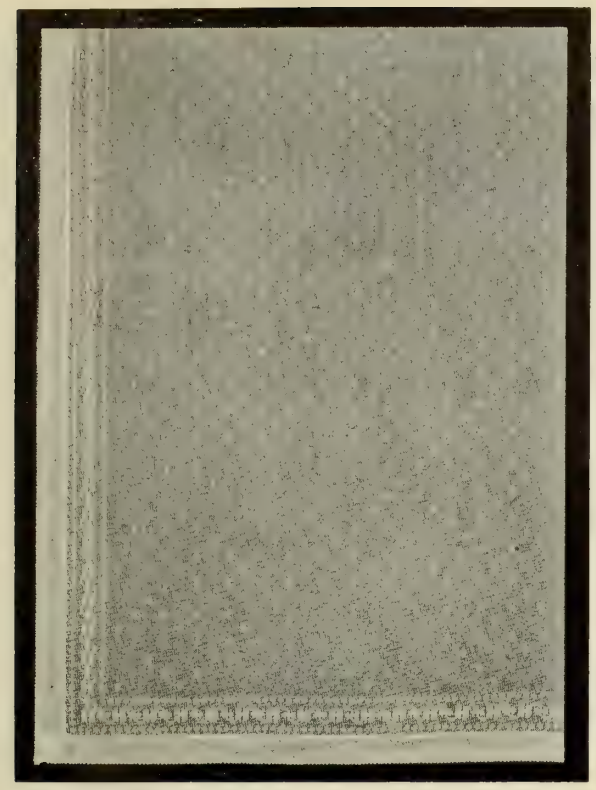
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### CARPET INDUSTRY FEELS CUTTING OFF OF ORDERS

(Continued from page 115)

tains. This frilling helps fill up the hollows of the window frame and gives a cozy appearance in the room.

Lace and insertion is better than ever in combination with net, voile, marquisette and grenadine. One department store in Toronto sold thousands of these during January for $3.50 and $3.95 a pair. Many of them had drop-stitched motifs in the corners. It seems strange that these materials cannot be purchased by the yard at a price which compares with the made-up curtains.





## *ENGLISH CURTAINS FOR CANADIAN TRADE.*

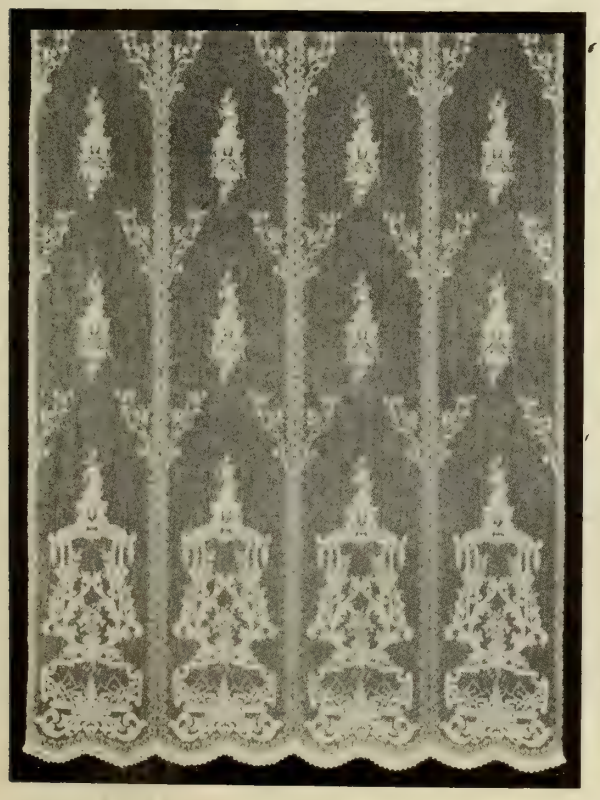
*We have received from Nottingham some very fine samples of lace curtains 'specially made for the Canadian Market.*

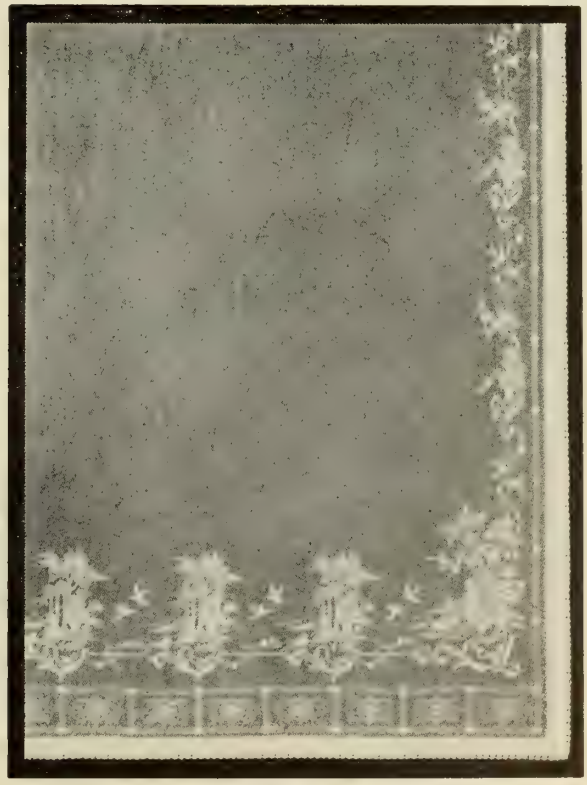
*Made on the Fi'et ground, a very popular weave, they range from gauges of 8 to 16 points, a really fine gauge for a Lace Curtain.*

*The sectional pa el is obta ning enormous popularity owing to the fact that it is a yardage line which is specially made so that lengths of so many panels can be cut off to fit any sized window.*

*The three novelty single border Filet curtains which are ultra-fashionable in Canada just now are made with hemmed edges and little lace edgings.*

*These goods are manufactured by Dobsons and M. Browne and Co., Ltd., of Nottingham, England.*







# Handkerchiefs

Now showing in our new range of Christmas Handkerchiefs—a most varied and complete assortment, embracing many new styles and creations that will prove top-notch sellers for your next Christmas business:

*FANCY BOXED HANDKERCHIEFS*—One, two, or three in a box—many styles----full range of prices, and attractive holiday boxes.

*SPECIAL ASSORTED LOTS*—These have met with a very special success in past Seasons. See the *New Numbers at the New Prices*.

Good range of plain and H. S. Lawn and Linen Handkerchiefs, Children's Novelty Handkerchiefs, and Men's Handkerchiefs in White H. S. Lawn or Linen, and Colored Borders.

Our Handkerchiefs are all 1922 STYLES. It will pay you to see these when our Salesman calls.

# House Furnishing Department

We have complete stocks of Nets—Madras—Scrims and Marquisettes—Sateens—Cretonnes and Shadow Cloths. Samples now in our travellers' hands.

# PRIME & RANKIN, LIMITED

Weekday Cross
Nottingham, England

74 York Street
TORONTO

ESTABLISHED 30 YEARS

THE

# *Jamieson*

LINE OF

# SCOTCH

DRAPERY FABRICS

consists of Lace Curtains, Cream and Colored Scotch Madras, Curtain Nets, Sectional Panels, Lace Bed Spreads (as illustrated), Brise Bise, Vitrage, Poplin Repps, Fast Dyed Casement Cloth, Hand-Blocked Printed Cretonnes.

We have on hand in our warehouse at 55 Bay Street, Toronto, ready for immediate shipment, the most complete lines of NEW goods in Canada to-day —direct from our mills at Darvel, Scotland. All prices are at to-day's mill quotations.

Give us a call—or write us. We render a prompt service on all orders, large or small.

## Alexander Jamieson & Co.

(Wholesale Only)

55 Bay Street, TORONTO

*Telephone: Adelaide 861*

# Some Late Models in Ready to Wear

## Popular Bramley Frock for Girls in Teens—Three Piece Golf Suit in Knitted Jersey Cloth—Sport and Box Suits—Fabrics in Dresses Show Marked Difference From Last Year—Tailored Effects in Blouses in Demand

THE girl who is in her teens cannot wear anything more charming and youthful than the ever popular Bramley frock. Canadian manufacturers have designed a new version for Spring which is decidedly more becoming than last Fall's style. This model, developed in knitted fabric in a wide range of colors, has a skirt closely knife pleated all round, set on a slip of batiste. Over this is worn a pullover blouse on the middy type, that is to say, instead of the lower edge hanging loose under a belt as was the fashion before, this fullness is now shirred into a deep band which encircles the hips, in which elastic is run. Thus the wasit and hip line is smooth, slender, and stays down all the time. Even figures which are somewhat plump can wear the new Bramley frock with good effect. The collars and cuffs are of white or color contrast and may be either of jersey or kid, piped with black. Heather mixtures are in great demand for these frocks, particularly in the lovat shades.

The three-piece golf suit again crops up in knitted jersey cloth of quite unusual effectiveness. Seen this month in a Montreal show room, one such suit was developed in tan tweed jersey showing a fleck of blue and red. The skirt was smartly plain, buttoned from waist to hem, while the knickers were of the usual style with buttons set close together on each side closing. Slashed pockets were set in, on the slant, on both skirt and knickers. The coat was tailored, with notched collar, patch pockets and inverted pleats designed on the "swivel" type favoured by men's sports clothes. Pussy willow silk lined the coat throughout.

### Sport Suits

Another typical spring sports suit was of emerald green cassimere cloth which closely resembles flannel. This was severely plain in type, being relieved merely by black bone buttons of the 4 hole variety. Twilled homespun suits are proving to be enormously popular, it is said, in Montreal. The twilled effect however is not any more in demand than the staple weaves, for the latter, especially that which reproduces the uneven threads of the real Habitant homespun, made on hand-looms, are selling better than ever before.

A composite costume, which might be called a sports outfit, for want of a better term, was noticed in a show room in Montreal. This was composed of a long smock of rose homespun worn over knickers of the same. The smock was belted with a narrow white belt, and cuffs and collar were of unbleached linen piped in black. A flowing Windsor tie finshed the throat.

In the same collection also was noticed a number of plain tailored homespun suits, the coats of which featured three inverted box pleats in the back. The proportion of homespun suits shown, slightly outnumbered those of jersey, which, however, are more tailored in style than they were last year. Heather cloths were represented more than the plain kinds.

### The Box Suit

Tricotine box suits of dressy appearance are quite as much in demand as was first expected. The newest type seen this month featured a wide crushed sash of pearl grey crepe de chine



*JERSEY CLOTH IS NOW USED TO DEVELOP SMART SPORTS CLOTHES*

*This model which comprises coat, knickers and skirt is made of soft tan knitted cloth flecked in red and blue tweed effects. The new swivel pleats give plenty of freedom for golfing or riding and the patch pockets are both smart and useful.*—COSTUME DEVELOPED IN HAWTHORNE FABRIC AND SHOWN BY COURTESY OF THE HAWTHORNE MILLS OF CARLETON PLACE, ONTARIO.



about the skirt, which ended in two deep tassels. Wide black silk military braid was used to trim the coat, running up and down vertically over each shoulder, and again down the sleeves. The coat of another suit of a cool sand shade of tricotine had a vestee of black silk inset in the opening which showed beneath a little turn-down collar, gradually widening where the coat flared at the waist.

Separate skirts showed such variety of design, color and style that it is not possible to say as yet which models are to prove most popular for late Spring wear. Much is said of a novel homespun model which is wrapped about the figure instead of being closed by a stitched seam. A wide stitched fold of the fabric comes in the back. The waist line is fitted with elastic in order that it may be used by various sizes.

### Dresses

While there is not much change in the lines of the frocks for formal wear now being shown for Easter and Spring wear, the fabrics and colors are distinctly different from last season's line-up. The great bulk of the trade done appears to be on colorful effects and not a few entirely scarlet models or models of jade green and white, etc, are selling.

Crepe-Knit cloth seems to have taken Canada by storm insofar as frocks are concerned, and innumerable smart but simple dresses featuring the Jenny neck, lowered waist line and peasant sleeve are shown. Such contrasts of color as geranium red with oyster grey, rust with peacock blue, fuchsia and cocoa brown, jade and black, pumpkin and mag-pie combinations, etc, are not in the least unusual.

The aeroplane frock, designed in a straight line from neck to hem with unusual sleeve effects, and the handkerchief sleeve which can be unfastened to fall free in mandarin style are some of the novel features of frocks offered by Montreal houses. Most of the crepe-knit frocks are simple in design as befits the character of the fabric, and it is rumored that smart women are not partial to over elaboration this season, in the matter of trimming. Lattice-work of the fabric composes a clever banding to edge necks or sleeves, showing open-work of course, and thus imparting an air of daintiness to the otherwise severe silhouette. Panels are still featured and tunic effects which begin below the lowered sash about the hips.

Canton crepe in a heavy rich quality is effectively used in a striking black gown heavily beaded all over with wooden beads in several colors. The design carried out is one of solid motifs in floral pattern. Although this type of trimming is bizarre and somewhat heavy, it is undoubtedly unusual and artistic.

Taffeta reappears in delicate shades in models designed to suit the young girl. Quaint bouffant styles are prominent as befits the crispness of this material. A frock of fuchsia pink taffeta had its elbow sleeves and round neck edged with narrow black lace, while a huge black velvet flower was crushed at the waist line to lie flatly at one side.

Another bouffant gown of chocolate brown taffeta had the new full sleeves which ended just below the elbow. Below these sleeves appeared puffs of bonfire tinted georgette, tied in at the wrists.

A straight tunic frock of henna canton crepe was draped over the biscuit tinted crepe de chine, falling in flat box pleats both front and back, and showing the lighter shade combined with the darker, side by side.

Bordered Roshanara crepe in a very heavy quality was effectively developed in tobacco brown, the banding being in paisley tones ranging from dull blue to cream. Chain girdles or heavily tasselled draped effects seemed to be most wanted, according to the designers, as finishes upon spring frocks.

### Blouses

Designers of blouses are feeling very much encouraged over the outlook for spring. Tailored effects hold the supreme place, both in lines known as tailormade and in so called costume offerings. There is no radically abrupt change from last year's styles but the insistent demand for types suitable to wear with knicker suits or other sports outfits of distinctive character has had the effect of giving a really satisfactory impetus to the trade.

The simply cut blouse will probably be the choice of the smart woman, no matter whether it be of dimity, crepe de chine, voile or knitted fabric. Insofar as the choice of laces for trimming is concerned, an authority states that Irish edges, filets and the better grade vals are all certain of popularity for 1922. Applique work is spoken of as being certain to "take hold" and embroideries will be used on crepe de chine blouses which are inspired by peasant origin. Cross stitchings and smockings are expected to take well here in Canada on these types. Generally speaking the smartest blouses will feature self-trimming or the merest touch of some vivid contrast. Owing to the fad for brocaded crepe skirts for next summer it is felt that there will be a sudden call for fine quality crepe de chine or georgette blouses in all white to wear under the new style of sweaters in bright colors. With millinery and sweaters favoring bright shades, skirts and blouses must of necessity remain white. Buyers are paying more attention to stout sizes than ever before, it was said, and it should no longer be necessary for the stout figure to have clothes made to order in order to look well. The present simple styles are both becoming and slenderizing to heavy figures.

**KENT-McCLAIN AGAIN**

**A. C. Beaton, North Sydney, N. S.**
Mr. A. C. Beaton, of North Sydney, N.S., has recently installed new silent salesmen of the "Republic" design in rich ¼ cut Oak. "Republic" silent salesmen are a product of Kent-McClain Limited (Toronto Show Case Company).



*THE SLEEVELESS FROCK*

*Still reappears in new variations; this one is of scarlet jersey with the new square front opening. It is worn over a knitted blouse of chiffon mohair wool, piped in black. This blouse may be worn over a separate skirt as it is fitted with a becoming band at the waist line.*— SHOWN BY COURTESY OF THE KNIT TO FIT COMPANY OF MONTREAL.

### OPERATING NEW FACTORY

Wm. E. Wright & Sons Co., of Orange, N.J., are opening this month a new factory for the manufacturing of bias tapes. On account of the clean and orderly process of manufacturing this article, their new factory is in a very restricted district where no other factories are located. In a statement with regard to the opening of this new factory, Mr. Wright says that the increased demand for this article is due to the fact that women are doing more home sewing than they have ever done before.

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The Gardner Fair store, of Walkerville, has sold out its premises to a purchaser whose name is at present withheld, for $50,000.

**KENT-McCLAIN AGAIN**

**McDermott & Sullivan, Cobalt, Ontario.**
Messrs. McDermott & Sullivan, of Cobalt, Ontario, have recently added to their display facilities by the installation of new silent salesmen. They have selected the "Imperial" case in ¼ cut Oak as being best suited for their needs. The "Imperial" silent salesmen are built by Kent-McClain Limited, (Toronto Show Case Company.)

# Links Up Opening With Shoe Store

Linking up with another local store was responsible for one of the best ready-to-wear openings, the Turnbull store, Peterborough, Ont., has ever had. A shoe merchant who was planning to sell natural tread shoes, needed models to wear his shoes and garments to attract attention to his display. The J. C. Turnbull Company, had just at that time received a splendid line of afternoon and evening dresses for their fall showing. Arrangement was made between the two stores, by which the Grand Opera house was taken over for the evening of Thursday, October 27. Only natural tread shoes were worn by the models. The object was to show how these shoes may be worn with any type of dress, even for evening wear.

All the garments displayed by the Turnbull Company at this fashion parade were taken from the regular stock, so that every woman who saw them kn- that they could be purchased at the store. The advertising manager, who was responsible for the show, declares that it is never advisable to have garments brought in for an occasion such as this and obtainable only on special order from the maker. Customers lose faith in a store if this method is used, because they always dread ordering clothes which are promised to be exactly like something they have seen. Moreover, there is no prestige gained by showing gowns which are not actually carried. This store advertised in the daily papers that all the garments were bought for women in Peterborough, so that no one had the impression that they were models suited to ultra-fashionable New York. Accessories were also included in the showing, including millinery, dresses, suits, coats, skirts, blouses, hosiery, and gloves.

### House Filled

It is estimated that five hundred people were turned away from the Fashion parade. It is difficult to say which part of the event was mostly responsible for the great success that night and for weeks later. No doubt the lecturer who explained the advantages of natural tread shoes and who told his story very well, brought in his wake the great vogue for these shoes which took Peterborough by storm. It is estimated that sixty per cent. of the best-dressed women in that city are now wearing them. It was not the shoes but the fashion parade however, which first attracted them. Displays outside the store were unusual in that city and the novelty of the thing had its effect also.

The admission was of course free but there was a voluntary collection taken up by workers for the Children's Aid Society and the local orphanage. The audience was very ready to give to these charities and the charities in turn, were most grateful to the stores, for the opportunity given them to collect.

The Turnbull firm believes that the interest aroused not only in the garments shown but in their merchandise in general, more than repaid them for the time and money expended in the style show.

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### A HINT TO READY TO WEAR BUYERS

**New York Believes in A'l Suit Types**

Although New York stores are also talking and featuring tweeds and the so-called sports type of apparel for spring and resort wear at the present time, together with devoting window display space and attention toward their final clearance sales, buyers agree that the demand for tailored and semi-dress suits just as soon as they are shown will be on a par with that for the other type.

"No matter what the material, tweed, trelaine, kasha, spongeen, or homespun," one buyer remarked, "if the garment is in a high or sports shade, it is not the type of suit a business woman can wear on an informal occasion at night without making a change. For this reason, I believe that with the vogue for suits coming back, all types of suits will sell well at the right time," she added.

There are other buyers also who believe that the time has come when girls and women will want more than one kind of suit in their wardrobe, especially with the attractive treatments of three-piece costumes being offered in combinations of Canton crepe and the varied new twill cloths.

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Runciman's of Annapolis Royal, N. S., are celebrating their hundredth anniversary by the opening of a new store on the corner of St. George and St. Anthony streets. The late George Runciman was the founder of this popular dry goods house.

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J. D. Flavelle of the firm of Dundas & Flavelle, Lindsay, Ont., was presented with a loving cup by the curlers of Peterboro. Mr. Flavelle is the veter- curler of Lindsay, this being the fiftieth year in which he has been playing the game.

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The Canadian Fur Auction Sales Company, Limited, announces that the 1922 spring sale will be held in Montreal, Que., on May 9, 1922, and following days.

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Charles G. David & Co., Inc., New York, have removed to the Victoria Building, 230 Fifth Avenue, Room 1303, New York. They are now in possession of more commodious quarters for the display of dress goods, woollens and worsteds.



*FOR THE EASTER PARADE*

*The newest version of the Spring suit should be of navy blue tricotine embroidered and braided in black silk. This smart costume comprises three pieces, namely, coat, skirt and sleeveless guimpe of olive green printed chiffon with black over pattern. A wide sash is tied loosely at the left side. The hat is of navy blue Italian hemp trimmed with innumerable little cones of corded ribbon round the brim, and a tin quill thrust through the side.*—COSTUME BY COURTESY OF THE NATIONAL GARMENT COMPANY OF MONTREAL. HAT BY COURTESY OF DEBENHAMS LIMITED, MONTREAL.

# New Styles In Outer Garments

**Capes Take Conspicuous Place—Black Wraps for Conservative Models**

Between the sports suit and the suit for street and more dressy wear, there lies but uncertain distinction, particularly when the tendency is to attach the name of "sports" to any kind of costume developed on fairly simple lines in bright colors, provided only that it is not an evening type.

It has become a problem this season to decide just where the line should be drawn in this connection, for fashion nowadays decrees that informal dress is permissible at times when it would have been decidedly out of place a year or so ago.

### Tweeds

Tweeds stand on the cross-roads between sports and street types, and costumes of silk eponge and such lightweight fabrics are undecided as to whether they shall appear as sports or afternoon styles. Knitted garments have been universally accepted as a distinct sports group, and whether they are of the plainest wool in neutral shades, or heavily embroidered in elaborate patterns and rich colors, they are still indisputably sports clothes.

### Capes Conspicuous

Capes have now taken a conspicuous place in sports showings and even the trained eye finds it hard to detect where capes begin and coats leave off. Sleeves in many new coats are so cleverly arranged that by merely unfastening a few fancy buttons an effective panel falls free over the slit of the armhole. Thus the coat which is effective for afternoon wear becomes a wrap of distinctive character for evening requirements. Such capes as these are developed in the new supple pile fabrics, such as "Sapho." While navy blue is most generally favoured by the retail trade, there are a number of novelty color combinations which find ready buyers. Steel grey and blue are often seen in wraps, the lining being often of grey crepe de chine, which by the way, is the lining par excellence this season. Rust colored Velette lined throughout with peacock blue formed the basis of another loose cape-coat which has slits for armholes, over which extension wings can be caught together by means of an oxidised silver chain. Chocolate Normandy cloth is effectively combined with apricot velours on another, with wool chain stitching used in touches here and there. Navy blue pile velours formed the body of another cape coat which was smartly relieved by bandings or scarlet duvet de laine strapped in silver braid.

### Conservative Models

In the more conservative models, black wraps were conspicuous, one of which, a long clinging model of crepe-knit fabric was trimmed by a deep fringe of black silk extending from the shoulder line to the knees. Heavy charmeuse satin, also of black, lined this garment throughout.

Another wrap designed on loose lines, yet conserving the coat outline, was of navy blue twilled pile fabric, lined throughout with rust colored crepe which showed sufficiently to lend distinction to an otherwise simple effect. A tubular collar was a new point noticed.



*Roshanara Crepe in plain grounds bordered in rich oriental patterns is decidedly new for Spring frocks. This model is wearing a simple frock entirely untrimmed save by the border of the material. Note the new sleeve and uneven hem line. Roshanara Crepe comes in a wide range of colors including staple and pastel shades.*—SHOWN BY COURTESY OF GREENSHIELDS OF MONTREAL.

Buyers are interested mainly in coats of widely different character, it was said, realizing that women will not buy more than one coat in a season if the design is suitable for an all-purpose garment. Thus wraps and coats this spring are shown in both severely tailored or sports types and in the category above described, in which handsome fabrics, superb color contrasts, and original designs are employed.

Hargrave Garments for Spring are now receiving their first showing. You will be greatly surprised with the refreshing smartness and individual character of the models. Important, too, is the fact that Hargrave Garments are priced in a manner to insure your approval and win the patronage of the younger set to your store.

Misses' and Children's styles, attractive but not extreme, moderately priced to ensure quick selling.

Ancliffe Dresses

**Hargrave Dress Company**
*129-139 Spadina Ave., Toronto*

REPRESENTATIVES: Eastern and Northern Ontario, A. B. Colwell. Western and Southern Ontario, R. Kennedy. Toronto, R. O. Hargrave. Western Canada, J. Howard. Maritime Provinces, W. A. Tallmire. Montreal and Quebec, J. A. Michaud.

**The McElroy Mfg. Co., Ltd.**
MAKING
Royal Garments
REGISTERED TRADE MARK
FAMOUS FOR THEIR
***Fit, Cut, Style, Hang and Finish***
HEAD OFFICE:
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**THE TRAINOR MFG. CO.**
Specialists in Stamped and Made-up
Ladies' Undergarments, Infants' & Children's Dresses
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STAMPED GOWN SPECIALS
No. 900—Nainsook Gown. Made up in three designs, a doz. .....$6.50
64-60 count, full length, full width, two-inch hem Sizes 15, 16, 17, 18.
SPECIALS IN INFANTS' AND BABY DRESSES MADE UP
No. 145-146-147—Short Baby Dress, a doz.....$5.50— Gross .....$60.00
No. 0145-0146-0147—Long Infants Dress, a doz. ..... $6.00 — Gross ...$66.00
Stamped Three Designs. Three Shaped Yokes. Set-in Sleeves.
Terms 3% 10 Days

**Complete Lines at Keen Values in**
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**Miller Men's Wear Limited**
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44-48 York St., - TORONTO
*"Everything in Men's Furnishings"*

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"DRESS FABRICS"
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WHITE DUCK COATS in All Styles
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MILITIA AND CADET UNIFORMS
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44-46 York Street, - TORONTO
The Oldest and Largest Specialty Clothing House in Canada.

Founded on style, quality and sincerity, ours is a reputation, to sustain which, we must achieve much.

Our early Spring collection is now being shown by our representatives on the road and also in our showroom.

Correspondence is also invited from those stores catering to an exacting clientele interested in striking a new note in the selling of exclusive misses' apparel.

"The House of Youth"

# *The Counter Costume Co., Ltd.*

*129-139 Spadina Ave., Toronto*

REPRESENTATIVES: Eastern and Northern Ontario, A. B. Colwell. Western and Southern Ontario, R. Kennedy. Toronto, R. O. Hargrave. Western Canada, J. Howard. Maritime Provinces, W. A. Tallmire. Montreal and Quebec, J. A. Michaud.

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If not—and you are really trying to cash in on the spare moments you have during the day or after working hours—if you have made up your mind to take hold of some proposition and sail right in and actually increase your monthly income without hindering your regular work—surely you will want to know about MACLEAN'S plan for making each spare moment count. And even if you are already making money during your spare time—still you can add to your income with very little additional efforts. For you can have full particulars of MACLEAN'S plan absolutely free. If you will merely drop us a card we will send you the complete details of this plan. It will cost you nothing to find out exactly how others with spare time have materially increased their monthly earnings. For full information or the agency in your locality, write and right now,

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Let our travellers show you our line. You'll be surprised

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**We Manufacture**

Gingham Street, Porch and Apron Dresses, Girls' Dresses from 3 to 14, from print and gingham. Also print house and apron dresses.

***Rompers, Creepers, etc.***

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"Peri-Lusta" *Mercerized Cottons*

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MADEIRA HAND EMBROIDERED LINENS *and* HANDKERCHIEFS

**Campbell, Metzger & Jacobson**

932-938 Broadway New York Cor. 22nd St.

*Canadian Showroom and Factory:*

Bay and Wellington Sts., - Toronto, Canada

# Ontario Dry Goods Merchants Hold Their Second Annual Convention at Toronto

## Held In Conjunction With Textile Products Show and Sister Conventions—Dr. McMillan Outlines The Award of Minimum Wage Board and Says No Attempt Made To Fix Wages But To Establish Lines Below Which They Must Not Fall—Address by Sir James Woods—Matter of Trade Discounts

WITH a fair representation of out-of-town merchants and a large number from Toronto, the second annual convention of the Dry Goods section of the Ontario Retail Merchants Association was held in the King Edward Hotel, Toronto, on February 13th. This convention was held in conjunction with the Textile Products Exhibition in which some eighty-five manufacturers participated, and with sister conventions which were held all during that week. The president, C. Umphries of Petrolia, was unable to be present through illness. J. P. Tweddell, president of the Toronto branch of the R.M.A., presided over the convention.

### Minimum Wage Board Findings

The first address of the afternoon was given by Dr. J. W. McMillan, chairman of the Minimum Wage Board. He explained the recent award of the Board with regard to the minimum wages to be paid to female help in retail stores in Ontario. At the outset he wished it to be understood, he said, that the Minimum Wage Board did not make any attempt to fix wages; it merely drew the line below which wages must not fall and this line was determined by the cost of living at the time of the judgment. The minds of the people of Ontario had accepted the social principle that the same right of living that is applied to alms houses, houses of Industry and Homes for Incurables should also apply to the women and girls employed in industrial concerns. Dr. McMillan stated that in trying to bring about better conditions amongst the female help in retail and industrial concerns, the Board had had both the sympathy and co-operation of the employers throughout the province. Any decent employer wanted to pay his female help a living wage.

The Chairman was emphatic in his statement that the award of the Board or the intent of the Board was not to interfere with promotion at all, with bonuses or any other internal economy of an organization. They were not trying to interfere with the war of prizes that was part of the great game of competition, but with the war of sustenance. The only thing that they would interfere with would be the employer who wanted to do this unsocial thing—make his help work for a wage that was not a fair living wage. He stated that the awards made in the cases of Toronto Hamilton, London, and Ottawa were as much the awards of the merchants of those cities as the Board itself.

### "Facts vs. Faith"

Sir James Woods, president of the Gordon McKay Co. Ltd., of Toronto, was the speaker of the afternoon session, his subject being "Facts vs. Faith." His definition of the true optimist was the man with cheerful yesterdays and confident to-morrows. While he believed there were innumerable things to justify our faith in the future of this country he warned against an optimism that did not have a great deal to justify itself, or that was temporary and fictitious. He instanced the national debt of Canada which in 1914 was 40 millions and was now 130 millions. He referred to the orgy of money that had been spent in this country on railroads and quoted the general manager of the Bank of Montreal as saying "you could create prosperity on the desert of Sahara if you spent as much money there as we are spending in Canada."

After referring to the amount of imports from the United States as showing our spending in that country much greater than in the United Kingdom, Sir James made an appeal for Made-in-Canada buying and selling. If that were impossible, the United Kingdom should be our second customer, not the United States.

The solution of the present difficulty, said Sir James was work, hard work, honest work, intelligent work. It would do no good that half the people worked at a high wage; until employment was general we would not see any return to prosperity that came near the pre-war days.

### World Willing to Work

"I have a list in my hand," said Sir James, "of the names of 25 Toronto wholesale dry goods houses that failed during the period 1880-1905. We cannot equal that nowadays. The world is full of people willing to work; the world is full of wonderful resources. Why, then, the unemployment? Why the depression and stagnation of trade? Not solely, of course, but largely, because of lack of faith. By faith we won the war and kept up production and created prosperity and got up such an impetus that things kept booming for two years after the war ended. Then we became timid, lost our nerve, lost our faith; people stopped buying, wheels ceased moving and general unemployment followed."

Then Sir James took a crack at the idle rich. "These are, of course," said he, "too many drones. The rich, particularly, do not work hard enough. Too many motors, too much golf, too much pleasure, and until this is changed there is no use criticizing the working man for not giving a fair day's work for a fair day's pay.

"We are at a stage when it is the plain duty of every trader and manufacturer to operate wisely and economically and be satisfied with a reasonable profit," declared Sir James, advocating such a course for helping reduce the cost of living and getting back to bedrock business conditions. "Character, not commerce, is the fundamental principle involved."

### R. Smallpiece

R. Smallpiece, of the W. R. Brock Co., Ltd., of Toronto, gave a brief talk, suggesting several points that would be useful to the retail merchants in conducting their business, and to salespersons behind the counter. Industry, intelligence, integrity—these were three words he emphasized as ones that might well be the guiding principles of the retail merchants or the salesperson. The day of small things should not be despised; it was frequently the most modest people who made big successes in life and Mr. Smallpiece gave some illustrations to his point. He referred to the E. & S. Currie Co., Ltd., of Toronto, which, he said, had been started by Edward Currie years ago in a cellar. Mr. Currie took his noon hours to sell the ties he made in this cellar; to-day their organization was a credit to the city. If people would put their whole heart and energy into their work, it would be successful. Always be courteous and obliging and, when successful, don't get a swelled head, was the advice of Mr. Smallpiece. He also stressed the desirability of team work in any sales' organization.

### Fixing Re-sale Price

Some discussion arose over the practice of manufacturers in fixing the resale price of merchandise to the retailer wihout considering the overhead of the retailer. The case of silk thread was cited and one retailer stated that this had lately been fixed at 8 cents, while the merchant had to pay 6½ cents for it. This with an overhead of 24 or 25 per cent. made it necessary for the retailer to sell at an actual loss.

### Discounts

Out of this matter arose another which was the subject of a strong resolution moved by Mr. Anderson, of St.

(Continued on next page)

# BIG YEAR FOR HOUSE BUILDING

**House Furnishing Men Have Big Opportunity for Business**

"This is the biggest house-building year in Canada," stated Rotarian A. R. Whittemore, in speaking to the Rotary Club, Toronto. "Fourteen thousand houses have been built so far this year and 11,000 last year, but with 70,000 marriages and the coming of 117,000 immigrants, who will themselves require at least 20,000 houses, Canada is short 165,000 homes. In a growing country a corresponding growth of building is required. At the present time no industry is so well fortified. And its effect on unemployment is an important one, because for every 200 men set to work on a building 500 are employed in the allied industries."

Mr. Whittemore, in touching on the point as to whether low cost of labor decreased the amount of building, instanced the Province of Quebec, and stated that the building increase there last year was 17 per cent. and the cost of labor 21 per cent. less than in Ontario, compared with a 9 per cent. decrease in building in this Province.

Building costs reached their peak in May, 1920, when the increase was 184 per cent. over 1913. In October, 1921, the cost was only 98 per cent. over 1913, or 47 per cent. lower than the peak.



*THE INDISPENSABLE WRAP*

*For formal occasions this season may be developed in navy blue tricotine with elaborate trimming of black silk fringe. A roll collar of oriental brocade relieves the severity of the neckline.*—WRAP BY COURTESY OF THE NATIONAL GARMENT COMPANY OF MONTREAL.

# Buyers' Guide

About twenty million pounds is a conservative estimate of Canada's yearly wool production. The estimated value of the sheep in this country in 1920 was $37,263,000. A new Canadian industry will be begun in June when a wool combing plant will be completed. The machinery for it is being imported from Bradford, Eng., the world centre for the combing industry.

Ralph Grossman, a Canadian from Montreal, dropped a bomb into the recent convention of the International Association of Clothing Designers by introducing a novelty called the "Sweep Pleat" coat. Here is how one New York paper describes the innovation in masculine attire:

"The 'Sweep Pleat' is a sport-coat basically, but it is more than that, much more, and then some, consisting of pleats under the arms, which allow a luxuriously easy swing of the arm to the golfer, the cop, or the rider. The pleats moreover, look like an accordion of such modest dimensions, and for so brief a flashing moment as the arm is swung, that they may, with fairish accuracy be called 'invisible.' It is these armpit insertions which name the novel coat the 'sweep pleat.'"

The introduction of this garment at the Designers' Convention, by Mr. Grossman occasioned the only excitement of the meeting. "A dent as deep as the Sweep Pleat's armpits was put in the convention audience by the Canadian brother's invention," one account declares. "The Sweep Pleat was donned by a dozen volunteer living 'forms' and the air of the blue room of the McAlpine hotel punctured with picturesque gestures symbolizing golf, the police force in action, and Tod Sloan at the Derby. So great was the demand for the tests of the Sweep Pleat that the audience had to be called to order and finally quiet was restored."

The homespun bag, called also the 'habitant,' the 'Murray Bay' and the 'French-Canadian' bag, was originated in Charlotte County, New Brunswick, by Charlotte County Cottage Craft and not by women of Quebec as is popularly supposed. Miss Grace Helen Mowat is president of this association.

More than 75 distinct varieties of furs were contained in the collection sold in New York on February 6. Fur men declared that the Canadian skins shown were notable for their quality, the martens receiving particular mention.

### ONTARIO DRY GOODS

(Continued from page 126)

Thomas and seconded by Mr. Fair of Brockville. It was the question of discounts and it was claimed by merchants that the large mail-order house and department stores were given larger discounts than the smaller ones which enabled them to under-sell the merchant right in his own town or city. A resolution was passed calling the attention of the Dominion Board at Ottawa to this matter and asking them to bring it to the attention of the manufacturers to see if some remedy could be made.

**Full Report Next Issue**

More with regard to this convention and the Textile Exhibit will be given in the next issue of Dry Goods Review.

# News of the Trade

John Ogilvy, one of the outstanding figures in trade in Montreal, celebrated his 97th birthday on January 18.

Hon. Geo. E. Amyot, the new president of the Banque Nationale, is president of the Dominion Corset Co.

Of the two new directors for the Standard Bank of Canada, appointed recently, one is A. R. Auld, managing director of Nisbet & Auld, Limited, Toronto.

Mr. L. Blumberg now heads the Silk fabric department of Belding-Corticelli, Limited, at their Montreal Branch. The main feature of this change is the added facility for taking care of out-of-town buyers.

On Friday evening, February 3, Delaney's store, Belleville, Ont., was the scene of a most enjoyable dinner and dance given by Mr. and Mrs. Delaney. Dancing and select entertainment followed the dinner, and guests pronounced it the "best ever."

Messrs. Woodhouse and Co., whose head office is in London, Eng., and who have stores in various parts of the world, including the city of Montreal, have opened up for business on Yonge St., Toronto. The carpets, rugs and linoleums they carry come direct from the British Isles but the furniture is Canadian-made.

The dry goods firm of Claxton and Co., has purchased the Simpson house property in Lindsay, Ont., and intends to fit it up into an up-to-date store. Owing to the steady growth of business, conditions are too congested in the present site. The manager promises that the new store will be one of the finest of its kind in the country.

La Philippa
"REG. U.S. PAT. O."
HAND MADE
ROBERT VIEGELMANN Lingerie 43-52 E. 21ST. N.Y.C.

GIMP YOUR PATTERNS

With Hardaker's
"EASICUT"
MACHINES

It makes them more attractive. Economical, Fast, Practical, Neat.

E. W. McMARTIN
45 St. Alexander St. MONTREAL

Canadian Linoleums & Oilcloths, Limited
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SPRING, 1922

New range of patterns now ready for delivery.
Send for small sample book and price list.

MILLINERY ACCESSORIES
HATS, NOVELTIES
FANCY FEATHERS
and ARTIFICIAL FLOWERS

All mail orders carefully attended to
Write for samples and quotations

JOS. LEONE & CO.
Limited
*Wholesale Milliners*
17 St. Helen St. Montreal

Brantford Felt Novelty Co.
Brantford, - Canada

Manufacturers of
High Grade Pennants, Cushion Tops, Felt Emblems, Paper Hats, Advertising Novelties.

ORDER NOW OUR WOOL FELT
TAMS
SPORTS. 10 SHADES
7.50 PER DOZ.
1914 VALUE AND A BIG SELLER

There are some terms used in the hosiery trade, with which salespeople are not often as familiar as they should be. The following are a few of the more important:

Seamless stockings are knitted in tubular form, instead of being made up in the piece and then sewn together. They are shaped in the knitting, then stretched and pressed.

Full-fashioned hose are knitted flat and shaped by controlling the number of stitches in legs, heels, instep and toe. They are then seamed the full length of the stocking.

Although most of the big cities in South America are generally classed with London, Paris and New York in the annals of fashion, it is interesting to note that there are no corset factories in Brazil. Instead, corsets are made by hand in small shops either for stock or to customer's order. Machinery is seldom used, although one shop is reported to have adopted an eyeleting machine. Fairly inexpensive grades of pink or blue cloth are used, the more expensive kinds together with lacings, eyelets and boning materials being imported from abroad.

The importance of the much-maligned skunk as a fur-bearing animal is emphasized by the fact that its pelt brings to trappers on this continent $3,000,000 annually, the output a year being about 2,000,000 skins. So promising is the skunk fur industry, that within the last few years, skunk-breeding has been undertaken on scientific principles. It was started in 1914 near Chicago by the Skunk Development Bureau, and two years later the stock was removed to the Illinois Agricultural Experiment Station, where experiments are still being continued. The breeders are working to produce a pure black skunk since the market demands a black pelt or as near it as possible. Skunks thrive best in cool latitudes, so that Canada offers the best conditions for breeding them for fur. Feeding is a minor consideration because they will eat most anything. Their chief diet at the Illinois Experiment Station consisted of mice, sour milk, peanuts, dried prunes, stale bread and table scraps.

TEXTILES.—GENTLEMAN (PRACTICAL) well known to whole of the hosiery manufacturing trade and in constant touch with same is willing to represent merchants desirous of being kept alive to the latest fashions and productions. Kindly write Mr. Henry Straw, No. 2, William Road, West Bridgford, Nottingham, England.

IRISH FIRM OF AGENTS WITH FIRST-class connection open to represent on commission Manufacturers of Fleece Underwear and Ladies' Artificial Silk Hose. Reply Box 980 Dry Goods Review, 143 University Ave., Toronto, Ont.

Buttons
*Plain and Fancy Pearls*
We are making a very complete line of all Kinds
Write for Samples and Prices
SHULER BUTTON CO.
Brantford, Ont.

HABERDASHERY
Every description of Haberdashery and Smallwares for Drapery, Dressmaking, Millinery, Fancy Needlework, Outfitting and Tailoring Trades.
FREDERICK NEWTON & CO.
8&9 Hamsell Street, London, E.C.I.
*Established 1871*

The Kay Band
SANITARY NAPKINS
Conveniently and attractively packed; half dozen and dozen cartons; individual transparent envelopes; and compressed in individual boxes. Write for interesting prices.
HYGIENIC FIBRE COMPANY
200 Broadway New York City

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RIBBONS OF DISTINCTION
J.C. AMERICA'S BEST RIBBONS
"J-C" Ribbons have peculiar charm. Widely advertised to the consumer under their trade-mark names for the protection of the dealer.
"SATIN DE LUXE"
"TROUSSEAU"
"LADY FAIR"
"SANKANAC" "VIOLET"
"DEMOCRACY"
JOHNSON, COWDIN & CO., 40 E. 30th St., New York, N.Y. Made in U.S.A.

MESH BAGS
In Silver, Gun Metal and Green Gold Finish, Metal Frames for Ladies' Hand Bags.
*Made in Canada for the Canadian Trade*
WHITING & DAVIS CO.
SHERBROOKE, QUE.

Fiskhats AND MERCHANDISE
D. B. Fisk & Co.
Chicago
New York Salesroom:
*Open Throughout the Year*
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Textile and Smallwares Specialities.
Wholesale and Manufacturers Only Supplied.

Yarn Merchants in Glasgow, anxious to open up business in Canada, wish to get into touch with a reliable firm who deal with Manufacturers in that country. We can supply all kinds of yarns, cotton, linen, woollen, jute, silk, also artificial silk and shall be glad to enter into communication with any firm in a position to open up a business connection for us. In reply, please furnish full particulars and give trade references to J. M. SYMINGTON, 35 Miller Street, Glasgow.

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Men's and Boys' Caps
Children's Tams; Boys' Etons
Also caps made from your own materials
Universal Hat & Cap Co.
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ALL WIDTHS AND QUALITIES
CARRIED IN STOCK
Walter Williams & Co.
508 READ BLDG., MONTREAL
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Popular Priced
Flowers and Feathers
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"HOOSIER"
The best 36-inch brown domestic in America
*Buy it by the bale; sell it by the bolt*
Indiana Cotton Mills
Cannelton, Ind., U.S.A.

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LIMITED
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Makers of
Women's High Grade
Neckwear
*"The Exclusive Neckwear House"*

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**STERLING DRESS CO.**
Popular-Priced Ladies' and Misses'
DRESSES and SKIRTS
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**SMALLWARES**
— AND —
**HOSIERY**
THE ROBERT HYSLOP CO LIMITED
HAMILTON, ONTARIO

February 10th marked the demise of winter headgear in New York and the opening of the straw hat season, at the annual Fashion Show of the Retail Milliners' Association of America. New hat creations were presented with an eye to the latest hairdressing modes. Accordingly the new season's hat will become the high, fan-shaped coiffure, at the same time allowing for the moderate amount of waves and curls which will lie rather flat to the head. The display ushered in the new Spring color "Dandelion," a yellow varying from a dull sunlight shade to a high orange. Perwinkle, brilliant red, and combinations of black and white were more prominent in the straws, while old blue led in the homespun and tweed sports models. Small close-fitting shapes were in evidence, but the new type showed a broad rim with width running to the sides with a soft crown of irregular lines and simple trimming.

Any details of Princess Mary's wedding on the 28th of February are of particular interest now, and nothing so delights the imagination as the description of her finery. Foremost of course stands her wedding robe. The bridal gown will be of cloth of silver, veiled with an overdress of silver lace, and embroidered pearls. The court train, four yards long and fifty inches wide, has been made specially of magnificent silver shot duchesse satin embroidered in Indian silver and silk, with a shawl collar of real lace cascading down the sides. The bridal veil will be the one worn by Queen Mary at her own wedding. The bridesmaids' dresses will be of silver tissue and lace, and they will wear wreaths of silver rosebuds.

Fashioned stockings are knitted on a machine which shapes them by controlling the needles. They have a dart or gusset in the calf of the leg.

The Canadian Lady Dress Co., Limited
Kitchener, Ont.
Manufacturers of
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Ginghams, Crepes, Chambrays, Prints
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Fraser's Men's Wear Directory, pocket size, issued each September, and
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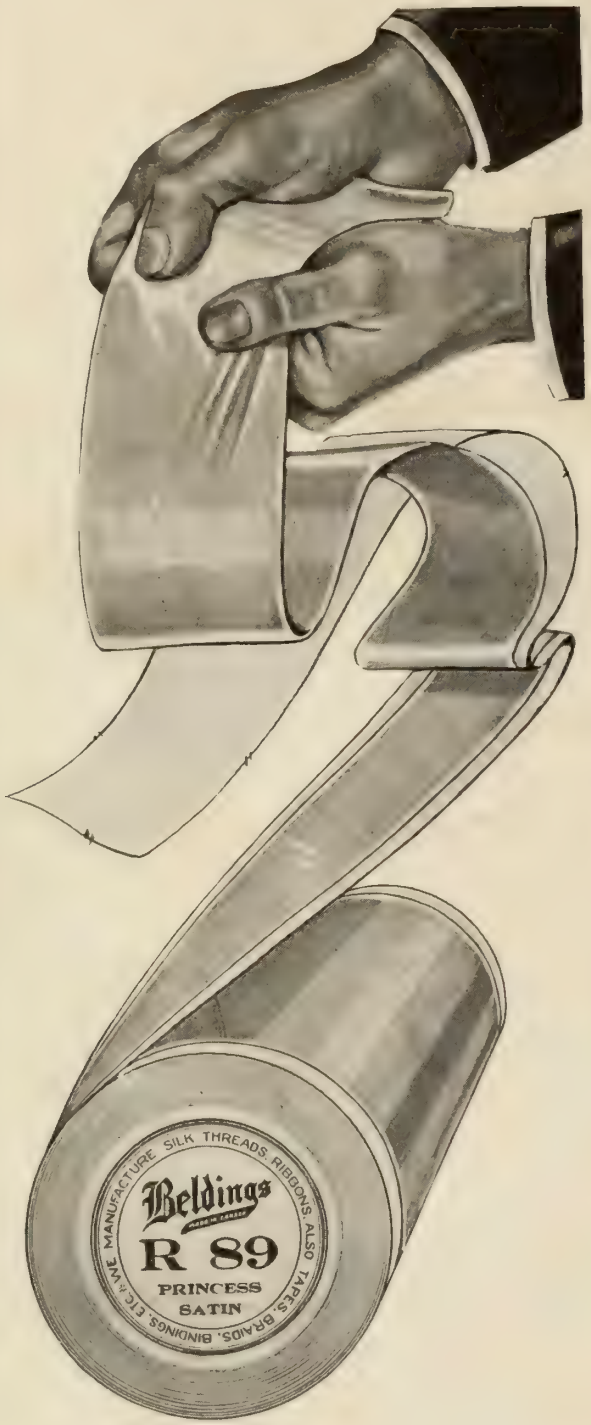
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# DRY GOODS REVIEW

Vol. XXXIV. No. 3 | THE MACLEAN PUBLISHING COMPANY, LIMITED PUBLICATION OFFICE: TORONTO, CANADA | MARCH, 1922





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# China and Japan Silks

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in great variety for

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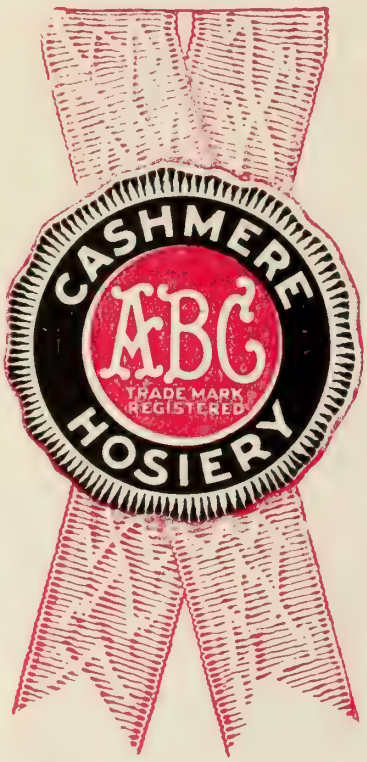
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IN

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6469 — $24.00 Doz.
Black-White, Black-Henna, Brown-Henna.

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*These are winners in any company*

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*We want to Serve You*

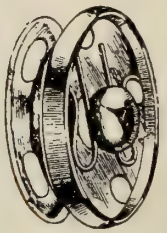
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Made in Canada

THIS IS NOT A FRICTION FASTENER. But is MADE WITH HIGHLY TEMPERED WIRE SPRING. . . . . KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS will not rust

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"IT IS STOFFEL'S"

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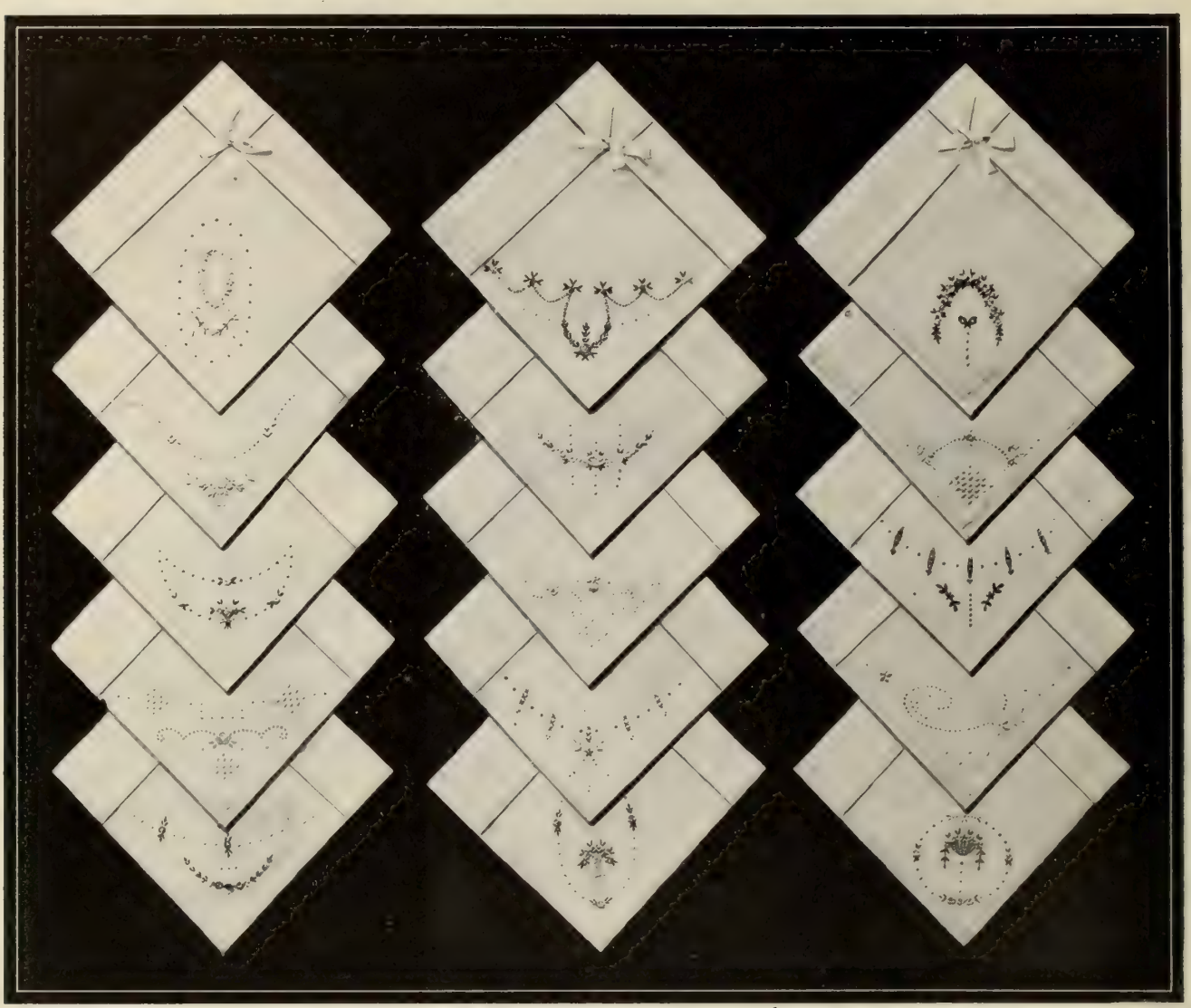
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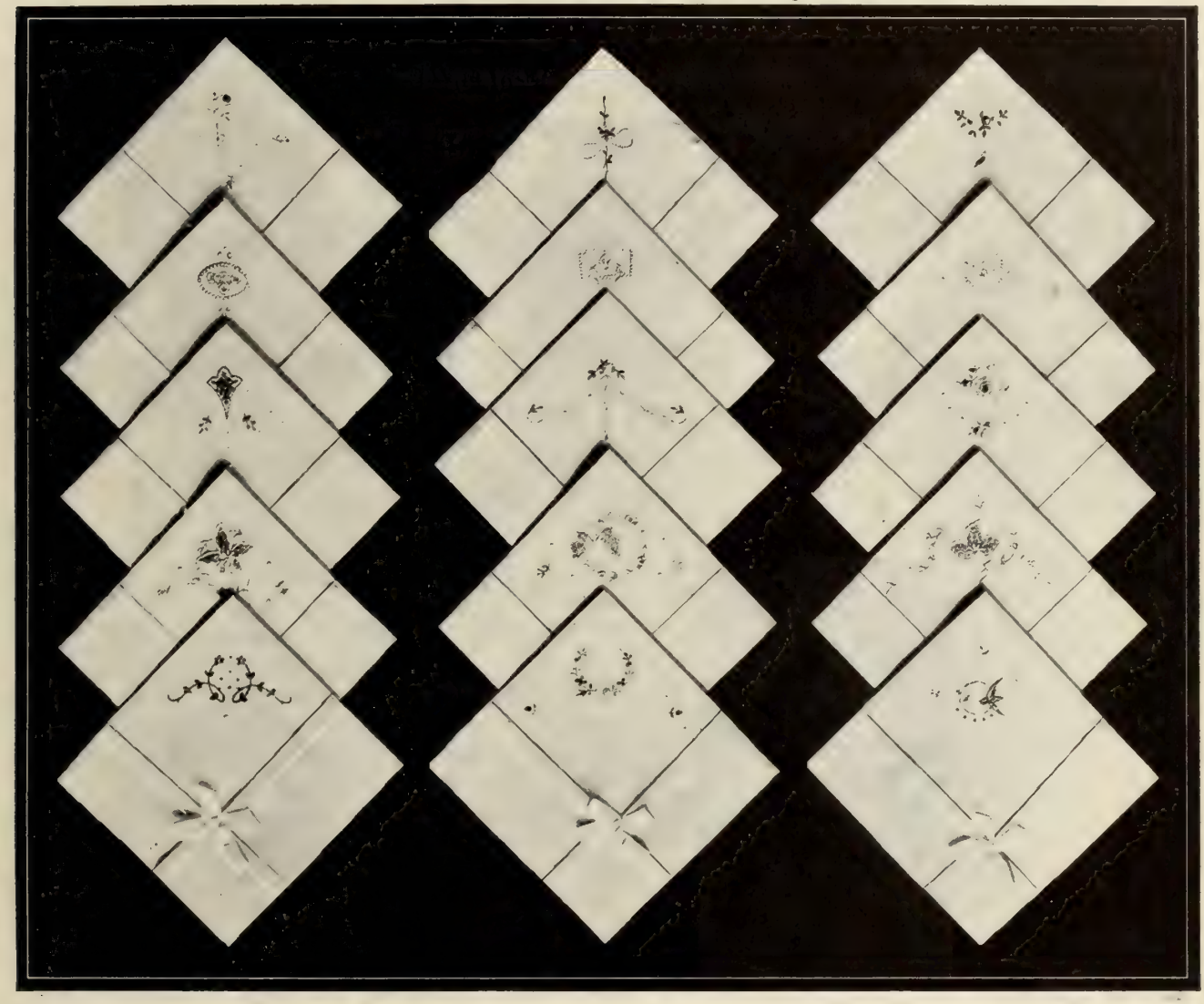
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Fifth Floor, 79 Wellington St. West

TORONTO

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Plain Lawns for Ladies and Men.
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# The High Cost of Labor & Thinner Purses

## Has Made for the Consumer Economy in Buying a Virtue.

**and this Economy expresses itself insistently in buying goods by the yard**

Every woman is **SEWING** now and will do so for some time to come. Styles are simpler and patterns easy to follow.

**DO YOU OFFER YOUR CUSTOMERS THE AMPLE RANGE AND STYLES THEY LOOK FOR?**

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N. S.
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Manager Dept. "C"

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*18 PERMANENT SAMPLE ROOMS*

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N. B.

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ST. JOHN, N. B.
85 Germain St.

# How Many Homes Are there in Your Town?

*Figure it out and order accordingly of*

# "SEWSURE"

## Porch Dresses *and* Aprons

***"Every Woman Wants One"***

REASONS WHY

Public opinion is for economy
Materials, styles and prices are right
Women of today want be as neat in their homes as they are on the street
Plain enough for housework—Smart enough for the porch
SEWSURE garments are not skimped
SEWSURE garments are modelled correctly
They are in demand every day
Do not have to be put on the bargain counter
Practical slip-on styles—easy to launder
Youthful — Bright — Stylish — Attractive
Ginghams and Chintz in great demand.

***SEWSURE House Frocks Sell Themselves***

*See our Range while in the city or write and we will have a representative there quickly*



No. 212

## The Sewsure Mfg. Co., Limited

**Manufacturers**

**Darling Building, 96 Spadina Ave., Toronto**

***Let your assistants read this page for good selling points.***

# Merri-Maid Dresses

## In Your Window

## Mean More Business in Your Store



This popular dress, "THE MERRI-MAID", which hundreds of Merchants throughout Canada bought and sold last year, is meeting with great success again. The style, workmanship and materials of this line have proven their worth.

Voile Dresses for Summer—last year for kiddies only—this year for the young miss up to twelve years of age.

Fine Val Laces—Filet Effects—Embroidered
Novelties—The Finest of Ribbons.

***Washing Improves Their Appearance***

## H. P. RITCHIE & COMPANY

38-42 CLIFFORD STREET TORONTO

*Manufacturers Metallic Laces, Silk Lingerie, Embroideries, Handkerchiefs*

# "Hold Your Home Trade"

The endeavor of every Retail Merchant is to hold his home trade.

## Our Dresses Are

All that you expect in Value, and all that your customers expect in Satisfaction.

*This is more than an assurance—it is a guarantee.*

MATERIALS

Homespuns, Taffetas, Silks, Crepes

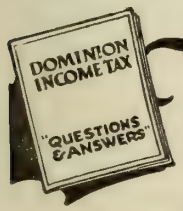
**Newton & Carpenter**
62 Richmond St., E., Toronto
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# The Choker's The Thing For Spring

Everything in Fur Neckwear from the aristocratic Sable down through the Marten, Fox and Squirrel to the more humble members of the fur family.

Order Now for Immediate Delivery

**The W. N. Ward Fur Co.**
70 Bay Street - Toronto
Tel. Adelaide 3184




# Your Income Tax

We have just issued a booklet—
**"Dominion Income Tax—Questions and Answers"**
which explains in a simple, concise way all Canadian Government Tax requirements.
The booklet is the work of a tax specialist. It simplifies—for any individual, incorporated company or estate—the preparation of the necessary income tax return.

*We will be pleased to forward a copy on request.*
*Ask for Booklet 35 A*

**Canadian Debentures Corporation Limited**
*Established 1910*
36 KING ST·EAST TORONTO

# The Swiss Sample Fair

## BASLE

**From April 22nd to May 2nd, 1922**

affords for Canadian buyers the best opportunity to get in touch with Swiss manufacturers

Further Information by
THE SWISS CONSULATE GENERAL,
212 Drummond Street
Montreal

# Must Have New Cotton Fields

**Noted Authority Says Day Will Come When America Cannot Longer Export**

Sir Charles Macara, the noted cotton expert, in an article on the cotton trade and its future expresses the opinion that we shall soon have a return to good conditions all round. One difficulty he points to is that of getting back to a profitable basis of prices, but he believes this will adjust itself in good time. As an evidence of returning prosperity in the cotton industry, he cites the fact that there is an unusual demand for machinery from China, India and Japan as well as from the home industries.

**New Cotton Field**

Referring to the necessity of having new cotton fields, Sir Charles says:

"While England is the great exporting country for goods, America, no doubt, will have as much as she can do in the future to supply her own rapidly increasing population; while so far as the raw material is concerned it is imperative that new sources of supply should be found if we are to cope with the trade of the future. At the moment, of course, there is enough American cotton for us all, but later on, when trade gets to the normal, we shall be obliged to look to new fields. The labor difficulties in the Southern States, and the fact that America is year by year taking more of the cotton she grows, obliges us to look well ahead—these circumstances and the fact that before the Great War the cotton machinery of the world was developing at the rate of four million spindles per annum.

"In the years preceding 1914 there was a growing anxiety in all cotton manufacturing countries as to where we were to obtain a sufficiency of raw cotton if the trade expanded much more, and practically most of the time of the World Cotton Conference held at Atlanta, Georgia, in 1907 was taken up with the consideration of how to develop the cotton crops of the future. I had the privilege of leading the European delegation which attended the conference. The British Cotton Growing Association was launched in 1894, in no unfriendly spirit, but was intended simply as an auxiliary source of supply, and one which might be expected to grow as the trade grew, and make good such deficiency as seemed probable when the cotton growing limit, or, at all events, the cotton picking limit, of the Southern States had been reached."

---

Makers operating fur plants in New York state that, so far as open plants are concerned only 25 per cent. of the operators worked in 1921, being employed on a four-day-a-week schedule. The rest were employed by producers whenever the latter received enough work to operate their plants for one or two weeks.

# Fabric Prices Show Advance

**Follows Up-grade of Raw Wool—Finer Qualities Are Becoming Scarcer**

The gradual rise in the price of raw wool has had the effect in the English market of increasing the price of fabrics. Warehousemen who deferred their winter buying have been rather disconcerted because the fabric prices have so quickly followed the rise in raw wool prices. The result of this flurry in the market has been twofold. Buyers have been made a little more cautious in their buying because they feel that this change is another indication of instability. On the other hand, it has given an additional value to the stocks of warehousemen and their losses will not be so heavy as seemed likely a few months ago. The backs of the manufacturers and merchants alike have been somewhat stiffened in the matter of stocks, and goods cannot be bought as cheaply now as a month ago.

**Botanies Advancing**

Manufacturers affirm that the prices of fine wools are likely to go much higher and that by the end of the year all botany qualities will be exceedingly hard to get. It is their belief that there will not be enough fine wool to supply the demand and that many people will be obliged to go back to the crossbreds and fabrics made from the coarser qualities of wool. Such fabrics have, for some time, been on the market and if the demand should be created for their greater use, there is a plentiful reserve of wool and cloth to fill requirements.

**Wage Reductions**

The agreement of the National Wool and Allied Textile Council, providing for wage reductions when the cost of living index figures reaches 95, 85, 75 and so on downwards, the wages of wool textile operatives were affected as from the first day of February. From the time the agreement became operative, cost of living wages have been based on an index figure of 105. This meant for adult male time workers, a maximum cost of living wage of 34s. 8d. This is now reduced to 31s. 4d. The cost of living percentage for the time workers is reduced from 105 to 95; for male piece workers from 85.90 to 77.72; for female piece workers from 90.681 to 82.045 and for pressers and blanket raisers from 66.81 to 60.45.

The cost of living index figure now being 92 there is a carry over of 3 points toward a further reduction.

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Upon severing their connection with Debenhams, Ltd., of Toronto, Misses Haviland and McEwan were the recipients of handsome presents. The former was given a handsome sterling mesh bag and purse, and the latter an all-leather purse with fittings. They have been associated with the firm for some years.

# Big Empire Fair Is Under Way

**Over Nine Hundred Thousand Pounds For Construction of Many Buildings Subscribed**

Construction of the buildings for the British Empire Exhibition will be under way in the near future. Prior to the departure of the Prince of Wales for India he issued an appeal on behalf of the unemployed in England, asking for a fund of one million pounds with which to start construction of the buildings for the Exhibition which is to be held at Wembly Park next year. That appeal has been responded to in a very liberal way; over 900,000 pounds have already been received and there is little difficulty anticipated in getting the remaining 100,000 pounds. Among the contributors is the British government which gave 100,000 pounds with the understanding that 500,000 would come from other sources.

**Resources of Empire**

The empire, its resources in minerals and agricultural products, its development, the linking together of its people and the scientific research upon which future prosperity depends, these are the objects of the exhibition. Its first aim is to take complete stock of the resources of the empire and to show how those which are, as yet, undeveloped or only partially utilized can be converted into wealth; to bring to light the possibilities of growing more grain and wool, more sugar and more cotton, more timber and more fruit; of mining a larger quantity of metals; of adding in every way imaginable to the production of commodities which meet the world's needs.

The second object of the exhibition is to make the peoples of the empire better known to each other; to show how they work and how they play; what are their principal sources of wealth; what are the natural features of the land they inhabit; how they have built and adorned their cities; the nature of their schools and of their factories; the houses they live in.

**Industrial Aim**

A still further object of the exhibition is to established industries to show what they have to offer, and new industries to attract attention by proving what they can do. To the great staple trades, exhibitions do not appeal with the same force as they do to the industries producing articles which need to be seen by the actual customer in order to be appreciated. But experience shows that exhibitions are of undoubted value as a means of direct advertisement to a great many trades and to new countries which are desirous of pushing their products.

---

William Cobden, an employee in the linen department of the J. M. Young store in London, Ontario, died while at work on March 4th.

# Many Canadian Buyers Present

Canadian buyers are fairly well represented at the British Industries Fair that opened in London and Birmingham this month. Canadian manufacturers, on the other hand, are conspicuous by their absence. This failure to participate in the exhibition of British products may be due to a number of reasons. Buyers from all corners of the world are in attendance. Most of the Ontario buyers are interested in London exhibits, including cutlery, glassware, enamelware, crockery, jewelry, diamonds, drugs and chemicals, foodstuffs confectionery, earthenware, chinaware, ebony, toiletware, clocks, musical instruments, novelties, perfumery, etc.

Among the representatives of Ontario firms were the following: A. J. Cherlton, Stanley Mills, Co., Ltd., Hamilton; W. L. Doran, Dominion Suspender Co., Ltd., Niagara Falls; F. Proctor, Proctor Diamond Co., Toronto; C. R. F. Wickenden, Ottawa, manufacturers' agent; A. F. White, Marsh Engineering Works, Belleville; C. E. Linstrum, Robert Simpson Co., Ltd., Toronto; G. E. Evans, Robert Simpson Co., Ltd., Toronto; J. L. Bradshaw, Stratford; A. E. Cuff, Ryrie Bros., Ltd., Toronto; M. R. Friend, Ryrie Bros., Toronto; A. V. Elmes, Ryrie Bros. Toronto; J. J. Dobbs, Ryrie Bros., Ltd., Toronto; R. G. Galbraith, Ryrie Bros., Ltd., Toronto; Wm. B. Brown, Gordon, Mackay & Co., Toronto; A. P. Allan, Robert Simpson Co., Toronto; J. R. Hollinger and C. E. Steward and P. Guard, Wm. Croft & Sons, Ltd., Toronto; W. G. Patrick, W. G. Patrick & Co., Toronto; E. A. Steiner, G. Borgfeldt & Co., Ltd., Toronto; R. G. Bruce, Canadian Hanson & Van Winkle Co., Ltd., Toronto; I. Levi, Saunders, Lorie & Co., Ltd., Toronto; Emerson Nichol, Ontario Crockery Co., London, Ont.; T. E. Menzies, Menzies & Co., Toronto; H. T. Houston, Robert Simpson Co., Ltd., Toronto; J. A. Jackson, Robert Simpson Co., Ltd., Toronto; A. F. Brown, Robert Simpson Co., Ltd., Toronto; Harry Fullwood, the Cooksville Model Baker, Cooksville, Ont.; E. Shipp and F. R. Follett, Ellis Bros., Ltd., Toronto; Bernard Cairns of Bernard Cairns Ltd., Toronto; N. B. Strong, manufacturers' agent Toronto.

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It pays the retail salesman to sell higher grade goods because it increases his sales and teaches him better salesmanship and with these two qualities the retail salesman is prepared for better sales work and the greater earning power that follows increased sales efficiency.

Customers will forget the price of an article but will not forget if the article has not given a certain amount of wearing and comfort satisfaction; he will not remember the price he paid for a poor article, but he will remember the store where he purchased it.

# Present Conditions in Germany

EUROPEAN merchandising methods are curiously interesting and in many cases instructive, according to Mr. S. Z. Fels of Fels Limited of Montreal, who has just returned from an extended trip through England, France, Germany, Holland and Belgium for the purpose of studying conditions as they concern the men's wear trade. To Drys Goods Review Mr. Fels expressed himself as greatly impressed by the courtesy shown to Canadians or any British subject over on the other side. "If one has a British passport there is nothing that they cannot do for you in Europe, and in Germany particularly, it is extraordinary how much attention one gets.

### Business Methods In Berlin

"The way they receive visitors in Berlin, for example, is rather unusual," continued Mr. Fels. "When one arrives at a hotel it is not customary to register but you are shown to your room immediately where a form is brought for you to fill out, giving details about your nationality, business, reason for visit, and so on. This form is apparently given to some one who proceeds to verify all the particulars at some official headquarters, and the next day the visitor is approached by reporters from the leading papers who interview him on conditions in his own country, question him about the feeling regarding Germany, enquire about business and import trade, etc. Then later, various manufacturers in the line of business of the visitor call on him and appear very keen to do business with him. In fact, the whole routine is devised for the purpose of securing opportunities for export trade, and one has to be very alert to withstand all the blandishments offered. The stringent regulation exacted by the government regarding the quotation of German merchandise in dollars instead of in marks is a source of indignation to these manufacturers who find it prohibitive in most cases. However, notwithstanding all the difficulties they have to undergo, they certainly are workers and I was much impressed by the activity in an industrial way that I noticed everywhere. Apparently, they cannot begin to fill the home demand for most goods, and long hours and low pay have no terrors for them.

"Life in Berlin is an interesting study for a foreigner. At night one sees everyone well dressed and evening clothes are 'de rigueur,' especially for men, at most affairs. At the most palatial hotels it is possible to obtain a full meal including the best liqueurs for less than $1.50."

---

The Thorold Tailors have commenced business in Thorold, Ont.

# How Commodities Have Fallen

**Instructive Table Prepared by R. M. A. Ottawa Showing Decline in One Year**

From time to time news items have appeared in the press dealing with the prices charged for necessities in retail stores, and many of these news items have not been fair in the statements made.

The head office of the Retail Merchants' Association of Canada, Inc., at Ottawa, which is fully representative of all classes of retail trade throughout Canada, undertook a thorough investigation of the prices charged in retail stores in 1920 as compared with prices charged during 1921. Notwithstanding an increased burden of municipal taxation and increased rents paid in 1921 by the retail merchants throughout Canada, a very decided drop in prices is shown by their report, averaging approximately thirty per cent. The most remarkable decline is in groceries, which dropped 44.49 per cent., and other lines show declines as follows:

| | |
|---|---|
| Furs | 37.3% |
| Dry Goods | 31.6% |
| Hats, Men's | 31.25% |
| Ladies' Wear | 30.9% |
| Clothiers | 29.16% |
| Men's Wear and Furnishings | 28.8% |
| Boots and Shoes | 26.3% |
| Merchant Tailors | 20.8% |
| Confectioners | 17.8% |
| Butchers | 15.0% |

The foregoing statement clearly shows that retail prices have been keeping pace with the declines taking place in the market, and that the public has been treated fairly by the retail merchants, who, after all, are but the servants of the public in providing the necessities of life.

This is the best answer that can be made to those who are endeavoring to place any blame on the retail trade.

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### DOUBLE SEASON POSSIBLE

The lateness of Easter offers the possibility, according to garment manufacturers, of a double season's business. The spring purchases of the retailers will probably be shown very soon and should attract an active business. In the opinion of manufacturers, favorable weather should lead to a sales spurt early next month. The goods so bought will receive some wear before Easter and necessitate other purchases for that dress holiday. Millinery is expected to benefit principally from this double demand, but suits and dresses may also derive some advantage.

---

The salesman cannot make money for the house—in the long run, at least—unless he can statisfy the customer; and he cannot satisfy the customer unless he knows how to choose merchandise suitable to his personality.

# KING'S CELEBRATED SCOTCH WINDOW HOLLANDS



have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."

SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

## JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

## SUPER SHRUNK INDIA TAPE



THE STAG.

Manufactured by

George H. Wheatcroft & Co.

WIRKSWORTH, Eng.

*"Speedwell Tapes give Satisfaction"*

*Does Not Stretch*

WARRANTED · THE · SPEEDWELL · REGD · 1,000 · YARDS ·

*Will Not Shrink*

Do you realize the importance of using only the BEST tapes — tapes that will give you the largest amount of service and satisfaction?

Speedwell Tapes come in all widths and prices. Send for samples.

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VANCOUVER, 217 Crown Building

TELEGRAMS: WAKEFUL GLASGOW

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## WILSON & CO.

48 ALBION STREET

GLASGOW

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Ecru and Colored Madras Muslins,
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Voiles
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"Wilsco" Lawns, "Zelette"
LACE CURTAINS
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# COTTON GOODS

**Are Guaranteed FAST Colors**

"Solprufe" cottons are absolutely guaranteed to be fadeless and sunproof.

Whether you are ordering goods for curtains and Couch Covers, or replenishing your stock of new materials for Ladies' and Children's Wear, be sure to specify cottons bearing the stamps *"Solprufe"* BDA

**on the selvedge and this trademark**

This new B. D. A. Process makes Cottons fast to sunlight and washing. It is one of the new finishes originated and perfected by the Bradford Dyers' Association — a recommendation in itself of novelty and proven excellence.




**on the end of the piece**

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## "FOUNTAIN BRAND"

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The TWEEDS produced by Joseph Hoyle & Son, Ltd., are made under ideal conditions by highly skilled labour. Every care is employed in the selection of the right grade of wool and scrupulous attention paid to the weaving and finishing.

The dyes are fast to wash and to sun, and the material as a whole may be entirely relied upon to give sterling service under the most strenuous conditions.

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SUITINGS
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*MANTLE CLOTHS*
*VELOURS.*

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*Were we Bobby Burns, we would write you a poem. Were we Sir Walter Scott, we could paint you a story in words.*

*But being just plain business men, we can only say—though we say it right from the heart —"Canada, we thank you."*

**THE MEMBERS OF THE DELEGATION**
**REPRESENTING**
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THE COMMONWEALTH REG'D HOSIERY

*Established over a Century-and-a-half*

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***Hosiery and Underwear Manufacturers***

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**Factories:—**

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*The Mark of Fine Merchandise*

"Viyella" (Reg'd)
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"Clydella" (Reg'd)

Unshrinkable Flannels

Flannels, as usual, will play an important part in the summer wardrobe. Are you prepared to meet the demand for colors and weights suitable for holiday needs?

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The cloth was sound in fabric and tasteful in design- so good indeed that it was evident it came from a first-class British Manufacturer, but the shrinking that's where the trouble was. No name on the stamp of course—just "Thoroughly Shrunk." When will buyers see to it that good cloth is not spoilt by bad shrinking?



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## JENNENS, WELCH & CO., LTD.
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**MUSLIN MANUFACTURERS**
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## 10,000 pairs
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## ALL WOOL BLANKETS

All white or with light blue borders.

56″ x 86″ — 5 lbs. per pair
60″ x 80″ — 6 lbs. per pair
66″ x 86″ — 7 lbs. per pair
70″ x 90″ — 8 lbs. per pair
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2/4 per lb.

**F.o.b. Liverpool**

Packing: Bales of twenty pairs in waterproof canvas, with iron hoops. Packing charged 7/6 per bale extra.

Terms: 2/10 days 60 days extra, or 3% cash in 14 days.

**References with New accounts, please.**

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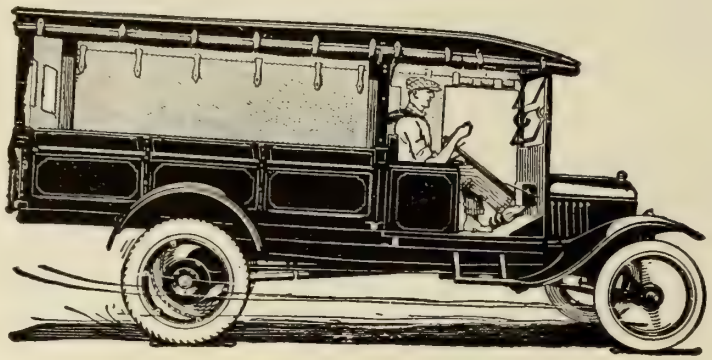
**Black Vulcanite Knitting Needles**
**Tan Vulcanite Knitting Needles**
**Simco Patent Knitting Needles in White, with steel centre.**

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***The all British Firm with the Quality Needle***



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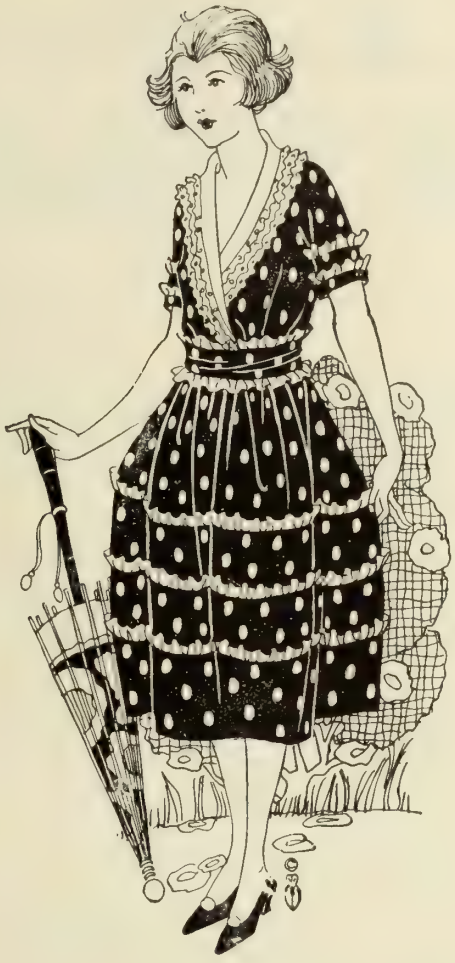
## *with Canopy Top Body*

**The new 5-1 worm gear, now optional on all trucks, gives speed up to 25 miles per hour. The double ventilating windshield and the storm roll curtains protect the driver. The closed front and rear and roll side-curtains protect the load. It can be converted in a minute from an open to a closed truck. Now a standard body and can be obtained from any Ford dealer.**

**Ford Motor Company of Canada, Limited, Ford Ont.**

113T

# COTTON DRESS FABRICS FOR SPRING 1922



Fancy Voiles in newest sport Shades.

Swiss Organdies and Muslins; Batistes — Printed and Plain; Beach Cloths in all staple and New Sport Shades. Panama Cloth and Ratine; Crepe — plain and fancy, Dress Chintzes, Mulls.

The ultimate growth of your Wash Goods Department depends upon making the most of present opportunities.

Prepare for a good Spring trade. Sort your stock from the largest variety of styles.

Order through our traveller—or write direct.

## THE W. R. BROCK CO., LIMITED

*Wholesale Dry Goods*
*MONTREAL*

# Visitin' 'Round WITH KELLY CLIENTS




THIRTEEN years ago, one of the great trans-Atlantic liners carried to Halifax, from Skibbereen, Ireland, a young man who had served his merchandising apprenticeship in Dublin.

IN 1913 this young Irishman invested his life's savings, some eighteen hundred dollars, in a stock of men's furnishings and general merchandise in Windsor, Ontario.

HIS ability at once became a factor of the retail life of Windsor, for his first year's business was better than $10,000 from a district that was a little more than a one mile radius around his store.

GRADUALLY about his location, there grew up the great industrial and automobile factories that have had such a part in the development of Windsor, and its American twin city, Detroit, and with it the Reycraft store grew.

TO-DAY, Mr. Reycraft's store holds nearly a half a hundred thousand dollars' worth of men's and women's wear and the ten mile radius around the city gives him a yearly volume of well above a hundred thousand dollars.

LIKE many other merchants who were not content with anything but the best and most progressive merchandising methods, Mr. Joseph Reycraft employed Kelly Service to clear his store of surplus goods and open up new trade districts, with the result that more than nine thousand dollars' worth of his merchandise was sold in a seven-day sale.

HUNDREDS and hundreds of new customers were created and new territories added—as well as new merchandising methods that will aid him in keeping his stock clean.

MR. REYCRAFT has added his name to our list of endorsers.

NO MERCHANT ever obligated himself by asking for an explanation of our plans and, in writing, give the size and character of your stock.

T·K·KELLY SALES SYSTEM
MINNEAPOLIS·MINNESOTA
U.S.A.

# SPRING TIME

*suggests*

# WASH GOODS

# WASH GOODS

*suggest*

# BROCK'S

*Brock's suggest a visit to their warehouse to sort up from the best assorted stock of Wash Goods in Canada*

*They are able to report to date one of the most successful seasons in the history of the firm. All the most wanted goods will be found in stock, such as:*

**PRINTED VOILES, PRINTED BATISTES**
**PRINTED DIMITIES, PRINTED ORGANDIES**
**PLAIN COLORED VOILES AND ORGANDIES**
**FINE SWISS ORGANDIES AND MUSLINS**

**NORMANDY DOTTED VOILES** (*in Plain Dots and Cluster effects*)
**SWISS DOTTED MUSLINS AND ORGANDIES**
**CHECK & STRIPE GINGHAMS AND TISSUES**

**JUMPER CLOTHS, BEACH CLOTHS, PANAMA CLOTHS**
**RATINES, APRON CHINTZ, DRESS CHINTZ**
**PLAIN AND PRINTED CREPES, ETC.**

The W. R. Brock Company (Limited)

TORONTO

*Letter Order Department Always at your Service.*

# ALL WOOL

**Pure Silk and Artificial Silk Hosiery as well as Cotton and Thread Hosiery dyed "Hawley's Hygienic Black" can now be obtained.**

Attractive Showcards, Price Tickets, etc., featuring this and other designs are now available and supplies will be gladly sent upon application to the Offices of The Dry Goods Review, 143-153 University Avenue Toronto.




Attractive Showcards, Price Tickets, etc., featuring this and other designs are now available and supplies will be gladly sent upon application to the Offices of The Dry Goods Review, 128 Bleury St., Montreal.

**Every pair is clearly stamped with the name "Hawley's" and is a guarantee to the purchaser of the Fast and Stainless qualities of the Dye.**

Dry Goods Review

Volume XXXIV. TORONTO, CANADA, MARCH, 1922 Number 3

# Five Hints for Merchandise Manager

## Some Money-Saving Ideas Picked Up in New York by Dry Goods Review—Saving Damage to Hosiery by Polite Request—Cutting Down the Delivery Charges—Service at the Ribbon Counter—Helping Men Shoppers—Co-operation

**By a Staff Member**

IN a certain large department store on Broadway, New York, a saving of many hundreds of dollars has been effected in the hosiery department by means of a very simple expedient. Signs about two feet square have been made to correspond with the woodwork of the fixtures and are placed at intervals along the walls on either side of the aisles so that they are easily read by every customer who enters the department. They are inscribed as follows:

"Please turn your rings inwards when testing hosiery, as loose settings injure the texture of the goods."

This polite request has eliminated to a great extent the injuries to fine silk hosiery which inevitably result when women persist in running their hands into the stocking with heavily ringed fingers, to test the quality better. By turning the setting round to the palm of the hand, the ring is in no danger of catching and ravelling the stocking.

### Eliminate Delivery of Small Parcels

In another large Fifth Avenue shop customers are encouraged to carry small parcels themselves, thus saving the delivery system considerable trouble. The sales staff are instructed to offer to wrap any number of small parcels together in a neat bundle finished with a wooden handle, and this apparaently has a decided appeal to customers who dislike to carry untidy bags. Furthermore, the sales staff eliminate all possibility of loss, or accidental mislaying of odd parcels belonging to the customer by entering on the sales check the exact value of the entire parcel as estimated by the customer. They merely enquire "What is the value of each of the parcels, Madam?" and note down the amounts. In this way also the store is entirely protected against unscrupulous persons who might make it a practice of claiming damages, in case of errors, greatly in excess of the value of the parcel wrapped.

The use of heavy square envelopes fastening with the disk and string device is extensively employed, especially for merchandise costing over $1. or of a particularly perishable character. It is not advisable to use such carriers for inexpensive goods, but the better the type of container, the more inclined will be the customer to carry home her purchase personally.

*NEW YORK ARTICLES FOR THE REVIEW*

*In this issue of Dry Goods Review are to be found several articles from New York. These articles are written by a staff member of Dry Goods Review who recently spent several days there, having in view securing information from one of the leading fashion centres of the world that would be of interest and importance to readers of this trade newspaper. This information, secured at first hand, is one of several interesting features in connection with this issue.*

### Ribbons of Raven Hue

Most ribbon departments have experienced a decidedly heavy demand for all black ribbons of all sorts this Spring and have found it necessary to replenish stock more frequently than usual. A certain New York store has promoted sales in black ribbons this Spring to an even greater extent than would normally be the case through the plan of installing a separate counter for black ribbons distinct in itself. On this counter are to be found good displays of cirès, velvets, cords, taffetas and satins in every wanted width, together with the usual remnant basket filled with all the accumulated odds and ends of the month's selling, attractively priced. Underneath, inside the lighted glass case are shown a number of unusual novelties made entirely of black ribbons, which attract considerable attention because of their unusual effect. The appearance of mourning is avoided by the use of touches of the prevailing fashionable shades such as Dent de Lion or Rouge red, but these colors are merely hinted at, rather than permitted to detract from the black keynote. Some of the made-up novelties included a series of smart black bows for finishing the new collars, girdles of many sorts for frocks, handbags, millinery cockades and loops, shirred ribbons for trimming gowns or blouses, etc.

### Catering to Men Shoppers

At Christmas time it is customary to find the stores offering any and every assistance to the man who wishes to buy gifts for women but who feels uncomfortable in a woman's store. The Christmas season is really not so arduous a time for the man shopper as are the summer months when his family are out of town and commission him to do their shopping regardless of his inexperience. A certain American store made it a practice early in June last year to advertise the fact that special assistance would be given to men shoppers by a trained staff who would fill any order carefully with a minimum of delay. It was an excellent idea as subsequent results proved and many women who had dealt for years with older firms became interested in the new store through its painstaking efforts to be of use at a time when service is all too apt to slacken. The same store featured week-end specials in each department, well calculated to attract all members of the family throughout the months of June, July and August. Such items as candy, books, toilet goods, bathing accessories, picnic delicacies, sporting goods and summer house furnishings including cretonnes, mosquito netting, floating cushions and oilstoves all took a prominent part in these attractive sales which kept interest centered on the

store even though most of its customers were out of town.

**Co-Operation in the Store Vital**

In a certain store the advertising manager was a man of decidedly original ideas and was constantly devising new schemes to interest customers and attract them to the store. Not long ago he announced that at a certain hour in the morning a collection of imported millinery would be opened in the French Room and invited all who cared to view the latest Parisian importations to attend. A great many did attend but were disappointed to find that the boxes were nowhere visible and the French Room looked much as usual. It transpired that the sales ladies of the department were quite ignorant of the announcement in question and had simply put new hats on sale as they came in without any attempt to carry out the idea so charmingly suggested by the advertisement. This lack of co-operation was finally reported to the merchandise manager of the store who thereupon adopted the plan of sending a messenger through the different departments with the store advertisement for the day pasted on card board which was to be read and initialled by the head to indicate that any special features were being carefully attended to.

**DRY GOODS REVIEW TO RUN ARTICLES ON CARD WRITING**

**Card writing to-day is an art. To properly convey the message that should go with the show card, it will no longer do to roughly cut off a piece of cardboard and scribble a few words and figures on it. Such a card with delicate fabrics, the season's latest fashions in a dozen lines of merchandise is almost as destructive of this merchandise, in the eyes of the passerby, as if a bottle of ink had been splattered over it. Not only must the show card convey an appropriate message, but it must convey it in an artistic, well-wrought style, if the merchandise is to be enhanced in value rather than detracted from by the show card.**

**Believing that Dry Goods Review can serve its readers in a very practical way and be of service to many clerks throughout Canada, we have made arrangements to run a series of articles on show-card writing. This series will be extended over a number of months, and will begin with the very fundamental of card-writing, how to hold the brush, how to make strokes, how to do the simplest things that finally lead to proficiency and expertness in the art of card-writing. The series will be accompanied by illustrations that emphasize the message to be conveyed to the reader on this very important subject.**

**WRITTEN BY EXPERT**

**The writer of these articles will be known as "Jalexo." His fitness for the task can be briefly told. He is on the advisory staff of the Kwik School of Show-card Writing of Toronto, and gives instruction and prepares lettering for the courses that are taken up at this school. A few months ago, he gave a series of lectures at the Toronto Y.M.C.A. on show-card writing, a series that was enthusiastically received by those who took advantage of it. He has made a professional study of this subject and is well qualified to take hold of a beginner and make a skilled workman of him in show-card writing. While this course is running, any reader of the paper who wishes to ask questions of "Jalexo" is invited to do so through Dry Goods Review. A letter addressed to "Jalexo" in care of Dry Goods Review, University Avenue, Toronto, will reach his hands and receive his immediate attention.**

**This course will commence in the April issue of this trade paper. There is an article from his pen in this issue on Easter cards, but it is not one of the series. In view of the desirability of having appropriate cards for Easter windows, we have asked him to prepare this special article.**

# Exhibitors at Textile Show

The following is the official list of firms exhibiting at the Canadian Textile Products Exhibition during the week of February 13th-17th.:—

**Overalls and Work Shirts—**
Hamilton-Carhartt Cotton Mills, Ltd.,
J. A. Haugh Mfg. Co.,
Premier Shirt Co.,
Kitchen Overall Co.,
Maple Leaf Overall Co.,
Larned Carter Co.,
Peabodys.

**Hats and Caps—**
Anderson-MacBeth,
Boltmore Hats Ltd.,
Canadian Panama and Straw Hats Co.,
Cooper Cap Co.,
Wolthausen Hat Corp.,
G. & C. Cap Co.,
John W. Peck & Co.,
J. Samuels & Sons.

**Linens—**
Dominion Linens.

**Haberdashery—**
Brophy Suspender Co.,
Cluett, Peabody & Co. (of Canada),
Hickok Mfg. Co.,
William Milne,
Niagara Neckwear Co.,
Alphonse Racine,
Tooke Bros., Ltd.,
R. M. Ballantyne.

**Woollens and Knit Goods—**
Bird Woollen Mills Co.,
Barrymore Cloth Co.,
Bates & Innes,
Canadian Woollens,
Circle-Bar Knitting Co.,
Hawthorn Mills,
Mercury Knitting Co.,
Rosamond Woollen Co.,
Richard L. Baker & Co.,
Houlding & Coleman,
Perfect-Knit Mills,
Henry Davis & Co.

**Cottons—**
The Canadian Cottons,
The Dominion Textiles Co.,
The Montreal Cottons.

**Clothing—**
Berger Tailoring Co.,
College Brand Clothes Co.,
Cook Bros. & Allen,
Coppley, Noyes & Randall,
Crown Tailoring Co.,
Freedman Co.,
B. Gardner & Co.,
W. R. Johnston & Co.,
Lailey-Trimble,
Wm. H. Leishman Co.,
Levin & Sons,
Lowndes Co.,
John W. Peck & Co.,
The Punchard-Birrell Co.,
Randall & Johnston,
W. E. Sanford Co.,
Semi-ready Ltd.,
Sparks-Harrison,
Thornton & Douglas,
Toronto Clothing Mfg. Co.,
S. Wener & Co.,
Young Men's Tailoring Co.

**Shirts, etc.—**
Cluett, Peabody & Co. (of Canada),
Deacon Shirt Co.,
John Forsyth,
Regal Shirt Co.,
Alphonse Racine,
Tooke Bros.,
Van Allen Shirt Co.,
Lion Shirt Co.

**Miscellaneous—**
Jones Bros. & Co.,
Tower-Canadian,
Winchester Dye Co.,
Kitchener Buttons,
Institute for the Blind,
Ribboncraft,
Hyde & Halliwell,
Color-Craft Ltd.,
Refinite Co. of Canada, Ltd.

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# The Textile Products Exhibition

## Making the Appeal on a Sound Basis of Quality First—Over Eighty Manufacturers Participate—Keen Competition Throughout—the Retailer Appreciates Idea of Seeing Under One Roof the Products of Canadian Textile Manufacturers—all are Satisfied

THERE is one branch of the Canadian Manufacturers' Association which, we believe, has developed a new conception of its possibilities in Canadian industry—the textile branch. The recent Canadian Textile Products Exhibition held at the King Edward Hotel in Toronto during the week of February 13th-17th was a revelation to the manufacturers themselves. And through their exhibition, retailers from all over the province and not a few from other provinces also received a revelation. One outstanding thing remains—the Canadian consumer must hear the excellent story that the textile manufacturers of this country have to tell. They have too long hidden their light under a bushel. Through the Canadian retailer and to the Canadian consumer, propaganda can be made so effective that a better understanding and appreciation of the textiles produced in this country will result.

### Sound Basis of Appeal

"Made-in-Canada" was the spirit which moved throughout the entire exhibition. But the basis of the appeal to buy Made-in-Canada merchandise was sound throughout. It is no longer an empty appeal to patriotism. That is not left out of the appeal but it, no longer, constitutes the whole appeal. It is now on the basis of quality—the only sound basis on which any appeal to patronage can ever be made. Textile manufacturers seem thoroughly sold on this idea at the present time, if their spokesmen at the exhibition luncheons voiced the opinion of this branch of the C. M. A. If, with their intention to maintain the high standard of efficiency in the manufacture of Canadian textile, they link up a lively propaganda amongst retailers and consumers, the goal they have set out to reach will be reached with much less difficulty.

### The Trade Fair Idea

The original intention of this exhibition, as we understand it, was to make it more of a show or an opening than a selling medium to the trade. The date selected was not very favorable to either; it was too late for the showing of Spring models and too early for Spring sorting business. The reason for holding it at that time, of course, was obvious. Hundreds of retailers were to gather here for convention purposes and it seemed a good time to launch the proposition. We believe the results have justified the inauguration of this exhibition. The idea of making it a trade fair was a development of the exhibition rather than a part of the original conception. Only time can tell whether the event will be known as a fashion show or a trade fair, or a combination of both. And whether or not it is in the best interests of the manufacturer and the retailer to hold the two events—the exhibition and the convention—at the same time is a debatable question, a question which, we understand, will be considered at a joint meeting of retailers and manufacturers. There are certainly arguments both pro and con, though there is no feeling on either side that the co-operative spirit as manifested so splendidly in these concurrent events should be set aside.

From the standpoint of the retailer there is certainly something—a good deal—to be said in favor of the exhibition end of the affair. It puts before him within a few hours, the product of all the lines in which he deals. He can see them all at once and the manufacturers themselves will not object to the spirit of competition that is engendered by such an exhibition. The best of feeling obtained throughout, and the interests of the whole are promoted thereby. We believe the retailers are thoroughly in accord with and will heartily support the exhibition idea. Whether it is to be made a buying centre with distinct advantages to the retailer is for the manufacturers themselves to demonstrate.

### As a Fashion Show

In all, some eighty Canadian manufacturers made exhibits at this show. There were between thirty-five and forty others who sought admission to the limited space at their disposal, but were unable to secure. Most of the exhibitors showed men's wear lines. As a complete theatre of Canadian products in men's wear lines, it was most commendable, indeed. Clothing, neckwear, shirts, overall, knit goods, hat and cap, hosiery, webbed goods, these and other manufacturers of men's wear lines combined to show in a most forcible way what can be done in this country to meet the needs of the Canadian consumer. The booths devoted to the lines carried in dry goods stores were few but very effective. Canadian woolen manufacturers of yardage were well to the front with the scope and quality of their exhibition. A particularly good showing of linens was made, developing the idea of manufacture from the raw material to the finished product.

That competition is very keen in these various lines was very evident, competition in both selling and in the excellence of manufacture. It is so keen in fact, that the tariff is no longer much of a protection to the Canadian manufacturer of clothing or allied lines. The models exhibited by manufacturers show that the development of clothing manufacturing in Canada has reached a point of excellence beyond which it is hardly possible to go. Retailers were surprised at the point to which this has gone in the industrial life of this country. The same can be said of shirts, hats and caps, knit goods, hosiery, webbed goods and all other lines. As an evidence of the growth and possibilities of manufacturing clothing and allied lines in Canada, it might be cited that one booth was devoted to a showing of merchandise entirely for children's wear—high quality hosiery. Indeed, the knit goods men in hosiery lines are beginning to feel the result of their industry in a very practical way; many of them are reaching the point where their output is insufficient to meet their orders.

### Are Well Satisfied

During the exhibition we talked with many of the manufacturers present. Whether or not they did a great amount of selling, we did not hear one say that he was not thoroughly satisfied with the exhibition. The amount of advertising they have received from it, the number of new prospects they have met, the new accounts they have opened—these have made it well worth while to all. Repeatedly, manufacturers stated that they had come in contact with buyers they had never seen before and had never reached. The spirit of "get together" in itself was an asset of the fair that will result in business relations in the future. For instance, one manufacturer stated that, while he did not make a certain sale at the show, he got in touch with a buyer who subsequently booked business amounting to nearly $20,000. This is only one of many such cases on record.

### The Amount of Selling

The amount of selling that actually went on during the exhibition is not known. One manufacturer who was largely instrumental in the whole affair estimated, after many inquiries, that it approached near to a million dollars. More of this will probably be known later on, for the manufacturers are sending out a questionnaire to exhibitors asking them what amount of business they did.

On Friday morning, February 17th, the manufacturers held a breakfast at which general satisfaction was expressed by all. Various suggestions were made with regard to another similar show as result of which a questionnaire is being sent to all manufacturers asking them their opinion with regard to the time, place and conditions under which another exhibition should be held.

# Dry Goods Review

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NEW YORK—1606 St. James Bldg., 1133 Broadway.
CHICAGO—405-6 Transportation Bldg.; 608 Dearborn St.
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## New Tone In Advertising

A number of the American trade publications have been carrying articles recently which almost appear to be the forerunner of a different tone that will shortly be sounded in advertising. A staff member of this publication recently had a long chat with a very well-known writer of one of the largest trade journals in the United States. This writer gave us to understand that a very marked change would be observable in his own publication in the style of advertising done by manufacturers, a change to be effected almost immediately. According to his version, it would be good-bye to the type which tells how old and how big and how busy the manufacturer is, a type which is more or less of a self-glorification and nothing else.

The new policy will be to use educational matter relating to the merchandise so that retailers may get to know why a certain brand of merchandise is good, what qualities it possesses to commend itself to the consideration of the retailer, and why it can be bought with the certainty of profits to the dealer. This advertising, being educational, would be used more by the clerks behind the counters than the present type is capable of using. It will place ammunition in the hands of the sales force, a very useful body in whose hands ammunition should be placed.

If this change is really to come about it will, sooner or later, be taken up by the retail trade in their advertising. Certainly the educational type of advertising would be a desirable change from the type many retailers have used during the last eighteen months. It has been more of the variety of "shouting" in which many of the daily newspapers have largely been the beneficiaries. Often it has resolved itself into a shouting competition. It has not always been sane advertising and there are advertising experts who claim that many retailers have contributed not a little to that destruction of confidence which has been apparent for some months but which now, happily, is being restored.

It will be interesting to watch this new tone in advertising to see the effect it has both on the advertiser and on the person to whom he is advertising.

The Dry Goods Convention held on February 13th shows there is still a good deal to do by executive officers in arousing the interest of the dry goods merchants in the life and work of the Association. True, it is still in its infancy and too much cannot be expected at the first. It will take a good deal of effort on the part of men really interested in organizations of this kind to show dealers that the Association has an important office to fulfill in their lives. A good start can be made in this work by showing what the Retail Merchants Association of Canada has done for the trade, how it has looked after and worked for their interests during the last quarter of a century. After that, it becomes more apparent what benefits can be derived by members affiliated with this distinct branch of the retail trade. Other associations have found this out and, sooner or later, we feel sure the dry goods merchants of the province will come to realize it.

There is one aim which the executive officers might strive for during the coming year. Their convention was held this year in conjunction with the Canadian Textile Products Exhibition. This exhibition consisted mostly of manufacturers in the men's wear lines. A real Canadian textile exhibition can never be complete without the inclusion of those manufacturers whose products are for female consumption. It might be well for the officers of the Association to promote this during the coming months. If they can be instrumental in bringing manufacturers in their lines into this textile exhibition in larger numbers, they will have done the trade throughout the province a distinct service. The feeling amongst the men's wear dealers is that the exhibition was a splendid thing for them. It brought under one roof the products of over seventy-five manufacturers of their lines. It promoted a better feeling amongst them. It enlivened competition. It, perhaps, served a useful purpose in ways that do not appear evident as yet but which will develop with the exhibition as it is held from year to year.

## A Good Move

Dealers all over the country who handle furs will be glad to know that a movement is contemplated which has as its object, trade names for certain furs. At the convention of the furriers held in Toronto on February 17th, Mr. Tweedell of Holt-Renfrew's, of Toronto, gave a very excellent paper on "The Trade Names of Furs," in which he made a strong plea for legislative action that would result in a clearer understanding by the consumer of the quality of certain furs, and would make misrepresentation by the retailer well-nigh impossible. We understand that this paper of Mr. Tweedell's is to form the basis of a questionnaire that is to be sent to the trade all over the country. After this has been done, the R.M.A. at Ottawa hopes to be able to lay their case before the government for action. If the government gives it favorable consideration, it will be a most desirable stroke in the interests of the honest retailer who does not indulge in misrepresentation to get rid of his furs.

At the convention of the furriers, two problems were mentioned as constituting the outstanding problems of the furriers in this country—misrepresentation by dealers of the quality of their furs, and bench workers who worked at home, thus coming into direct competition with the legitimate retailer. If, by efforts that have already been commenced, these evils can be eliminated from the trade a much more wholesome condition will prevail.

# Dry Goods Markets At a Glance

## Seasonal Trade Fairly Good—Accessory Lines Show Special Activity—Prediction That Fall Season in Fabrics Will be Biggest Sports' Season Yet—Demand Strong for Knitted Novelties—Cretonnes and Madras for Dresses

FAIRLY GOOD seasonal trade is in progress. The head of one of the large wholesale houses in Toronto stated to Dry Goods Review within the last few days that dry goods merchants might take some consolation out of the fact that the chivalry of the race was still apparent. In other words, he said, men are still practising economy that they do not ask their wives to practise to the same degree. Or again, to give it a practical turn, trade in this wholesale house is much better in women's lines than in men's. The reports that come to wholesale houses from the trade all over the country are to the effect that merchants are in readiness for the spring trade. They have bought carefully, being assured that merchandise can be bought at short notice in many lines if the consumer demand depletes their initial stocks. Now, they are awaiting that consumer demand. How it will develop is still in the lap of the gods.

Financial men are already looking toward the fall crops, hoping they will be abundant and that this will give a more definite turn toward permanently better times. Before that time comes, other factors may enter into the situation that should not be overlooked. It is a fact that retailers all over the country are seeking the refuge afforded by well-established houses; whereas they spread their accounts during the last few years, they are now confining them as much as they can. Whether or not this is going to press unduly upon smaller houses because of lack of orders remains to be seen. There is one thing very evident among the big houses—they are keen after business and some of the most aggressive are producing figures that bear favorable comparison with a year ago.

The price tendency in general is very firm with some minor advances in some lines. Woollen piece goods have shown some advances within the last month, running as high as fifteen per cent. over a few months ago. Some fur prices have advanced. Buyers of European silks state that they have paid a little more for their lines recently. But, on the whole, the tendency is very firm with a desire to keep it such.

### Fabrics

A buyer who has just returned from England and Europe where he placed large orders for fall, states that the next season will be stronger sports' season than ever. Paris, he says, decrees this and the indication is none the less strong in England. He bought more checks and stripes than he did on his last trip. Homespuns, he says, will also be strong; and he is looking for a very good cream season. He states that it is impossible to get deliveries before July on these goods because manufacturers' stocks are clean and they are making up only from orders placed. For many lines he paid advances as high as fifteen per cent. over a few months ago.

There has been a great run on ginghams for spring and summer and some of the houses have been unable to get near what they could have sold. In summer materials, dotted Swiss muslins and organdies and voiles have sold very well. The cleaning up of last year's retail stocks have made good business for many of the wholesale houses. In silks, novelties are selling very well both for outer garment and underwear. Foulards in the small patterns are in strong demand. Canton crepe, crepe Romains, crepe meteor, striped canton crepe and crepe de chine are having a good run. Novelty tweeds and homespuns are in much stronger demand than the plain materials.

### Knitted Goods

Here again, the novelties seem to have it, for there is a brisk demand for many of the novelty lines. Hosiery and sweaters especially seem to be having an exceptionally good run. The head of one large wholesale house put his hosiery department first when mentioning how the various departments stood in business throughout the house. The ordering of bathing suits by the trade has been very heavy; one or two manufacturers have even gone the length of saying that retailers may be presuming too much of the coming summer and its heat. The fact remains that some of the manufacturers in knitted goods have more orders than they can attend to at the present time and are lengthening the date of delivery.

### Accessories

The on-coming Easter season with the spring days not far off is responsible, perhaps, for the fact that there is more activity in this department than any other at the moment. Collars are being promoted with vigor. Bead and metal necklaces are having a good run, and the demand for girdles is particularly strong. One wholesaler stated to us recently that he had sold 100 gross of girdles still in Paris. Radium laces are good and there is already a good deal of talk about a stronger season for Spanish and Chantilly next fall. Milliners are buying up considerable quantities of the new wool lace.

### Housefurnishings

There is the usual seasonal activity in the housefurnishing departments of the wholesale houses, with the chance of steady improvement in view of June and its establishment of many new homes throughout the country. For the present, there is a good demand for lace curtains and many attractive designs are being shown to the trade. Upholstering materials are selling well.

It is, perhaps, unusual for the housefurnishing department to get business that would ordinarily go to the dress fabric section, yet that is the fact. New cretonnes and some suitable patterns of madras are selling for use in ladies' dresses. Within the last few weeks there has been a fairly lively run on these and some of them are being made up into dresses.

Ready-to-wear houses report that they have done a very good business in dresses of cretonnes and organdies and Swiss muslins. For the early spring gowns, taffetas and cantons have sold very well. In suits, the homespuns and tweeds have had the advantage, while in separate coats broadcloth and velours have been in demand. Houses report business being a couple of weeks late, but it is developing very well at the present time. Merchants do not seem disposed to place large orders but are looking for good assortments.

# "Making the Dollar Work Faster"

## Frank Stockdale, Business Counsel of Chicago, Mentions Forts That Should be Used to Fortify Profits in Business—Man Who is Waiting for Conditions to Right His Business Will Get Left—Too Many Merchants Wrap up Their Merchandise With Reputation and Both Leave Store at Same Time

"MAKING the dollar work faster" was the subject of the address given by Frank Stockdale, the well-known business expert of Chicago, at the afternoon session of the clothiers' convention on Tuesday afternoon, February 14th. Mr. Stockdale built a number of "forts" around that which every merchant was seeking to protect during these days, namely, "profits." These "forts" he roughly divided into two classes—buying and selling—and in the course of an address which was listened to with rapt attention, he sought to show how "profits" could be protected by the adoption of wise buying and selling policies.

### Look Out For Yourself

Certain organizations were getting out after business and were getting it, said Mr. Stockdale. In his opinion we were in an era when it was up to each individual to look after himself so far as business was concerned, and the man who waited for conditions to right his business would find out that he had something else in store for him. Some men seemed to think there was a password to the secret of getting business; as a matter of fact this secret was the widest open book that had ever been laid before men.

### Volume

The first essential under present conditions was to get volume. There were two ways open to the merchant, either step backward or step into the breach and go forward. There were many retail merchants who were, doubtless, staying away from this convention to save their expense money. He agreed that it was all right to cut expenses, but some merchants might be missing the opportunity to discover the very means they were seeking to meet their problems.

The speaker cited the case of the man who was doing $100,000 business with an overhead of 25 per cent, or $25,000. In this store only one thing has happened; instead of doing $100,000 business he is getting only $80,000, while his expenses have remained the same. This meant that it was costing him 31¼ per cent. to do business, as opposed to a former 25 per cent., or a difference of 6¼ per cent., or 6¼ cents on every dollar's worth of business done. Nothing has happened in this business except that volume has fallen off. Fixed expenses have little to do with volume; items such as rent, insurance, taxes, heat, light, depreciation, interest on investment could not be cut down and when this was said practically all was said with regard to cutting down fixed expenses. Salaries, advertising, display, the cost of selling—these could be cut down if the merchant was willing to take the consequences. But if the selling cost were cut what would happen to volume? In this man's store there was as much work involved in selling $80,000 worth of merchandise as when they sold $100,000 worth. Now, the merchant had either to cut the selling costs or go out after more business, greater volume. The wise merchant did not want to cut his selling costs; therefore, he had to get out after greater volume.

### Sales Quota

Mr. Stockdale advised that every merchant should use a sales quota in running his business. There should be a definite objective; there should be a definite objective for the same reason that a football team on the field had an objective every ten yards of the way down the field. There should be a tentative quota for the whole store. If last year's quota was high enough set it at that; if not, set it higher so that sufficient profit would be in sight at the end of the year. A definite quota should be fixed for every line of merchandise carried; if there were two lines, have twenty quotas. Then if sales fall down, you know when they fall down and how much.

The second step in carrying out the sales quota was to call the senior salesmen around and give them, say, each five lines to look after. Tell them it is their job to hold up the quota and to see that they get it during the year. Suppose, for instance, the quota says there shall be $8,000 worth of shirts sold during the year. That should be divided into months. If it falls down any one month, there will be no question then about window display, about advertising. If this quota falls $1,000 the duty before the merchandising man is to get after shirts in advertising and window display so that the quota may be maintained.

### Stock Limits

One of the forts necessary to protect profits was the stock limit which meant that there should be an absolute control of the stock in the store. To illustrate his point, the speaker cited the case of a stock of shirts. This department was supposed to do $8,000 worth of business during the year, which would mean an expenditure for stock of approximately $5,600. Taking it for granted that this stock would turn over three times during the year, it would mean an average stock of $1,700; in other words, it should never be lower than $1,200 and not higher than $2,400. Stressing the necessity of a definite limit on stocks at all times, Mr. Stockdale pointed out that the profits at the end of the year were not always represented by a figure in the bank book, but by merchandise on the shelves which might shrink materially if the time came when ready cash had to be secured for them.

Still another fort to protect profits was expense. There should be an expense fixed for each line. If the total margin was $25,000 and the total cost of doing business was $20,000, this left $5,000, or a net of 5 per cent. If the expenses came up to near $25,000, with a $25,000 margin, it would be necessary to go back to examine the margins very carefully to where they were falling down.

### Selling Forts

The first selling fort mentioned by Mr. Stockdale was "buying." Goods well bought were half sold and he pointed out that the buyer had a good deal to do with the selling of the merchandise in any store. By means of a chart, the speaker showed that the average stock was high at each end and low in the middle; in other words, when the greatest selling was in progress the stock was nearest its low mark. His contention was that this chart, representing buying and selling during a given period of months should show parallel lines both up to and receding from the highest point which showed the greatest selling period.

Another fort was display. He believed too many merchants gave disproportionate attention to window and interior display. Glass, he said, was a poor conductor of sales, and he warned merchants not to be afraid to get too many goods out on the counter for customers to see.

Advertising was another fort. There was only one defence against advertising, that was, the offensive. Nothing could be done to keep the outside advertiser out. The only defensive was the offensive. If the advertiser solicited trade from your customers meet him on his own ground; that was the only way to do.

(Continued on page 39)

# Proper Use of the Trade Newspaper

## Knowledge is Power and Knowledge That is Good for the Proprietor is Also Good for the Clerk—The Field of the Trade Newspaper—Various Messages it Brings to the Dealer—Carries News of Successful Ideas to Every Man

WHAT counsel is to a client, a reliable trade journal is to the trade to which that particular trade newspaper appeals. It seeks to give dependable advice. Gathering information from many sources on various subjects, the trade newspaper sifts this information and endeavors to present facts that will serve as guide posts through the merchandising problems that daily confront the merchant or those who are associated with him in striving to make the business a success. It seeks to present conditions as they really exist in the particular field it surveys from week to week, so that the dealer may have first-hand information of the various lines of merchandise carried and may act accordingly. It seeks to acquaint itself with plans of merchandising, with plans of buying and selling, with store systems that make for better management and economy not only for the store as a whole but for each department of that store. It seeks to place before buyers new things on the market and, in this respect, acts as a forerunner of fashions that, ultimately, bring grist to the dealer's mill. It goes into various problems of salesmanship and seeks to suggest points that will develop better salesmen.

### How to Use It

The trade newspaper is not designed solely for the proprietor of a store. Information that is of use to the proprietor cannot help but be of use to the clerk behind the counter. Everything that makes for better salesmanship behind the counter makes for a better business organization, bigger business, larger profits. The trade newspaper conveys in each issue a fund of information that should be in the possession of every clerk. Not all the information may be of use to every clerk, but there is something in it that will have a bearing on his or her work day in and day out.

Every clerk should be given a chance to read the trade paper. Knowledge is power and if, in the trade newspaper, there is a knowledge that lends power to your efforts in directing a business, there is also knowledge that will make your clerk a more efficient arm of your organization. The trade newspaper should be passed around. We frequently go into business houses where we know copies of this trade newspaper are received but where the clerks are unaware of its existence. If, Mr. Merchant, the trade newspaper is of use to you, it must be of use to others in your employ.

### See That They Read It

Having become convinced that the trade newspaper should be read by the clerks in your store, you should see that it is read by them. If your store is a moderate-sized one it is a simple matter to write the names of your staff on a paper, paste it to the cover and require them to draw a line through their name when they have read it. If your store is a very large one, departmentalized, a few extra copies of the paper should be bought and passed around through the departments. A thorough distribution of the trade newspaper throughout your organization should be assured if the best results are to be obtained. Not only does the trade newspaper give information affecting the buying in the several departments, but it seeks to pass along suggestions for selling the merchandise in these various departments. That is where the trade newspaper can be of help to the clerks in the various departments.

### Endorses Trade Newspapers

Ben Katz, the newly-elected president of the South Dakota Clothiers' Association, recently had some very pertinent things to say to merchants in that state with regard to improving themselves and their methods. He advised the merchants to pay more attention to their trade journals and find out what merchants are doing in other cities.

"I wonder," he said, "how many of us subscribe for one or more trade journals simply as a matter of habit or through the persuasion of a circulation salesman and pay very little attention to the periodicals when received. I am afraid that there are many. Do you know that a good and reliable trade journal is, in a business sense, the best friend that calls on you? Do you know that the biggest men in your business are continually telling you, through its pages, of the methods they use in bettering their businesses? Do you know that even the advertising pages in your trade journal provide a source of merchandising information that should be used to the utmost? Therefore, if we are to become better merchants we should not only subscribe for the best trade journal in our line of business, but we should study it carefully and act upon the suggestions contained therein that will, in our opinion, better our business."

Mr. Katz also advises a close study of the advertisements from big stores appearing in the city papers. They will, he said, give an insight into their methods that will be profitable to every merchant. "I realize," he said, "that it is not possible for us to follow closely in their steps, but their aggressive business methods as exemplified in their ads, can and should be an inspiration to all of us. These big fellows are always after business. It is their aim not only to sell their merchandise, but to sell themselves to their trade. By this I mean that their business policies are always written in bold type clear across their ads."

### No Idea Too Big

There is, in this thought of Mr. Katz's regarding the studying of city advertisements, an idea that can be applied with benefit to the reading of the trade newspaper. The mere fact that your trade newspaper is telling you of some idea that has been successfully worked out by a big store, is no reason why you should not study it carefully. All big merchants were once small ones and their success is due to the fact that they tried out big ideas, or studied the ideas of the big man and then followed in his footsteps. You can reduce the idea to your own proportions, very often and make it work out in your own case. A good idea can be applied to any business no matter how large or how small.

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### MAKING THE DOLLAR WORK FASTER

(Continued from page 38)

If advertising was the artillery of business, personal selling was the infantry. In war, if a point is not taken by the infantry and then consolidated, it can't be held. The same holds good in business. If the selling force does not consolidate the point taken by the advertising manager, business cannot be held.

Policy was the last fort mentioned by the speaker—the broad policy on which the business was founded. Responsibility should be apportioned; this would bring out the best in any man. But this should not be given unless there was a system of checking it. Proper division of responsibility made for better cooperation in the store.

In conclusion, Mr. Stockdale spoke of the honest reputation merchants should build up in their business. Too many merchants, he said, wrapped up their merchandise in their reputation—both went out of the store together.

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Salesmanship is a business, a profession and an art all in one. It calls for the use of a man's best faculties and is worthy of his best endeavors. It requires that a man shall have a sound business sense, the spirit of the professional man in serving the interests of his client and the feeling and skill of an artist in rendering that service intelligently.

# Canada's Financial Position Sound

## Sir Charles Gordon, President of Dominion Textile Co. Says No Panacea That Will Cure Financial Ills In Short Order—Results of Inflation During War and After—Distribution Costs Still Too High—Will be Good Day-to-day Business

THE CLOSING banquet, signalizing the conclusion of the two days' convention of Ontario clothiers, was held on Wednesday night in the ball room of the King Edward. This banquet was given by the manufacturers who participated in the Textile Products Exhibition and the retail clothiers were the guests of the evening. Over 800 men sat down to the banquet. The efficient toastmaster of the evening was F. W. Stewart, Canadian manager of the Cluett-Peabody Co. His opening remarks were brief, as he wanted to give time to the other speakers of the evening. He spoke for a minute on the nature of the exhibition which was to give a broader vision of the Made-in-Canada products. "Where the products of the Canadian factories are equal to any you can buy, we ask that you will give the preference to the products of these factories," said Mr. Stewart.

**Sir Charles Gordon**

The principal speaker of the evening was Sir Charles Gordon, president of the Dominion Textile Co. of Montreal. His subject was "Our Financial Situation," and in the course of his address he touched on the forthcoming Genoa conference of which he is to be a member, the too great costs of distribution at the present time, and financial soundness of Canada's position.

**Hand in Hand**

"We must have manufacturing as well as agriculture in Canada," said Sir Charles in his opening remarks. "One cannot be separated from the other. They must go hand in hand if we are to have real prosperity. Nor can we expect when we bring all classes to Canada as emigrants that we will be able to hold them from going across the border if we are unable to supply them with work and wages equal to what they can demand there.

**No Panacea**

"There is no panacea that is going to cure the present condition of affairs in short order," asserted Sir Charles, in referring to world-wide economic conditions of the present day. "In 1914 the world had been developed to a high state of efficiency. The whole world was practically interdependent. Financial arrangements and dispositions were not very difficult. Exchange the world over remained in a very stable condition. Social conditons, including labor conditions, had undergone improvement. Then came the war and everything became topsy-turvy. Those countries which depended upon others found themselves without the commodities which they needed to carry on the war. Some countries it is true built up their industries by artificial means—by means of the high tariff—but the larger number of the nations had to borrow, chiefly in the United States. This created an artificial position the world over, as the result of which we will never get back to that pre-war position, it will never come back.

*FINANCIAL WIZARD IS SIR CHARLES*

*Does Sir Charles Gordon know anything about finances and financial problems? He says he does; in fact, he lays claim to being a financial strategist. His claim dates back many years when he started out on the road as a travelling salesman. "For the first year," said Sir Charles, when speaking at the closing banquet on Wednesday night, "I got $60. For the second I got $100. For the third I got $150. And for the fourth I got the magnificent sum of $300, plus $5.00 a week for travelling expenses and hotel bills. Those were the days of economic strategy."*

**Results of Inflation**

"The result of the inflation of the world's currency, in which we made the mistake of thinking was real prosperity, was that less goods were being developed, waste was on every hand, led us to believe that we were getting rich—we were, on paper. Then we entered the vicious circle of prices going up, labor was scarce and demanded higher wages; this forced up the price of commodities, hand in hand came a rise in credit. The banks and governments had to take care of these rises in prices.

"This went on until the currency condition of Europe became so bad as to be almost impossible for us to trade there. It is for this very reason that the coming Genoa conference is to take place, to make an effort to put the European countries on a sound basis once again. Prosperity cannot come to us in full measure until we set our own house in order. We too, have our own difficulties, railroads, tariff and in a much less aggravated form our financial condition. Our financial condition, with the exception of the United States, is in a sounder position than any other country in the world today; our gold reserves in comparison to the circulation shows this.

"Any business which is on a firm foundation to-day can expect good day-to-day return and have no reason to look forward to any trouble. But we must look to our overhead,

"It is costing too much to distribute goods, though we do not like to admit it, and the consumption of goods, therefore, is very much curtailed. We must endeavor to look to our overheads," said Sir Charles. "The overheads of nearly all our businesses during the past years have increased to such an extent that they really got away from us. We must get back as far as possible to pre-war conditions."

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### INCREASING SALES

**Petrolia Store Originate Fixture Which Facilitates Wall Paper Sales**

The R. Stirrett Co. store in Petrolia has found a way to make the wall paper department pay. This is due to the installation of circular swinging display stands which are used in the showing of samples. This rack is the original idea of Mr. Stirrett, Jr., who is managing the Petrolia branch store and since its installation has increased sales over fifty per cent. There are three racks in use and within a very few minutes a customer can see and choose from four hundred different lines of paper. To look thru this many samples in the old way of samples in book form would require a great waste of time and in many cases without a sale.

"The first time we tried out the stands," said Mr. Stirrett, "we took odd lines from the sample books and put them on the racks and increased the prices of the paper five cents per roll. That was on a Saturday and that night our sales were over seventy-five per cent. from the racks, at the prices marked and without a word of comment on the increased price.

"Previous to this we had never tried to sell wall paper on Saturday, as it always required too much of the salesman's time in assisting the customer in choosing the designs wanted, and that salesman's time was more valuable in selling something else where more profit could be made. Now we sell wall paper at any time during the week and in most cases we let the customer go right in and pick out the paper they wish and then let the salesman take the order. As the border to match is always shown at the top of the display panel, there is little confusion for the customer. All lines are plainly price marked so that there is not the chance of choosing a paper and then discovering that it is too expensive. Through this method we have made our wall paper section a profitable department, whereas it was not before," concluded Mr. Stirrett.

# Taking Advantage of One Festive Day of Lent: Truly Warner Uses Mi-Careme For Spring

## Novel Window Displays of New York Hat Man Attract Much Attention—the Five-Foot Style Shelf—Making the Most of the Spring Carnival—is Opening New Store on 42nd Street This Month

**By a Staff Member**

THE Lenten season was ushered in this year on March the first, just at the psychological period to begin thinking about lighter clothing and new hats. Furthermore, the weather has been exceptionally mild and sunny in New York, with more than an imperceptible hint of spring in the air. There is something about the first sunny spring days as restless as the glare of a spot-light in showing up the ravages of winter in one's apparel, and one's fancy lightly turns to thoughts of something new from sheer necessity rather than from motives of vanity. Easter, however, is still a long way off and stores are not as yet featuring their pre-Easter displays lest the merchandise be an old story when the Lenten days draw to a close.

There is one retailer, however, who has discovered an original way of getting over this difficulty and manages to present to the hurrying crowds along Broadway and elsewhere the latest spring styles in headwear under a very original guise. He does not overlook the fact that winter is still lingering in the lap of spring and that Lent is not exactly the time in which to feature festive raiment, but he cleverly turns this very season to good account by featuring the one day out of the forty, which can be properly termed festive, namely, Mi-Careme or else Mardi-Gras, which ushers in the Lenten season. So one comes across his windows with a distinct shock of surprise and pleasure and stops dead to study the carnival effect of scarlet, gold, blue, green, purple and all the rest, as reflected by confetti, balls, masks, paper serpentines, and big colored balloons floating lightly in clusters here and there. A gorgeous show card lettered in black upon gold board announces that "the color and spirit of Mardi-Gras is revealed in these new spring styles," while another card heralds the display as being one of "Spring 1922 Style Secrets."

### A 5-ft. Style Shelf

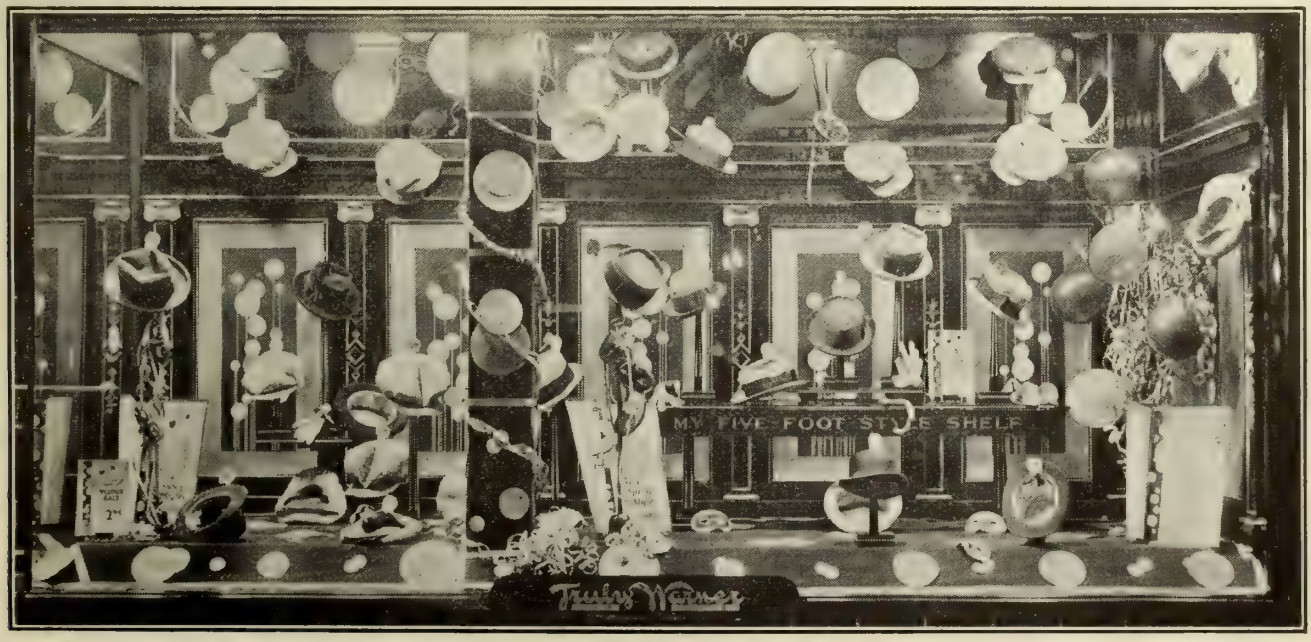
In the centre of this interesting window is placed a black and gold shelf exactly five feet long, upon which five ultra new models of spring felt hats are displayed upon stands. A small card announces the fact that these are "Five Style Classics on my Five Foot Shelf," and the name beneath tells the onlooker who is responsible for all this originality. Truly Warner is the name of this enterprising firm, known throughout New York, as the foremost hatter to men, and the public is thoroughly used to finding unusual, picturesque and arresting ideas shown weekly in his window displays.

In the accompanying picture some idea of how these displays were arranged may be obtained. It should be pointed out that the same idea is used throughout all the Truly Warner stores both in New York, Detroit, Pittsburgh and elsewhere, the Spring Style Carnival is being held contemporaneously in each of the shops.

### Mardi-Gras—The Spring Carnival

In answer to a question put by someone interested in the why and wherefore of this type of display, one of the firm explained its origin after this manner: "The only notable days in February as a rule which can be played up in window displays in this country are Valentine's Day and Washington's Birthday. The former is not appropriate for a man's shop, savoring too much of children's festivities or purely social events. The latter in common with other anniversaries is purely a sentimental occasion and is not an appropriate choice to link up with such a showing as a spring hat display. But with the fete of Mardi-Gras or Mi-Careme, there are no such objections, and they are ideally suited for the initial displays of new merchandise. The blaze of bright colors, the carnival spirit and the hint of coming summer are just the right combina-

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*How Truly Warner celebrates the spring style carnival in New York which signalizes the mid Lenten season. Note the famous Five Foot Shelf to the right of the picture.*

# Calls "Spiff" System a Mischievous One

## This Plan Places a Weapon in the Retail Salesman's Hands That He is Very Often Likely to Misuse—Practice is Not At All Common in Canada, and Merchants Are Well Advised to Carefully Consider it Before Putting It In Operation

THE system of giving "spiffs," or special commissions, to retail clerks, is one which has been in use in Canada for many years. Up to the present time the custom has been confined to extra commissions allowed by the retail merchant to his clerk on the sale of goods which, for one reason or another, were difficult to dispose of.

The "spiff" system has of late, however, been extended in many stores in the United States to cover a special commission allowed by manufacturers to clerks in retail stores on the manufacturer's own goods. The ethics or morality of the system was lately discussed in an article in Printers' Ink, in response to a request for an opinion on the subject from an advertising agency. The enquirer was making an investigation for a client and asked a lady clerk how the product was moving. Her reply was: "Pretty fair, but you don't give 'spiffs.' I get at least 5 per cent on nearly all the articles in my department and it is a 'dead' article that does not give 'spiffs'."

### Not In Practice In Canada

As far as Dry Goods Review is aware the system of manufacturers giving "spiffs" in this way has not yet been instituted in Canada, but in view of its adoption over the border, it is not unlikely that some enterprising merchant may endeavor to try it here. It is therefore worth while to give some consideration to the advisability of retail merchants permitting its introduction into their stores. The opinion arrived at by the writer of the article referred to above is that on the whole it is an intolerably mischievous plan. While it is used by many reputable concerns, he considers it can only be regarded as a thoroughly vicious system and one that causes untold harm not only to the manufacturer and consumer, but also to the retailer who allows it.

### In a Class With "Own Goods Bonus"

Spiffs are in a class with the "own goods bonus," which some of the chain and department stores give their clerks for selling their own special brands. Theoretically, there is a lot to be said in favor of the plan of giving a clerk extra commission for pushing certain goods. It is a merchant's undoubted right to promote the sale of any merchandise he chooses and to use any legitimate method to accomplish his purpose. In actual practice, though, the "spiff" system does not fulfil this theory. It places a weapon in the retail salesman's hands that he is very likely to misuse. Unless he is built in a heroic mould, he is not able to withstand the temptation to use the system unwarrantably.

### Evil of "Spiffs"

The trouble with the "spiff" system is that it is an attempt on the part of the retailer to defeat the working of consumer demand. In many cases the clerk who gets extra pay for selling certain things is likely to dissuade a customer from buying a definite brand for which she came into the store. Of course, if the buyer has no choice and if the proferred article is as good as any other the store carries, there is no harm in selling the "spiffed" merchandise. In like manner the "own goods" bonus or the manufacturer's special bonus is unobjectionable, if the customer is allowed free sway in her choice and no attempt is made to substitute on her definitely expressed demand.

But that is just where human nature is weak. If the salesman knows that he personally will make a few cents every time he succeeds in switching a customer over to the article he wants to sell, he is going to seize every opportunity to do so. In many cases, "spiffed" merchandise is undesirable. For some reason it does not sell. That is why a "spiff" is attached to it. Too many salesmen will not show customers anything but these "spiffs." This does an injustice to the store. It gives customers the idea that the stock is inadequate. It may be taken as a fairly safe conclusion that a client who once gets the idea that he has been sold a "spiff" will avoid that store in future. Hence the system is likely to cost the retailer vastly more than he will ever get out of it.

### Reverts to "Caveat Emptor" Principle

The trouble with this whole scheme of selling, says the editor of Printers' Ink, is that it causes a reversion to the caveat emptor principle. For a time the retailer steps down from the professional standard of his job and becomes a mere trader. Professionally it is the duty of the merchant to see that the best interests of the customer are always served. Marshall Field taught us the wise selfishness of this course.

The reader may perhaps be able to quote instances where the system has worked well. If so, Dry Goods Review will be pleased to hear of them or to hear opinions of merchants on the advantages or disadvantages of the system generally. As far as can be judged at present, however, the system appears to be of doubtful value, and one that should receive the serious consideration of the merchant in its various aspects before it is put in operation.

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### TAKING ADVANTAGE OF ONE FESTIVE DAY OF LENT

Continued from Page 41.

tion to feature during the pre-Easter season and do not offend good taste nor in any way spoil the effect of the real spring opening a little later.

"A spring style carnival should be a feature of every store in mid-Lent and the accessories essential to such a display are neither elaborate nor costly. Two dozen or so masques in varied colors, a quantity of colored paper serpentines, about a hundred colored and gilded disks of cardboard in different sizes, a half a dozen or so toy balloons and several well executed show cards, are all that is necessary to dress up a large window and carry out the atmosphere of revelry and gaiety."

### Double Brown Diamond "Telescope" Crown

Truly Warner maintains his five foot shelf as a permanent display, upon which from time to time, he shows the newest arrivals in headwear. As will be noticed the leading novelty in this display is the "telescope crown" felt hat, which is insidiously gaining a foothold with frequenters of the gay white way. A very small and inconspicuous price ticket announces the fact that all hats are $2.85 each.

Mr. Warner is opening a new store on 42nd street this month which he says is to be the finest hat store in America and he intends to hold a housewarming as soon as it is completed. Even though the store is not yet ready, the carnival window is there just the same and a show card directs the would-be purchaser to the nearest shop in the vicinity.

### A Display Which Startled Broadway

To Dry Goods Review, a representative of this firm stated that they had never yet featured a display which had called forth so many interested comments nor as much hearty praise as this one, and he felt sure that it opened up a new channel in connection with ideas for displays which would be seasonable but not in any way costly or difficult to execute.

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In their annual statement to the shareholders, The Arcade Ltd., of Hamilton, announced the payment of the regular dividend and stated that their business during the last financial year showed an increase of over $500,000.

# Building Windows That Get Dollars

## Clement Keiffer, Jr., of Kleinhams, Buffalo, Outlines Some Essentials of Successful Window Display Work—Supplementing National Advertising and Billboard Advertising—Novel Opening Windows—Boosting Civic or National Campaigns

DELEGATES at the convention of clothiers held at the King Edward Hotel were most enthusiastic in their praise of an address given by Clement Keiffer, Jr., display manager of Kleinhams, Ltd. of Buffalo, N. Y. Mr. Keiffer has an international reputation as a window display manager. He has entered 130 contests and has carried away 132 prizes from them, due to the fact that he won two prizes in two of the contests. It is unfortunate that his address was not the kind that could be reduced to paper at any length because it consisted mostly of lantern slides of about fifty of the windows that he had created during his career as a window display man. He called his address "Building Dollar-Getting Into Window Displays" and after seeing the splendid range of windows which he showed, it could be understood how they were "dollar-getting" windows.

### Object of Windows

He laid down a few general principles in window display work. Their main object was to create attention, arouse interest, and create a desire to buy. Mr. Keiffer then showed a series of windows designed to create a good deal of attention on the part of the passerby. He showed windows where whole departments of the store were portrayed. For instance, a clothing section was shown with the salesman trying on a garment on a customer that gave him a perfect fit. This same idea might be carried out with hats or any other line of apparel. This was something that would immediately attract the attention of people passing the window and, in so doing, was accomplishing a part of the purpose for which it was created.

### Opening Windows

Mr. Keiffer showed several windows he had used as opening windows. One was a man just emerging from a very large hat box with one of the newest hat creations held in his hand. Rich settings were given to this window and it carried with it very definitely the idea of introducing something altogether new to the customer.

### Supplementing Billboards

An interesting series which he showed illustrated how the window could be used as supplementary to billboard advertising. Many merchants are going more extensively into billboard advertising just now and these would be of use to him in window display. The same figures used on the billboards were used in the windows, carrying the same message with them. Immediately, the passerby would recognize the store doing the billboard advertising.

### Novel Clothing Window

One of the very novel and effective windows was an opening clothing window display. In this display in the background the fashions of a hundred years ago were shown. In strong contrast to these, the fashions of to-day were shown and so powerful was the contrast that immediate attention was riveted on the window. Mr. Keiffer said that this had been a splendid advertising window and had resulted in a number of good sales.

### National Advertising

Mr. Keiffer said that it was good business for both the retailer and the manufacturer that national advertising should be supplemented both in store advertising and in window display. The display man, he said, had a wide scope in this respect and could do some very effective work through the medium of his window. He showed several windows where this had been done. Underwear, he said, was a display that most men disliked but it afforded many good opportunities for special appeals to young men. In national advertising of lines of underwear athletic figures or sporting scenes were frequently used and these could be reproduced in the windows very effectively and at a low cost. The manufacturer would always be very glad to assist with such display work. From the standpoint of the display man, good money could often be made by the winning of prizes offered by live manufacturers who realized the value of display work in the selling of their products.

### Summer Windows

Many merchants find summer days are more or less dog days in the trade. Mr. Keiffer showed how interest could be created and sales made by effective display work in the windows. Summer scenes could be reproduced. He showed two as contrasting the marked difference in effect by the use of a single figure. They were tennis windows. In the one a tennis net was used, tennis balls were seen lying on the grass, and one or two racquets were featured in the display. This same setting was used but the figure of a man inserted, the man in the attitude of delivering a ball across the tennis net. Many summer scenes could be used in display work and the object of each merchant should be to feature scenes particularly suitable to his locality.

### Patriotic Windows

Local or national events, said Mr. Keiffer, offered a very fruitful and profitable field for window display work. Not only could interest be created in the subject dealt with in the display, but the prestige of the store could be enhanced and, in the end, more merchandise would be sold. Several of these were shown by Mr. Keiffer, windows that he had used during the war. Recruiting, saving food, and other objects that became of national or international importance during the conflict were reflected in the displays of that intense period in the world's history. Mr. Keiffer stressed the point that such windows could be effectively used for building up a store name, generating a real public interest in the store life, and, in the end, building up better and bigger business for that store.

At the conclusion of this illustrated talk, Mr. Keiffer was voted a very hearty vote of thanks by the convention.

### THE NEXT CLOTHING CONVENTION

**As formerly, the matter of the place and date of the next clothing convention has been left with the new executive officers of the association. When this matter came up for discussion, there was some feeling of uncertainty in the minds of the members with regard to the wisdom of meeting at the same time the textile exhibition was held. "This year's meeting shows that we have lost our identity," said one of the members of the association although he stated that the executive had done quite right in trying it out this year. It was felt that many of the members of the association were spending their time with the manufacturers when they should be on the floor of the convention hall assisting with the deliberations in progress.**

**That this feeling was more or less shared by all was evidenced by the resolution that was passed with regard to the next convention. This resolution stated that the place and date be left with the next executive "particularly with regard to holding the same in conjunction with the textile show."**

**Needless to say, the banqueters gave rousing applause after Mr. Stewart had read the message.**

**In a few minutes, T. A. Russell, on behalf of the stock breeders, came into the banquet hall and in suitable words responded to the greetings of the manufacturers and retailers, and, in turn, conveyed the best wishes of the stock breeders for the success of the textile exhibition and the amalgamated conventions.**

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by

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# Sports Fabrics Lead in New York

## Equally Applicable to Silks, Cottons and Woollens—Wonderful Range of Silks to be Shown—Some New Fabric Novelties and Their Names—Sports Dominate the Cotton Displays—Trade Asking for Heavy Basket Weaves

**By a Staff Member**

ONE can truthfully say sports fabrics above all others occupy the centre of the stage in New York at the present time. This applies to silks, cottons and woollens equally well, the outstanding highlights in each category being skirtings primarily, designed in high colors or else in plain white, but characterized by a novelty in weave or pattern which stamps each as belonging to Spring 1922.

As to which class to accord the palm of superiority to there exists some doubt. It depends upon the season entirely. For immediate use, undoubtedly the woollens have it, and in both wholesale and retail departments may be seen many smart variations from the homespun, tweed or flannel theme. The colors wanted this month vary from sober greys and tans to bright blues, purples, rose. In skirtings there is a marked preference for the shaggy weaves which can be readily fringed, at the lower edge, undoubtedly the hem finish of the hour. However, homespuns and other lightweight woollens are equally good both for skirts and for straight hanging dresses, and capes. Sports checks in daring color combinations were very strong in a number of different materials. Red and white, and blue and white occur most often however, but blue and yellow were much in demand. Checked ratines are also popular, in tan with rose and blue overchecks as well as in plain solid colors. Striped skirtings developed in ratine in several color tones are said to be very good, such for instance, as white and rainbow colors on a navy ground.

"Tweedponge," which comes in three tone effects and in plain solid colors is much shown, while a worsted eponge in a 14 ounce weight was featured in several new colors including "Eminence" (purple), "Cinnamon" and "Redskin" (rich red).

### Silks Favor Crepes

By far the greatest attention is being paid to silks just now in New York and the manufacturers are concentrating upon a range of colors and weaves which have never been surpassed in beauty. In the various show windows in the silk districts along Fourth Avenue and in Fifth Avenue windows may be glimpsed most gorgeous drapes of Dent de Lion yellow, Periwinkle blue or Rouge de Diable. In fact, one almost inclines to the belief that none but these are being sought by the better class of trade. Yellow undoubtedly is in the van of fashion in all silks, especially in the rich mellow tone associated with dandelions in early spring. One well known firm announced several interesting novelties during the latter part of February under the names of Crepe Toskana and crepe Ripleene. The former is a closely woven and semi-transparent basket weave made from China silk, while the latter belongs to the chiffon crepe family and is especially designed for beading. This same firm has also brought out a most original style of color card this spring in connection with their wide range of fabrics, arranged in groups under one heading after the manner of the French Syndicate Color Card. Thus, the prevailing fad for periwinkle is well represented by several shades of iris and named for this lovely flower. The idea of grouping several shades under one name was originated to assist dressmakers in particular who are making up the new "layer" dresses of chiffon, varying from a deep shade to the palest variation.

### Unusual Uses for Sports Silks

Spring 1922 also introduces a distinct fad for unusual uses of sports silk. One leading Fifth Avenue importer stated to Dry Goods Review that he is receiving enquiries for unusual silk fabrics continually. His specialty is rubberized silk which can be utilized in a multitude of ways such for example as for creating smart capes for utility and bathing wear, and for making bath curtains in de luxe bathrooms. Only the very highest grade of silks are thus rubberized. The same importer features a sports satin called Gunga Din, which is printed in bizarre but striking patterns. Designs of oriental origin are carried out in vivid reds and orange, while in one pattern named "ocean" a very recognizable sea landscape with flaming suns intermingled with the breakers, is distinctly popular for making up hats, parasols, etc. Cire Pekin stripe is an effective novelty particularly good for millinery, combining a moire and satin stripe alternately. Roman bar radiums, embroidered crepes and Scotch plaid effects are still other favorites with the best class of trade. Color is undoubtedly the most potent force in creating demand for novelty silks of this description, it was said.

### New Shades

In costume and sports silks, Newport satin, Bokhara prints, sportspun ratine, Eponette and This-l-Du were the newest offerings by a prominent firm. Newport satin was particularly effective in Dent de Lion and blue-eye blue, the two new spring shades. Bokhara prints on either crepe, satin or georgette grounds are widely employed for skirtings or frocks or hats by the smartest manufacturers. These are of Indian origin in both design and coloring.

Eponette features a wide bordered crepe fabric, the banding being decidedly open in weave, resembling punchwork. It comes in such delectable shades as Italian blue, cinder, tiger lily, Long Beach, etc. This-l-Du is a silk ratine, extremely supple and serviceable, its surface resembling a ratine but is entirely of silk. Roshanara crepes are still shown in rough weaves, some of which have a corded over pattern.

### Novelty Silks

Still other novelty silks which are wanted by leading New York firms are Follo-Thru, a flat crepe silk with a fine thread stripe; Spiral crepe, in both plain effects and with checks; Duvel, which possesses the most marvellous bloom like the surface of a plum, and may be had in plain colors or in checks. A very striking novelty also shown was a Knot-a-Knit, which is what its name implies, but looks sufficiently unusual to be a relative of the krepe-knit family. Moonglo satin crepe brocade and checked moon-glo are both much in demand for skirtings, the latter being washable.

### Cottons

Just as in the silks, the sports designs dominate the cotton displays in New York. Fantasy ratines of all sorts are shown in a bewildering variety of colors and patterns. The high sports shades are very strong likewise in dotted Swisses, organdies and voiles. The newest arrival in a French ratine seen this month was in a weave known as "double and twist" combining a cross stripe and overcheck in two tone color combinations of odd but artistic shades. Sand and fuchsia were one such combination noticed. Speaking of the demand for voiles, one importer said that Normandy patterns have outsold any other kind and have been shipped out by thousands of pieces each week. Apart from the flocked patterns, there is a distinct demand for artistic printed effects in tiny, conventionalized patterns. Dark grounds with neat white geometrical patterns which are slightly broken up, are exceedingly good. Heavy basket weave cottons are much wanted by the trade also, especially in very coarse weaves in bright colors. Dotted Swisses are wanted in bright colors with white dots, including foxglove, Algonquin jadeite, thistle, tomato and honeybird.

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J. J. Crosier has opened up a general dry goods store in Stratford, under the name of J. J. Crosier & Co., Ltd. Mr. Crosier was formerly with Anderson's Ltd., of St. Thomas.

# GENERAL NEWS OF THE TRADE

The dry goods store of Marceau & Co. in St. Roch, Que., has been taken over by Messrs. Adjutor Pouliot and Henri Turcotte. Mr. Pouliot is the head of several other large concerns viz:— Toussaint & Co., Diamond Engine Co., and Patenaude Co. Mr. Turcotte has been for many years assistant general manager and chief buyer for the firm of Myrand & Pouliot.

Nelson Malcolm Ostrom of Belleville, Ont., died in his 68th year on February 22. For many years Mr. Ostrom was identified with the dry goods store of the late J. W. Dunnett, first as clerk and then as manager. Later he entered into partnership with D. V. Sinclair in the dry goods firm known as Sinclair & Ostrom.

The International Button Co., Smiths Falls, Ont., is seeking a loan of $50,000 from the municipality to enable it to expand its business. The company seeks accommodation for about 80 more hands, and as security for its loan will give its plant and additional machinery which it proposes to purchase.

On his retirement from the firm of Debenham's, Ltd., Toronto, Ont., where he had served for ten years, C. H. Ellston was presented with a handsome club-bag. The presentation was made at a dinner given Mr. Ellston by his fellow-employees.

A $200,000 addition is to be erected to the Empire Cotton Mills, Ltd., Welland, Ont. Between 150 and 200 people will be employed in the new dye mill and construction will start within six months of the passage of the industrial by-law.

The Warner Brothers Company, Inc., Montreal, have moved to 356 St. Antoine street.

Scott-Holmes, Limited, is the name of the new ladies' wear store which opened up on February 25 at 97 Yonge St., Toronto. This is said to be the only one exactly of its kind in Canada—it specializes in youthful style garments for ladies.

A reorganization has recently taken place in the dry goods business of A. Brown & Co., Watford, Ontario. E. A. Brown, formerly a partner, is now sole owner.

S. D. Crothers who has carried on business so successfully in Wallaceburg for a number of years has been compelled through ill-health to dispose of his business. The store will now be operated by Gordon Allen, a former commercial traveler.

Mrs. James S. Cookson, who is proprietor of a corset and brassiere shop in Calais, N. B., has now associated with her as corset fitter a graduate of the New York Greenwood School of Design.

S. B. Kaye, manufacturers' agent of St. John, N. B., has been appointed salesman by Bates & Innes, Ltd., Carleton Place, for Velvoknit Underwear to the retail trade in the maritime provinces.

S. Kroch, manager of the Brockville branch of Kroch Bros., has purchased the business and will conduct it under the firm name of S. Kroch & Co.

Three Stratford, Ont., men have opened a general dry goods business in their city. The proprietors are: J. J. Crozier, Frostwood Johnston and Jack Wilson and the new store will be known as J. J. Crozier & Co., Limited.

The Fashion Store of Galt, Ont., have opened up a new store in that town.

Ralphs, Ltd., have opened a new departmental store at 614-616 Main street, Winnipeg. Both floors of the building are being used to carry a stock of men's, women's and children's ready-to-wear clothing.

Thos. Warren, knitted goods wholesaler and retailer, died on February 27, at his home in Toronto. He had been in the knitting business in Toronto for 30 years.

Geddes Bros. of Sarnia have doubled their space on the second storey by adding space formerly occupied by the Bank of Toronto.

The Palace Dressmaking at 1207 Wyandotte St., Windsor, Ont., and operated by Miss Brisbois and Mr. Jeehan, is specializing on children's wear.

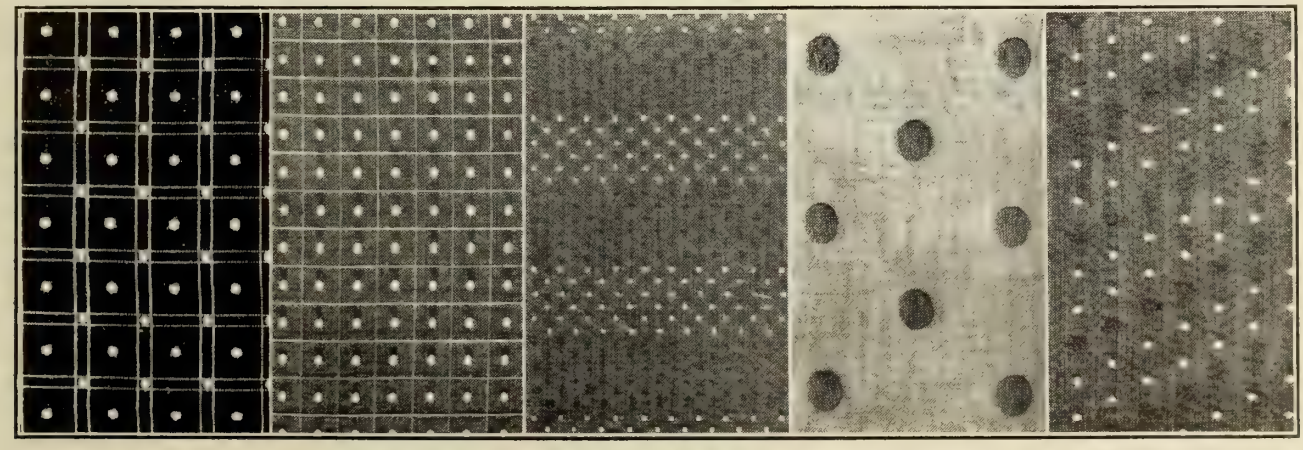
Hodges & Lettau, veiling importers of 232 McGill Street, Montreal, will remove to large quarters at 14 St. Helens St., early in April.

Belleville has a new knitting factory called the Ashley Sweater Company, which manufacturers sweaters and other knitted lines.

Mills Bros. of Sarnia, Ont., celebrated recently, their sixteenth anniversary with a special value-giving sale.

The Billy Bell store of Collingwood, Ont., has added a new department for ladies' ready-to-wear.

John J. Weddall & Sons of Fredericton, N. B., celebrated their forty-first birthday recently. The head of this company started business in 1881.



*Above are some of the real dotted Swiss muslins that Stoffel and Co., of St. Gall, are showing through their Canadian agents, Heron and Taylor of Toronto and Montreal. All of these patterns are shown in a wide variety of colors and in the larger and smaller dots and checks.*

# Output of Canadian Cotton Mills in 1921 Exceeds Sixty-Three Millions of Dollars

## In Seven Years Output of Ginghams Alone Increases 400 Per Cent—Imports of Cottons Mostly of Novelty Lines—Mills Unable to Meet The Demand But Are Installing More Machinery—Say Marking Act Would be Beneficial

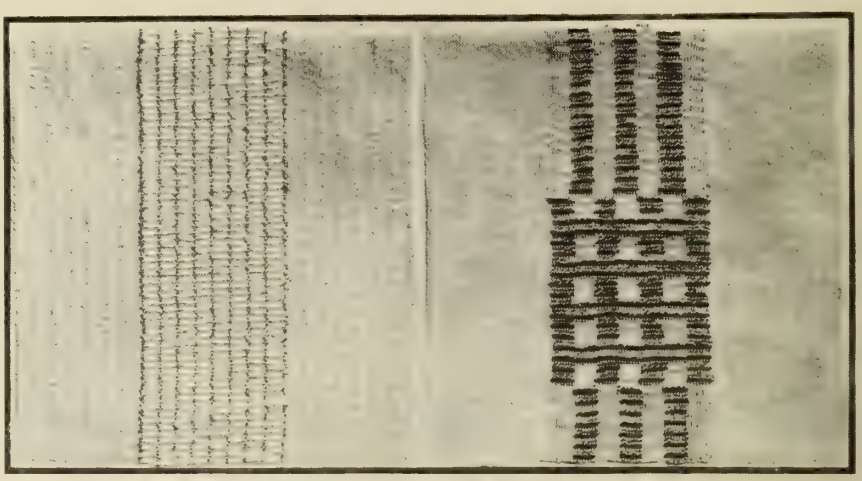
THE women of Montreal were given an opportunity recently to discuss the question of prices and quality of Canadian made goods with leading manufacturers representing two important local industries. Under the auspices of the Montreal Local Council of Women an opening meeting was held recently to which representatives from leading cotton mills and Shoe Manufacturing Companies were invited to give addresses.

That the women of Montreal feel the question of values in staple merchandise is a much misunderstood question, was very apparent from the shower of cross questioning which greeted the speakers upon the conclusion of the speeches. Much valuable and timely information was given, however, by the visitors which proved of unusual interest to the large gathering assembled to discuss the advantages of Canadian made goods over imported products.

On behalf of the various cotton manufacturers of Canada two very able and enlightening addresses were given by Messrs. A. O. Dawson of the Canada Cotton Company and J. G. Dodd of the Dominion Textile Company. The former said in part that it would be a good thing for manufacturers to get at first hand an opportunity of hearing the consumers' view point more frequently. He realised the fact that the public is asking for educational information on the subject of Canadian made goods, and if it be true that women constitute 90% of the buying public, then it is quite plain that they are entitled to be fully informed regarding what they are buying. Mr. Dawson presented a brief for Canadian cotton products urging that not only did the purchaser of these goods get sound value but better value than if she bought imported goods, because on the latter there was a much larger percentage of profit. Canada, on account of its relatively small population, could not attempt to make the variety of lines produced in the United States or in Great Britain and therefore confined herself to staples. The demand for very fine lines, termed novelties, was so small, that it did not pay to make them. It was better in the interests of the trade to stick to staples and make these lines in large quantities than to make small quantities of many lines.

### Demand Exceeds Supply in Gingham

"The finest gingham in the world is now made in Canada," declared Mr. Dawson, adding that other countries skilled in the art of "filling" fabrics sometimes turned out stuff which looked superficially better than the corresponding Canadian line, but after a short period of wear that filling disappeared and the poorness of the article was revealed. Canadian goods, made of pure cotton without dressing retained their initial appearance. That the feeling in favour of Canadian made goods was growing was evidenced he said, by the fact that production had increased 400% during the last 7 years in ginghams alone. The demand was still greater than the capacity to meet it though new machinery was being rapidly prepared. Imports in cottons are not nearly so serious as is generally supposed, Canadian mills having turned out in 1921 goods to the value of $63,000,000 while only $8,000,000 worth was imported during the same period. This latter amount was made up largely of novelty lines not made in Canada.



*SPORTS SKIRTINGS DECREED BY NEW YORK*

*Crepe weaves in new stripe effects in the new ratine finish. The pattern is developed in sports colors upon ivory grounds.*—SHOWN BY COURTESY OF J. A. MIGEL INC., NEW YORK.

### Cotton Industry in Good Condition

"Time was," continued Mr. Dawson, "when it was the custom to ask for English and American goods and this demand was maintained as far as woolens were concerned even up till the present. The idea persisted that English tweed or cloth was better than Canadian at the same price. This idea was to some extent kept up by the tailoring trade which reaped a larger profit on English lines. Canadian lines became known and marked and were subject to constant cutting by rival manufacturers. During the war Canadian mills worked on a smaller margin of profit and gave better value than any other country in the world. They could have got better prices abroad but they preferred to fill domestic orders first. Goods in Canada are made at a lower cost and sell for less, yet are better values than any imported goods and if the Canadian woman is wise she will ask for Canadian made merchandise. The cotton industry here is now in a prosperous condition, and only one mill in the country is working on less than full time. Workers get a wage varying from $15 to $30 a week for a 50 hour week, while in the United States the hours are much longer and the wages paid are much lower. Canadian mills therefore are competing against a sweat shop system and besides, we were obliged last year to write off several millions of dollars owing to cancellations."

### Marking Act Beneficial

J. G. Dodd endorsed the remarks made by Mr. Dawson, adding that he would like to see every yard of Canadian cotton marked as such, but this is so far impossible to effect. He believed that women need some guarantee as to what they are buying and he held the opinion that a good deal of Canadian goods were being sold as imported products because the public holds the mistaken idea that domestic goods are inferior in quality. Mr. Dodd likewise suggested that the women should ask in future when buying goods of any description, whether they were made in Canada or imported. All goods are supposed to be marked, he pointed out, and it will do a great deal of good if sales clerks are correctly informed themselves in order that the public may understand how good Canadian merchandise really is.

# Merchants Seek Wide Variety

SILK houses are more than satisfied with business so far. They say that Ontario, Quebec and the Maritime provinces are sending in good orders—not so large as in some seasons but indicative of a healthy condition in piece goods. They want variety not only in fabric but in price as well. Quebec is contented with the cheaper lines but the Maritime Provinces and Ontario want expensive silks as well. West of Winnipeg, business is a little less than fair, and wholesale houses are not looking for any great change until after the early crop has been sown.

Importers of silks in Toronto say that the demand for canton crepes is stronger, if anything, than ever, in spite of the fact that many of the lines offered are not good. Another material which is being particularly fancied by the trade is Krepe-knit. Already it is being picked up by dress manufacturers for summer sport wear. The high shades are very good in it, the best being: flame, canna, verdigris, henna, sand, pumpkin, sunburst and rubylite. One Toronto house declares that it will replace Baronette satin for white skirtings this year, because it is more serviceable.

Taffetas are selling again but only in the dark shades, navy, brown and black being best. They will be favored for trimming the bright materials and are very effective this way.

### Bloomers Helping Silk Business

A prominent silk specialty house informed Dry Goods Review that the business they have had this year in materials for silk bloomers is very large. Heavy satins are going in large quantities, habutais are selling and pongees are particularly good. The pongee favors the colors rather than the natural shade.

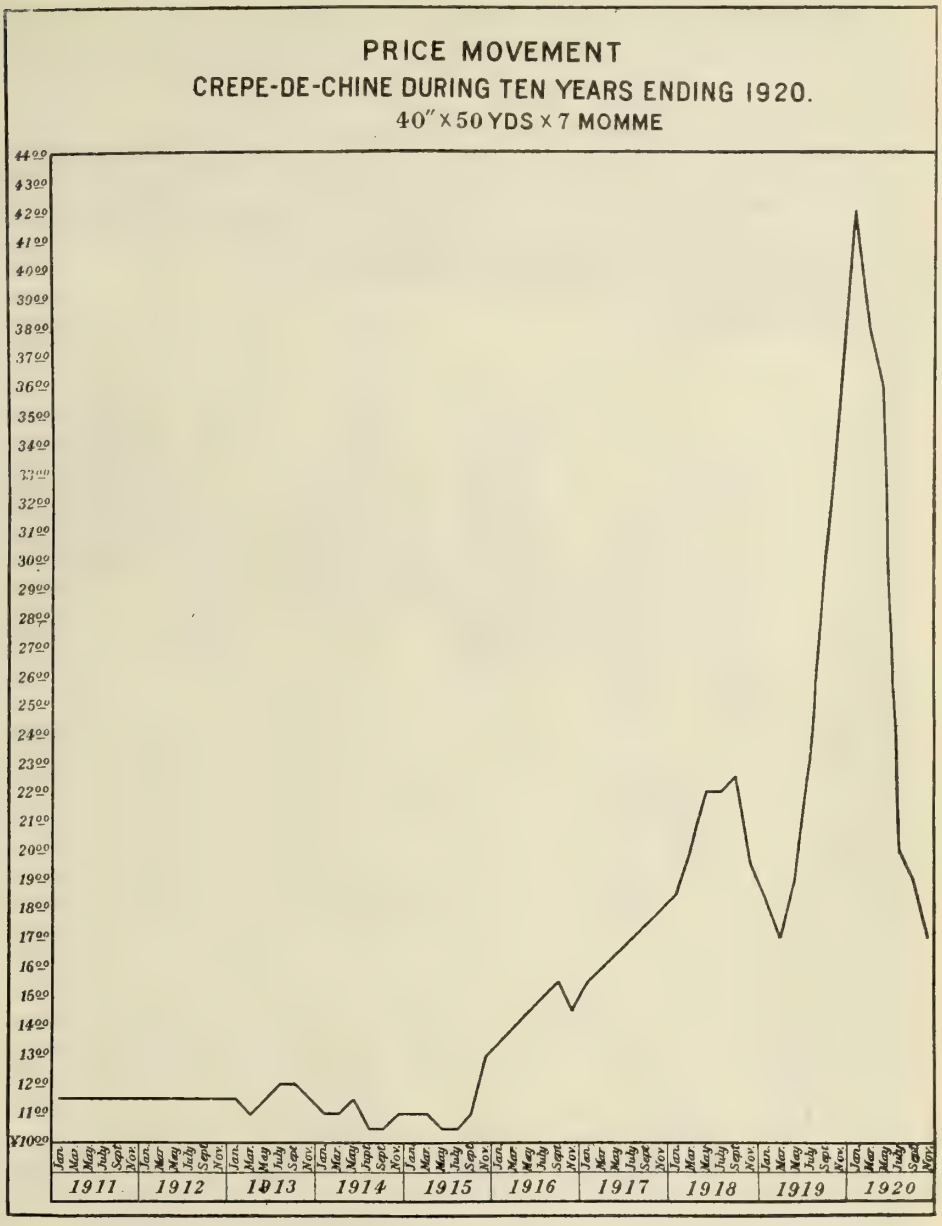
Duchesse satin and charmeuse are having only a fair demand while crepe satin is better than either.

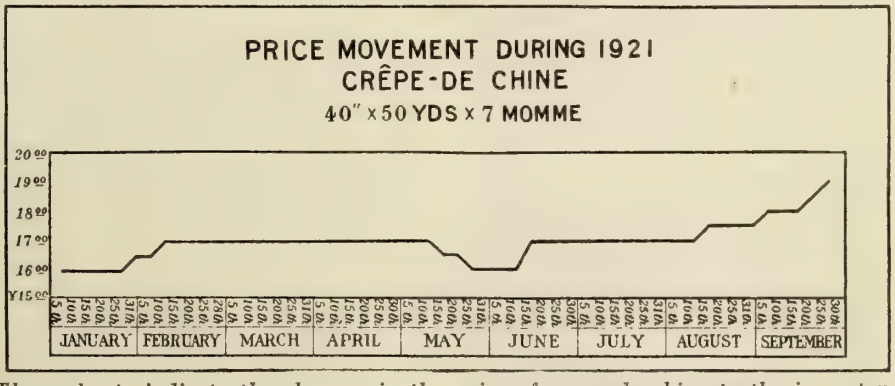
Another rival to the much admired canton is a new material called Amazon crepe. The weave is very much heavier than that of the canton, which no doubt accounts for the name. It is partly cotton and is therefore about a dollar and a half cheaper than the best grades of canton. There is something particularly attractive about this rough material with its bright sheen and it comes in the best year possible; dealers think it will follow the tweeds and homespuns as soon as the first warm weather arrives. The shades which are asked for so far are apricot, cornflower, Bermuda and periwinkle.

The cantons in checked and striped designs are being pushed by some houses. The contrasting color used in these is usually a deeper shade than the ground. They will of course be featured for sport outfits and for separate skirts.

The very last word in silk fabrics is the bordered Cambridge crepe. The new dresses with the embroidered loose-hanging sleeves are responsible for its popularity to a great extent, although it is used as well in the ordinary way, with the wide border as a trimming on skirts.

Some manufacturers say it will be a big white year. Cantons and heavy crepe de chine are particularly strong in white. Black and white combinations are not quite as good as at this time last year. Buyers who have just returned from New York, believe that the vogue for the bright shades like those described elsewhere in this article, will die down with the first heat of summer. They think that the tans and sands will be very good later on. Putty, meadowlark, beach and camel are all shades of which much is expected.




*These charts indicate the changes in the price of crepe de chine to the importer during the last eleven years. They are figured in Japanese currency (a yen at par is 49.8 cents). The grade of crepe used in the charts can be determined by remembering that the momme is the standard of weight.*—SHOWN BY HAMM & RILEY, TORONTO.

# Probability becomes a Certainty

## *Knitted Fabrics and Homespuns are the Chosen Fabrics for Spring*



75TH ANNIVERSARY NUMBER

DRY GOODS ECONOMIST

NOVEMBER 19, 1927 211

*At left: While it is called a Duplex Suit, this costume has really three parts—a sleeveless frock, a jacket, and a top coat. Made of Scotch tweed in excellent colorings, by the Angora Specialty Co.*

*Second from left: Versatile, indeed, is the skirt of this Knicker Suit, when it so obligingly buttons about the neck to make a smart cape. Of knitted wool in all tweed shades. From Nathan Schuss & Company.*

*Second from right: Plain homespun makes the coat and striped homespun the jacket of this Suit for early spring. And, just to show that they belong together, fringe of the striped fabric has been used to elaborate the collar and pockets of the jacket. Made by the Mayer Chic Co.*

*At right: A Top Coat for country wear and for stormy days has a Tuxedo front that may be unbuttoned to fasten closely from neck to hem. The back is loose and rippling. Shown by Hart, Schaffner & Marx.*

*Sketched especially for the Dry Goods Economist*

## *Speaking of Sports:*— By Miss Hazel Clare

DAYS of croquet and of battledore and shuttlecock—how long ago they seem! And how remote, as we watch our young women galloping over the hills, trigly clothed in riding coat and breeches, or swinging across an eighteen-hole course dressed in knickers of homespun! No wonder sports apparel has become so popular, for where is the girl of to-day who does not indulge in one sport at least, be it only hiking, of a Sunday, eight miles away and back again, [illegible] exercise?

Throughout the country there are still merchants who have not been converted to the general salability of the tweed and homespun suit. Just by way of a hint to these very retailers, let it be said that this type of suit promises to be one of the biggest features of the apparel section this spring. A good assortment will repay quickly and profitably on the investment.

This is an age of sports—of healthy, out-of-door young people who follow [illegible]

wardrobes. For practicality there is no other suit that takes the place of this one—and its big selling point for the retailer is just this practicality. It will stand rain or snow without a wrinkle, and will give season after season of wear, without the necessity of constant pressing and cleaning.

That Knickerbocker Discussion

The knicker suit has caused and is [illegible] ing an endless [illegible]


HAWTHORN FABRIC
CANADA PRODUCT

## Probability Becomes a Certainty

### Knitted Fabrics and Homespuns are the Chosen Fabrics for Spring

"THE HOMESPUN SUIT promises to be one of the biggest features of the apparel section this spring. A good assortment will repay quickly and profitably on the investment."—"Dry Goods Economist."

"It is a truism that the sports apparel of to-day becomes the street costume of tomorrow," writes Miss Hazel Clare, in the "Dry Goods Economist." And certainly this is true of the garment of knitted fabric or homespun.

Hawthorn Knitted Fabrics and Homespuns are to-day recognized as second to none on the North American continent.

Canada's leading garment manufacturers have long since recognized their merit and will have many new coats and suits for the coming spring which will display the beauty of these fabrics to the fullest advantage.

HAWTHORN MILLS, LIMITED
Carleton Place, Ontario

GYK

# HAWTHORN FABRICS



KENWOOD TWEED — KENWOOD WOOL PRODUCTS

# A Tweed Value of Special Interest to Canadian Retailers of Women's Wear Fabrics

*Fashion says that smartly dressed women will wear suits and capes of tweed cloth this Spring and Summer.*

*The important question to retailers is—which of the many grades of tweed offered, best represents the style, the high grade dependable quality and the service which good merchandisers know must be furnished their discriminating trade in order to produce satisfactory sales, quick turnover, fair profit and re-orders from customers?*

# KENWOOD TWEEDS

## OFFER A CONVINCING DEMONSTRATION OF MERCHANDISING VALUE

*Because* the patterns and colors are the ones that will be most favored in fashion centres this year—

*Because* the richness of lustre, pattern brilliance, authoritative weaves and graceful draping qualities of this new Kenwood Tweed particularly recommend it for women's apparel requirements—

*Because* the pure new wool that we use in Kenwood Tweeds is the finest long staple wool that the world produces—

*Because* every yard of Kenwood Tweed represents utmost in style, quality and service—

*Because* Kenwood Tweeds are woven in a Canadian mill by Canadian people.

*WRITE US FOR STYLE RANGE, YARDAGE, PRICE AND OTHER PARTICULARS.*

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## HAMM & RILEY SILK COMPANY
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**55 Bay Street - Toronto**

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*Everybody Thinks It's Silk*

DO *you* know Lingette--the fairy achievement in modern weaving—with the beauty of silk, the long wear of cotton?

It's a wonder fabric—in lingerie tints, sports colors and street shades—for which *your* trade will soon be asking!

From orders already booked, we believe Lingette to be the greatest fabric success we have ever produced.

***Write for color card and samples to Dept. R***

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*High Grade*

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*"Made-in-Canada"*

ASK YOUR WHOLESALER

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# VICTORY

Small Style Batting

# POLAR BEAR

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Attractively priced, these two lines will meet your demand for high quality snow-white Cotton Batting.

Your wholesaler also carries the following standard lines.

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**THE DOMINION WADDING CO. LIMITED**

Montreal

# Fifth Ave. Aglow with Bright Colors

## Hats Alone Provide Sufficient Color for Window Displays—Periwinkle Blue Leads for the Moment—"First" Hats Are The Sailors—Brims Take on New Importance—Leghorns Popular for Midsummer Wear

ALTHOUGH THE younger set in smart New York Society are almost universally wearing the fabric hat, and more especially the sports hat of tweed or felt, the wholesale houses are already thinking of midsummer and the days which follow. The latter part of February brought out many interesting items in the windows along Fifth Avenue and 34th Street and there can be no doubt whatever in anyone's mind, after examining the various models therein displayed, as to the status which color occupies this spring. Indeed window displays of millinery needed no other embellishment than was afforded by the hats themselves, which as a rule were carefully shown one color at a time. The effect of a large window full of creations developed in the newest "lipstick" red was greatly enhanced by the use of amethyst lighting, which shed a pale violet glow over the dozen or so imported models on view. This idea of colored lighting, by the way should be more generally adopted here in Canada, where the effect of smart apparel is all too often sacrificed under the harsh glare of unshaded lights. Nearly all the displays noticed featured one color alone, no monotony being apparent, because each hat was of a distinct type. Periwinkle blue was possibly the most popular shade of the moment, with the various red tones next in vogue. Periwinkle blue, let it be noted, is as much a bluish violet as it is a violet blue, and can be worn trimmed with violets or cornflowers equally well. Most exquisite sports hats of crepe de chine in this color are shown in the hat shops along the Avenue, closely embroidered all over in brightly colored disks of floss silk.

Dent de lion yellow is being tried out in the window displays at present, but is essentially a summer shade being assured of plenty of popularity later on in conjunction with black or pastel shades.

### Sailors Lead in Small Shapes

The majority of these hats are small in size as is generally the case with "first" hats. The wholesalers state in this connection that the demand for sailor hats in medium size is unprecedented, and all the old favorites in chin chins, straight sailors and tricornes are more wanted than ever. The crowns of these tailored hats are nearly always swathed in a soft crepe which is less severe in effect than the usual ribbon band.

In the show rooms of one manufacturer were noted quantities of blocked shapes of every style imaginable, the designers pointing out that nowadays women buy hats according to their becomingness, not because they follow any one style. This entails more difficulty in buying but is more satisfactory to purchasers in general.

### The Importance of Brims

Brims are important this spring as never before, and many interesting points were noticed in connection with dress shapes. Most mushroom shapes for example, have their brims finished with a soft fold, which is infinitely more becoming than the straight thin edge, and this is particularly noticeable on large shapes. Brims are never even all round, but spread perceptibly at each side. A very popular shape this spring is the "palette" outline, which exactly resembles an artist's palette for colors, being cleft towards the side back and rounding out to the front with a soft draped crown.

Dress hats are uniformly large in size with a good deal of similarity as to shape, following the idea of the drooping "capeline" sponsored by Paris last season. One very beautiful model was of periwinkle lace in a shape slightly drooping towards the front and in the back built up to show long ribbon ties,



*Sets are particularly good this season. This hat and scarf are made of crepe de chine. The flowers and the fringe are sand-colored and of the soft pliable straw braid so good this year. The brim and upper side of scarf are navy and the crown, facing of hat and lining of scarf are sand. Shown by Goulding & Sons, Toronto.*

which are supposed to be worn knotted under the hair in shepherdess style. Black crinoline or mohair shapes trimmed with imitation osprey mounts and overlaid by delicate lace, falling just over the edge were very prominent among the smartest collections. Straws woven in rainbow colors and trimmed with brightly hued petals of silk formed other summery models. A particularly stunning model in moonlight blue mohair was trimmed with beads of the same hue worked in lovers' knots on brim and crown. Hand made fruit gilded over natural colors was the decoration upon another large shape with a transparent brim. Crochet lace in natural shade is also lavishly used over black, the effect being both dressy and unusual. Shredded crinoline is effectively employed to fringe the edge of a large navy blue milan hat, which is simply trimmed by two large blue pins studded with rhinestones, which by the way, are correct on all types of hats.

### Matrons' Hats

Many smart matrons' hats were noticed in this show room as well, all of which boasted a brim of some sort, and were most often trimmed with black fruit, soft lace or feathers. Plenty of tailored black and white hats were shown likewise for the younger woman, chiefly featuring petal brims and white canton crowns. Mother of pearl spangles were a popular trimming on such models, especially in the design of birds in combination with jet.

### Lacquered Trims are Strong

Speaking of trimmings, another New York house informed Dry Goods Review, that lacquered effects were by far the strongest in laces, flowers, fruits and ornaments. Parrots of all kinds are still good but pastel ostrich is decidedly strong for dress hats.

Rainbow effects are quite as popular as solid colors for sport hats, and in this connection it is interesting to note that there is a new fabric recently introduced called Vel-Heather, resembling velvet in heather mixtures coming in peach, tile blue, yellow, etc.

### Leghorns for Midsummer

Anticipating midsummer, it was stated that leghorns are to be listed first in popularity, preferably with facings of black or colored gros de londres silk or ribbons, and already they are appearing in show cases. Large shapes are preferred, it is said, and trimmings will be drooping and picturesque in character.

# Foreign Influences in Millinery

## Imprint of National Costumes in Chapeaux—Mohair to be Used for Matrons—Good Sale of Leather Effects—Canna Shades Being Used to Advantage by Retailers—Showing of Large Hats

THIS IS A season in which foreign influences are felt as never before. Usually, one or two styles are copied from foreign countries, but this year what a wealth of chapeaux we have which bear the imprint of the national costumes of far-away countries! Indian, both Eastern and Western, Spanish, Egyptian and Quaker, Persian and South American—all of these influences are most prominent in millinery circles this year. The colorful beads represent India, the laces are distinctly Spanish, the ear-drop trimmings are modelled after those of the inimitable Cleopatra herself, ribbons and materials are Persian in design and the various grasses and their colors are typical af the countries of South America.

Several of the houses in Toronto believe that the fabric scarfs will replace the fur chokers this spring to a greater degree than last year. Those with fringed ends and lined with a contrasting shade are featured particularly, the colors used being always made to match the hat. New York houses are even making linings to match hats this year.

Off-the-face models are still the very best type both for dress hats and street-wear. Rounded toques in very shiny straw with the brim slightly curled are the ones which Paris favors just now in small shapes. The demand in these runs to the browns, particularly tete de negre, havana and tan. The Salome colorings, which include salmon, flame, rose and Chartreuse, as well as silver and gold are also shown.

### Mohair Again for Matrons

No summer millinery material has yet been shown which has met with as universal as well as such a steady response as mohair. It is cooler than straw, light in weight and pliable. This season it may not be seen so much in hats for younger women but it will be used very extensively for matrons, not only in black and white but in the pastel shades. Combined with ostrich or burnt peacock it is particularly effective. Speaking of ostrich, one buyer says that this trimming in the glycerined variety is becoming more active every month. It is going much better than it did a year ago when it was being advertised so extensively. Vulture is also going very strong and is even increasing in sales as the months go on.

Long allover lace veils are draped over many hats this spring. One turban is of black moire with red match sticks here and there over it and is draped with a black lace veil.

Leather and leather effects are going very well this season. Some hats have leather flowers or leaves appliqued on them. Other hats are of a suede cloth imitating leather. One of these is a tricorne in grey suede with black patent leather flat motifs appliqued. A bag of the same goes with it. One house in Toronto says that sets are better than ever with them this year.

Wool lace is already being shown on the French hats, especially on the sports types; as quantities of this lace are now in Canada, milliners plan using it extensively on their later hats.

### Retailers Using Red Season to Advantage

There are many stores all over the country taking advantage of the great vogue for canna and its brothers this spring. After all, there is no color which can stir the passing mob, both men and women, like red. One store in Toronto is specializing on its red hats—lipstick red is the shade they specialize on in one window. There is something particularly effective about red against either a light or a dark ground and there is very little other dressing required.

Paris and, very lately, New York, are talking up the wood shades for the smaller hats and orchid for the larger ones. Though not many houses are mentioning grey, it is surprising how many of them are turning out hats in this color. Grey is now a staple shade to be used in combination with navy, black and the bright colors almost as much as white.

The color which is ascribed to the princess, now Viscountess Lascelles, as her special favorite is periwinkle. This lovely shade, somewhere between a blue and a soft purple is introduced into many of the Toronto hats, not so much as a foundation but as a trimming.



*Here is a charming poke hat for the dressy outfit this Spring. It is black. The straw is cellophane visca and the bow which is held in shape by a wire frame is of Chantilly lace. Note how the bow sweeps across the back ending in a soft drape on the other side. Shown by S. F. McKinnon Company, Toronto*

### Large Hats Are Here

There is no doubt that the large hats will be worn by Canadian women long before the real dog days arrive. Even the crepe and silk hats seen in many of the Toronto wholesale houses are quite large. Many of them are drooped in the slightly poked shape. There is a tendency to shorten them in the back, a feature which many women appreciate because they are much more comfortable than the hats which sweep the shoulders. The long side streamers and the chin straps are promised again, but are not in very great evidence so far.

To the question of making hats to fit women just as they do men, the retail milliners of the New England states were recently given a talk on this subject by an expert. He emphasized the importance of making shapes to fit the present styles of hairdressing. A hat 21 to 23 inches should be supplied for the bobbed head, one of 24½ for the ordinary wearer and 25½ for the "high-topped extended side" hairdresser. A Toronto milliner expressed the opinion that this is one of the sanest ideas she has heard on the question of millinery. If manufacturers would give as much attention to fit as they give to style and shape, many of the retailers' most difficult problems would be settled.

### The Best in Trimmings

The trimmings for hats this spring are so varied and different that it is difficult to say which are best. Certainly cired materials are very good. As to ornaments, leaves, berries and fruits divide the honors with flowers. The metallic materials, in ribbons, laces and ornaments are strong and will continue for the next six weeks at least. Gold thread is seen on many hats and green is a great favorite in birds and feathers. Jade grapes are seen appliqued on one hat of white straw, the threads used being very long. Vine effects are used and wooden beads are good, both of these being particularly favored for the hats which allow the trimming to hang over the edge. The number of hats with this pendant effect is larger than ever, it seemed to Dry Goods Review in a recent tour of the Toronto houses. Whether the hat be large or small, a turban or a wide brimmed one, it is always correct to drape an ornament coyly over the edge.

# Profit in the Millinery Workroom

## Should Create Individual Models Only—How Ottawa Store Has Built up Workroom Trade—Makes Things That no One Else Will Handle—Rules for Selling Hats—Fashion Revues Stimulate Sales

NOT every store can operate a millinery workroom with profit nowadays, for the popular trend of demand is undoubtedly towards ready-to-wear hats of all types, but those which already have such a branch of their business need not necessarily regard it as a financial loss or a mere convenience to customers, for properly managed, it can be made exceedingly profitable.

The workroom of a millinery department should not attempt to turn out hats which can be bought from manufacturers or wholesalers just as well. Nor should its best energies be devoted to copying expensive models of imported millinery. Its raison d'etre should primarily be to create individual millinery for those customers who are unable to procure what is becoming or appropriate from the regular stock and also to look after special orders such as those incidental to mourning, weddings, or out of season requirements. If the department is well managed, and energetic methods are pursued to capture all the trade in these three directions, it should not be necessary to maintain the workroom, season after season, at a loss. The trouble with most such departments is however that they concern themselves solely with the customers who pass through and make no effort to go after the hundreds of women who do not come in and who are unaware of the facilities offered.

A particularly successful millinery department visited recently is that of the Murphy Gamble Company of Ottawa, managed by Miss Lillian Reynolds. This store has acheived a reputation for successfully catering to one of the most exclusive and difficult clienteles in Canada and has done so as much by reason of its individual service as by the regular stock carried.

### Wide Range of Service

"We make things that no one else will handle," explained Miss Reynolds to Dry Goods Review. "We try to create becoming headwear for every requirement, and nothing is ever too difficult to attempt nor too much trouble to carry out. We specialize in brides' veils, mourning orders and old ladies' bonnets, as well as remodelling or copying. We never make duplicates of anything and it is our ambition to create individual types only so that each woman can feel assured that she has got a hat which emphasizes her own personality and style, while it is smart and unusual. My sales force are trained to understand the business of selling hats thoroughly, a most important feature of any millinery department in my opinion. We follow individual methods in trying on hats which have been proved satisfactory because they eliminate loss of time. needless handling of hats, and ultimate dissatisfaction on the part of the customer.

### Rules for Sales Force

"Some of our rules are as follows: Always try on millinery in a south light if possible, never in a room with a northern exposure. South light is flattering, soft and restful. Study the customer's type before bringing any hats to her. Decide whether she looks best in a hat which has lines or whether she needs a model of less pronounced outline. Consider her height, coloring and coiffure and find out the purpose she has in view for the hat, whether for dress or informal wear. Bring out a few hats which appear suitable and try them on, first ascertaining if she is wearing the type of costume which is to accompany the hat. In most cases customers come in wearing an old blouse which actually kills the effect of any hat and in this case it is a good idea to keep some old lace or other dainty sheer fabric at hand, with which to achieve an attempt at a softened neck line, more becoming than an ordinary blouse.

**PASS THEM ALONG**

**Mr. Merchant! There are many clerks in your store who will be interested in the series of articles on show-card writing, to commence in the April issue of Dry Goods Review. These will appear in the Equipment & Display section. They are to be written by an expert. Will you see that the clerks in your organization are given a chance to read these articles?**

"I usually show two or three hats without mentioning prices to my customer," continued Miss Reynolds, "my reason being to determine her style and needs first, after which I give them an opening on the price question by stating that a certain model costs so much. If this seems immaterial to them, I thereupon show them something really good and better than the others, but if they explain that they do not wish to pay as much, then I work on the contrary plan. I would never ask how much they desire to pay in the first instance, however, as nobody really knows definitely and they usually mention a price less than they can afford.

### Always Give Price Estimate

"Our workroom is especially useful in our business because we are called upon to cater to so many older women who find it difficult to get just the right type of hat. Many Ottawa women rarely change the style of hat they wear, except in a few minor details, from season to season, and consequently, they are forced to have their hats made, for the present styles are quite unsuited to them. I make it a point of always being able to quote a price for the finished hat as closely as possible naming an outside figure in any case, because it creates confidence in customers and they have no fear that the hat is going to turn out an extravagant investment in the end. Few women seem to realize how much work there really is in a hat, nor how expensive the materials are, and it is sometimes advisable to itemize all these things for their benefit. This attitude is most noticeable in older people who have never quite grasped how times have changed and these persons are the most difficult to serve in any department. If you can satisfy them they are well worth while, and family trade is built up in this way.

### New Hats for New Silhouette

"In connection with regular millinery this season, I would like to emphasize another idea," continued Miss Reynolds. "I have found that a large number of women who have called in the department during early March to try on new hats, go away feeling disappointed in the new shapes and complain that they are very trying and hard to wear. It is because of the bell shaped crown which characterizes most of the new shapes, and it seems incongruous and unbecoming to most women at the first trial because they attempt to wear it with a last year's or maybe a two year old suit or dress. This year's shapes are meant to be worn with a new silhouette, which embodies new lines—length and slenderness rather than short boyish styles, and therefore it is not remarkable that the new bell crowns or wider brims look out of place with last year's silhouette. Large hats need longer skirts to balance, and are not always becoming to bobbed hair. I think many customers need to be educated in this very important matter of choosing a hat to accompany a costume, t shown just why one does not seem just right somehow, and why it is best to buy hat and gown together rather than separately. One is not complete without the other nowadays and the art of selling hats successfully is something

not easily acquired now without years of study."

**Fashion Revues Help Hats**

In this connection it is of interest to note that many American stores are holding living fashion revues this Spring to introduce the new millinery in conjunction with the new gowns and suits. Millinery is however the dominant note, as it is now understood that too many hats are bought indiscriminately by women without due regard to the rest of the silhouette and the rest of the picture, as an artistic whole. Emphasis is being placed upon color, the leading fashion note, and care is used to demonstrate only practical combinations such as becoming shades to wear with a navy tricotine suit or else with a grey tweed. Thus does the millinery department render service of the highest importance to the many who are doubtful, undecided and even helpless in the matter of selecting Spring millinery.

# "Mercure Suisse" Is Published

**Economic Review of Conditions in Switzerland and Plea for Better Relations with Canada**

It is a well known principle of economics that an increase of mutual trade exchange between two countries, follows necessarily a more complete comprehension of their economic conditions.

The "Mercure Suisse," an economic review published in Geneva, being convinced of this fact, has just issued a special number, magnificently illustrated for the purpose of increasing commercial and industrial relations between Switzerland and Canada. This number (Swiss-Canadian Relations) is placed under the official patronage of the very active and distinguished representative of Switzerland in Canada, Mr. Carl P. Huebscher, consul general.

The Canadian Department of Industry and Commerce has given to the "Mercure Suisse" a collection of remarkable photographs of Canada.

Thanks also to the collaboration of specialists and prominent writers, this number constitutes a complete review of the Swiss-Canadian trade relations, and a practical guide to exporters and importers.

Among the articles in this publication are, "Two countries made to understand each other," by Ed. Bauty, the editor; "Swiss Canadian Trade Relations," by Carl P. Huebscher, L. L. D., consul-general for Switzerland in Canada; and other articles by well-known writers on trade conditions and economic subjects of mutual interest to Switzerland and Canada.

The "Mercure Suisse" places, free of charge, a number of this publication at the disposal of persons who would be interested in receiving it. Please apply to the consulate general of Switzerland at Montreal, 212 Drummond Street.



*FOUR SUMMER MODELS.*

*1. Garden Party hat of lavender maline overlaid with tinsel edged ribbon ending in streamers caught with a nosegay, half way down.*

*2. A drooping picture shape developed in purple maline braid frayed out at the edge. The flowers are in yellow and blue.*

*3. A sports shape of tagal straw with a soft crepe ribbon drape in orange color, edged with angora braid stitching.*

*4. A small sports hat is featuring the new high crown developed in lavender faille silk. Brim is faced with yellow tagal and the flowers are handmade of mauve silk lined with yellow, the seeds being of yellow angora wool.*

HATS SHOWN BY COURTESY OF GAGE BROS. AND COMPANY OF NEW YORK.

# 6th Swiss Fair In Basle

**To Be Held From April 22 to May 2—Textiles and Clothing In Exhibition**

The sixth Swiss Sample Fair will be held in Basle from April 22 to May 2 of this year. This fair is distinctly Swiss in character, the object of which is to promote the sale of Swiss products in the home market and to encourage export trade. It will also tend to foster the resumption of international trade relations. In organizing this fair, it is the desire of those who are promoting it to put buyers in touch with Swiss-made goods of every description and there is no other organization that promotes this idea so well.

Visitors to the fair are requested to get in touch with the nearest Swiss consul from whom full particulars can be had.

Among the commodities to be shown are clothing and outfitting, including boots and shoes, leather and celluloid goods, fancy goods and haberdashery.



# *Millinery Art*

Finds its culmination in the varied creations on display in our showrooms.

Stylish Easter models boast a lavishness of flowers and silks and streamers and bows, in striking contrast to the modishness and simplicity of latest Sport Models.

*Inspection Invited*

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# *For Easter—Feature "FISKHATS"*

Have You Read Our Book—

"A Revolution in Millinery Service"? It explains in detail the "Tri-Monthly Fiskhat Selection" plan, which assures you of shipments of trimmed hats at the very time you want them.

The Fisk designers have outdone themselves in the charm of their new offerings.

The interest in "Fiskhats" is keener than ever as a result of national advertising.

See the advance showings of Easter Millinery—NOW.

Fiskhats
Trade-mark Reg'd. U.S. Pat. Off.

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CREATORS OF CORRECT MILLINERY
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# *Inspirations -in-*

**Exclusive Millinery Accessories**

## For EASTER

**Glycerine Ostrich in Pom Pom and Stick-up effects. Flowers and Fruits, Feather Trimmings, Novelties.**

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**DOMINION OSTRICH FEATHER CO.**
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# The Problems of the Fur Dealer

## Discussion of Outstanding Evils of the Trade at Provincial Convention—Resolutions Against January Sales and Wholesalers Who Sell Retail—Misrepresentation and Bench Worker are Classed as Unfair Competitors—Officers for the Coming Year.

WITH a small but enthusiastic attendance, the hatters and furriers of the province met in convention at the King Edward on Friday February 17th. J. P. Tweedell, President of the Toronto Branch of the R. M. A. occupied the chair. The problems of the furriers were discussed and a few important resolutions passed tending to improve conditions and ethics amongst the fur men. Delegates to the convention were given an official welcome by the city by Con. Russell Nesbitt who officiated in the absence of Mayor Maguire.

### Premature Sales

The first problem engaging the attention of the delegates was that of premature sales. The chairman remarked that this question was an important matter to the fur men. Furriers bought their skins in the Spring to commence work on and customers came into the stores in December stating that they would wait till January when sales would be in progress and they could get them cheaper. January, he said, was really the beginning of winter and many fur men were beginning their sales just when they should begin to get their profits.

Other delegates supported the views expressed by Mr. Tweedell. February, it was felt, was the most logical month for fur sales. Mr. Roney, Mr. Buckham, and Mr. Benson each expressed himself as of this opinion and it was agreed that a meeting would be called of the Toronto retail furriers to see if they could not arrive at some agreement with regard to the holding of sales. A resolution was passed that "in the opinion of this meeting, fur sales should not be held in the month of January and that the matter be referred to in-coming executive for action thereon."

### Unfair Competition

The two main factors in unfair competition mentioned by Mr. Benson in introducing this subject were misrepresentation and the competition of bench men at home. That there was a good deal of misrepresentation on the part of dealers, he admitted. The competition of the bench worker at home was of the kind that could not easily be met. He knew the market price of a garment and, working at his own home without any overhead, he could probably sell a $400. garment for $300. Mr. Benson was of the opinion that the amount of this kind of work being done would surprise fur men if they knew of it.

One of the delegates remarked that the only way to cope with this evil was to get in touch with the men who supplied the skins. If fur men would take united action in this way, he believed they could prevent the bench worker getting away without paying the tax because he was not classed as a manufacturer, but he took things easy in the day when working for his lawful employer and then worked half of the night for himself. This delegate believed that 80 per cent. of the men at the bench were doing this work. A revenue officer had stated that if the names of such men were supplied him he would collect taxes from them. It was also claimed that wholesale houses were offenders, in that they did a great deal of retail selling from the first of December until the close of the season.

A resolution was passed "that the sale of skins to others than the legitimate retailers of this country is disapproved by this meeting."

A second resolution was passed disapproving of the action of wholesale houses in selling retail and it was agreed that a questionnaire should be sent to the wholesale trade asking them their trading policy.

### Will Try Again

In the course of an address on "The sales tax as it effects retail furriers," E. M. Trowern, Dominion Secretary, mentioned the action that had been attempted by manufacturers and wholesalers to shoulder the retailer with the responsibility of collecting the sales tax. This, said Mr. Trowern, would be tried again and he quoted a statement recently made by Sir Edmund Walker to support his contention.

### Increasing Sales

In introducing the subject "Increasing Sales" M. Draimin said that the first thing to be done was to lower stock, that is, furs purchased at the 1919 prices. "If we still have some of these on our racks" he said, "we should close our eyes and sacrifice them for what they will bring and not have part of our capital tied up in bankrupt stock as that is where it eventually leads to."

M. Draimin believed that an effort should be made to make the sales' force 100 per cent. efficient. In the matter of advertising, he felt that it had reached its lowest levels. "I absolutely believe" he said, "that 80 per cent. of the money spent in firecracking advertising is wasted. My idea and the new thought of the men who know is to get down to a more refined basis of honest advertising as the average consumer is not as foolish as he may look."

The speaker also endorsed the idea of the smaller merchant getting in personal touch with his customers or prospective customers. In conclusion, he held that there was no better method of increasing sales than through the show windows. "Make them attractive to the eye and have net show cards, regular changes of display, now and then silver trophy cups of the different sporting Associations and clubs and, if possible, procure fur-bearing animals as they appear in the domestic homes."

J. P. Tweedell gave an address on the "Trade Name of Furs" which will appear in a subsequent issue of Dry Goods Review.



*A FUR FORECAST FOR 1923*

*Elaborate wraps are to be fashioned of Persian lamb for next season, it is rumored, in contrast to the prevailing cult of Hudson seal. In the model shown herewith, loose clinging lines are adhered to, with a magnificent cape collar extending down to the waste of Alaska sable. Deep cuffs of the same fur edge the sleeves.*—MODEL SHOWN BY COURTESY OF CUMMINGS & CUMMINGS OF MONTREAL.

# February Fur Auction at Montreal

## Attendance and Financial Returns are Satisfactory—Japanese, German, Swiss, English, French, Australian and Bolshevik Buyers Present—Estimated That 100 Daily Attended Sales Which Amounted to About $1,700,000

FEBRUARY Fur Auction held the attention of entire market last month in Montreal, which as usual was entirely successful both from the view point of attendance and financial result. The Canadian Fur Auction Sales Company announced the event in good time to attract buyers from all over the world and it was probably the most cosmopolitan assemblage ever witnessed under such circumstances. Among the representatives of foreign countries who showed keen interest in the auction were Japanese buyers seeking the otter fur which decorates the Japanese officer's uniform and representatives of the Zakorbpitz, a Bolshevist Russian co-operative organization meaning "Associated Creameries," that curiously enough, handles the fur business for all Russia. Likewise there were buyers from Germany, Switzerland, England, France, Australia and the United States.

The skins themselves proved unusually interesting to the buyers gathered together at the warehouses prior to the auction which began on February 15th and lasted 4 days. To a member of Dry Goods Review, who visited this collection a representative of the Sales Company pointed out the fact that Montreal's importance is increasing every year although sales have only been held there since 1920. Every year, however, skins to the value of seven or eight million dollars are sold in Montreal, being derived from every source. There were rare and costly sables from Russia; foxes from Patagonia and the arctic circle, as well as from our own Prince Edward Island; seals from Labrador and the Pacific; ringtail opossums from Tasmania, as well as quantities of pelts from every part of Canada such as beaver, muskrat and mink.

### Wednesday's Sales

The sale opened on Wednesday morning promptly at nine o'clock with the following: 5,000 red fox; 600 cross fox; 3,400 wolf; 450 bear; 30 polar bear; 60 musk ox; 525 hair seal; 1,020 ponies; 5,100 Persians; 1,930 miscellaneous furs, raw; 9,700 miscellaneous furs, dressed; 90 sealskins dressed and dyed; 2,085 seal dyed muskrats; 2,450 dozen coneys, nearseals and sealines; 150,170 moles; 50,200 ermine; 17,825 opossum; 43,300 skunk.

Red fox advanced 10 per cent., Eastern Canada 1st and 2nd grade, $15 to $18, centrals $18; cross fox, same as last September, darks up to $115; wolf, advanced 80 per cent., Canadian, 14 to 17 per cent., Northwest, 10 to 12 per cent.; bear, 20 per cent. low; polar bear, up 59 per cent.; ermines, advanced 25 per cent.. Western Canada extra large and large $1.20, Eastern Canadian $1.12, medium 60 cents, small 40 cents, best lot extra large $1.78; opossum, advanced 20 per cent., centrals 1st and 2nd grade large and extra large $1.80; skunk, same as last September, Eastern 1st and 2nd grade black and shorts $4.25, long three broads $1.50; mole, unchanged; electric seal, up to $16 per dozen; Persians, up to $7.40; ponies, hair seal and musk ox, unchanged.

Some buyers expressed themselves disappointed at the prices, and it was said that some dealers had to buy back their own skins in some cases as the supply of certain skins was too large for the market. There were, for instance, 1,000 silver fox here and 3,500 recently at the London sale. There seemed to be a slight reduction in prices since last fall, about 15 per cent, attributed to the fact that this is the season when the annual catch is coming in and the supply is large, whereas in the fall, it is nearly exhausted. $350,000 was the approximate total figure reached in the day's sales.

**PASS THEM ALONG**

**Mr. Merchant! There are many clerks in your store who will be interested in the series of articles on show-card writing, to commence in the April issue of Dry Goods Review. These will appear in the Equipment & Display section. They are to be written by an expert. Will you see that the clerks in your organization are given a chance to read these articles?**

### Thursday Selling

| | |
|---|---|
| 780 Lynx | 640 Badger |
| 230 Lynx & Wild Cat | 2,000 Nutria |
| 390 Ringtail Cat | 1,000 Marmots |
| 1,370 Civet Cat | 825 Silver Fox |

Thursday was called "Silver Fox Day," as undoubtedly the greatest interest centred in the beautiful pelts offered. Bidding continued throughout the better part of twelve hours as skins were sold singly and the turnover approximated $300,000. Prices ranged as high as $625 for silver fox, the finest specimen being a half silver and half black pelt. The principal buyers were from the United States and France.

A fair collection of lynx was also sold, prices varying up to $50. Badgers were poor in quality and sold around a dollar.

### Friday's Selling

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| 153 Silver Fox (Separate collection) | 600 Grey Fox |
| 136 Blue Fox | 3,060 Australian Red Fox |
| 80 White Fox | 13,440 Australian Ringtail Opossum |
| 501 Fisher | 550 Wallaby & Kangaroo |
| 3,325 Marten | 20,000 Mink |
| 360 Russian Sables | |
| 7,300 Squirrel | |

The second lot of silver fox brought high prices and bidding was spirited on good fresh silvers, dark colored pelts were neglected. These were all from Prince Edward Island from the ranches of Messrs. Grant, Rogers and Tupman.

During the day over half a million dollars changed hands at the Auction and of the miscellaneous furs, marten was especially popular.

There was a large collection of 3,200 Marten skins from Labrador, Quebec, Alaska and British Columbia. The highest price was $190. Darks fetched $75. Average 1st and 2nd grade, $32. The whole collection was eagerly competed for as there is a demand for marten for spring retail sales. The prices were much higher than in New York recently.

Russian sables brought up to $205. There was a nice collection of Kamskatchka pelts. The cheaper were a little neglected but the ones with color got good fair prices.

A small collection of Siberian squirrels sold well. Grey Fox, a small collection but good in quality sold up to $1.80. Australian Red Fox, a collection of fair quality only from South Australia and Tasmania, not in good demand, up to $1.70. Ring Tail Opossum, skins from Australia, bought largely by cloak and suit trades, sold well up to 70 cents.

Blue fox sold at prices from 25% to 30% better than last September and there was keen bidding for the 78 white fox which sold at about the same increase. Fishers brought record prices. Blue fox went as high as $155, and whites up to $58.

Mink was the principal offering in the afternoon, the best skins fetched up to $17, while the average for one and two qualities was $12.50. The concensus of opinion is that of silver fox, bright fresh silver skins showed advance of from 10 to 20 per cent; black and stale and rusty showed a decline of 10 per cent; medium and low grade, good color, 20 per cent. advance. Fisher, a beautiful Canadian collection, were much competed for, especially by Americans, and brought up to $210.

### Saturday's Selling

| | |
|---|---|
| 20,000 Racoon | 129,130 Muskrats |
| 530 Otter | 31,000 Muskrats—Southern |
| 8,000 Beaver | |

Raccoons advanced 10%, Eastern heavy selling from $4 to $7.50, the best lot, extra dark, $10. Central $3.50 to $5. Southwestern $2.50 to $4. Twenty thousand skins were sold. Mink were in heavy demand for large sizes. Eastern Canada, like last September, darks from $12 to $18.25, according to size, browns, $8 to $13. Ontario, Manitoba and Minnesota had a 20% advance, extra large and selling at from $12 to $15. Central unchanged, extra large and large, up to $9.25. Otter advanced 10%, all Eastern Canada darks up to $40.50.

Beaver was the same as last September, prices for ones and twos, large and extra large, ranging from $26 to $30; medium and small to $15; threes and cubs, $5 to $10. The best lot dark was disposed of at $32.50.

The last lot offered was 150,000 muskrat. Central and Eastern were the same as last September, but there was a decline of 10% in Western Canada Winter and Fall, the prices ranging from $1.40 to $1.50. Southerns advanced 10% and sold up to 74 cents.

As there was an immediate demand for shipment of the raw skins bought at the auction by the manufacturers, all the furs were rapidly sent away to their various destinations. It was estimated that the daily attendance was over 100 buyers and the total value of the sales approximated $1,700,000. The auctioneers were Phillips and F. H. Pingree, general manager of the company.



1923
MODELS



## MUSKRAT

Rat Coats will go big this fall.
We have what you will want.
Samples now being shown

## MOLE

Merchants who have seen it tell us this is the snappiest wrap of the season. Also made in Mink.

Our Prices are Right!

# Cummings & Cummings

LIMITED

MONTREAL



# After The First Washing! What?

You can guarantee to your customer that the pair of Mercury stockings she is buying will be just as lovely after washing as they are now. Show her that they are full fashioned, that the shape is knit into them and that no amount of washing or wearing can change this shape. Explain that there is no necessity for a seam and that "mock seams" lead to trouble. She will be pleased with the distinctive qualities of Mercury fashioned hosiery and you will be assured of a satisfied customer.

Mercury fashioned hose for Spring are made in silk, (plain and drop stitch) silk heathers, silk shadow stripe effects, mercerized lisle and cotton—all popular shades.

**Mercury Mills Limited**
**Hamilton, Canada**

**Makers of Underwear and Hosiery for Men, Women and Children.**

**Mercury**
**Hosiery**

# New York Supports Slip-On Sweater

## Shares Honors With Knitted Capes—Bathing Suits Show Novel Treatments in Fibre Silks—Bathing Caps Offered—Glove Silk Underwear Shown in Colors by Montreal Houses—Knitted Scarves Due for Good Demand

**By a Staff Member**

ACCORDING to buyers in the most important Fifth Avenue department stores smart women are demanding the "slip-on" sweater in preference to the tuxedo this spring. The latter type is expected to be more in demand again however, when the warm weather sets in, as it is certainly cooler and easier to take off than the slip-on, and will probably be wanted in silk effects to accompany sports skirts. Horizontal stripe effects in rather bright colors are very much favored by the smartest women, where in Canada plain shades are preferred. The newer styles in slip-ons have a slightly V neck, less trying than the perfectly round effect. The prevailing types of sweater just now in New York are made of mohair and Iceland, Shetland and fibre silk mixed with wool.

The knitted cape costume is much more in evidence there also than it is here, and the new circular styles are especially chic. These costumes combine dress and cape and are generally of wool, or fibre silk or combinations of both. Capes to match the dresses are selling better in New York than are separate capes and the dresses themselves are generally made in two color contrasts although in one piece. One such costume seen by Dry Goods Review in the show room of a manufacturer was made of fibre silk, the top being solid green and the skirt part plaid. The tendency in all the styles noticed seemed to be to keep the more vivid pattern for the skirt section.

### New Designs

Bathing suits are another line which is exciting much attention in the show rooms of New York this month, perhaps because the new styles are so unusually interesting. Knitted fabrics seem to have been treated in so many unusual ways that they are scarcely recognizable and are not only smart and becoming but are entirely practical for real swimming purposes. One charming little model was developed in fibre silk made with an overtunic cut out in petaled effect to show a striped suit beneath. Another plain loose model of jersey had frills of taffeta set on below the hips to simulate a skirt, while still another novelty was a combination of jersey and chintz, the later forming the tunic over jersey tights.

The regulation style bathing suit in the "two in one" style is likewise featured this year developed in silk fibre instead of plain jersey. They are usually shown in a two-tone effect with stripes as the sole trimming. Black and white with orange stripes, or henna and green were some of the favoured combinations. Many of the new suits are designed on loose lines with bloomer-like under sections, instead of the usual plain styles.

Children's bathing suits are decidedly unusual too, and are most often replicas of the styles for grown ups, including a Life Guard model, or two-piece effect belted, the two pieces being knitted together however. Very bright colors are shown in children's bathing suits.

There are many new ideas shown in the way of bathing accessories in connection with displays of bathing goods, including the new bathing bag made of grass and fabric, thoroughly waterproof, which will contain suit, shoes, cap, etc., and is compact and easily carried. All kinds of bathing shoes were seen including rubberized silks, pure rubber and fabric. The sandal style is the most popular.

### Knitted Silk Underwear Decreed

The demand for silk underwear has grown so greatly that manufacturers have introduced this Spring a new line of glove silk or jersey underwear which is entirely different to previous designs.

The rage for bright colors has invaded this field likewise, and already Canadian makers have announced their initial showing of sets in such hues as peache, orchidee, mais, naturelle, etc., with contrasting pipings or bandings. Quite a little all black is in demand also. Hand-cut tailored models are preferred to novelty styles, however, in practically all glove silk underwear. The latest departure in this line is the new "step-in pantie" effect which is cut on loose roomy lines slashed at the sides and finished at the waist line with elastic. This same style is offered in a combination as well and may be matched in plain and vests and in camisoles. The pipings are extremely narrow and when in black are guaranteed washable and fast color. Another style of glove silk garment is prettily trimmed with several inset stripes of contrasting color hemstitched on. Shoulder straps are both of self material and of wash ribbon of a heavy quality.

This vogue for high colors in underwear is sponsored by New York where all the displays of lingerie include many new models of glove silk in various startling effects. The Richelieu rib or drop stitch glove silk is also shown for the first time this spring and resembles the barred effect in hosiery that has become familiar since last year. Satin stripe cloth is new in New York and is a development of the Richelieu rib.

Bloomers of glove silk are selling in greater numbers than ever, according to a leading Montreal manufacturer this month. Emerald green and tan are the two favored shades in these styles and the pantalette or cuff knee style is wanted more than the ordinary short lengths.

### Plenty of Color in Scarves

Another knit goods novelty which is sure to command more than usual attention in the course of a few weeks is the silk scarf in various bright shades. In New York this month every woman who wore one of the new homespun or tweed suits or else one of the new tan top coats, was also particular to don a long and voluminous scarf of blue, red or orange either in solid shades or variegated with Roman stripes. The knitted silk scarf will be undoubtedly the leading accessory to accompany outer garments until the warm weather arrives.

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### "MODE" SHADES IN COLOR CARD

A novelty in the way of shade cards for dyeing has been produced by the National Aniline and Chemical Co., New York. This is a three leaved folder entitled "Mode Shades for Ladies' Dress Goods." The whole range of color terminology today comprises delicate nuances of color, all of which are illustrated on this card. There are forty-eight shades shown and exact information is provided as to the preparation of the dye-bath and the method of dyeing.

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E. T. Masook has opened a new store in Smiths Falls on Market Street. He is carrying ladies' and men's ready-to-wear, and boots and shoes.

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The electors of Dundas, Ontario, will vote on a by-law on April 5th, having for its object the loaning of $15,600 to F. P. Thorton at 5½ per cent. interest for the erection of a building in which to start a new woolen industry.

### PASS THEM ALONG

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# Show Tuxedo in Black and Navy

SAND is very strong in knitted outerwear lines, in Toronto. Designers just back from the metropolis say that it is being played up there more than any of the other light shades. In sweaters, particularly of the vegetable silk variety, this sand beige is very good. Though sweaters will tend toward the very bright shades which are seen in millinery and ready-to-wear just now, they will not be very noticeable until the early part of May, one traveller believes. In the meantime, most salesmen are giving attention to scarfs. During the big tweed and homespun season expected this month and next, the bright scarfs will be most prominent on the gray, brown and beige suits. In the south and at various springs, these scarfs are said to be particularly good, not only with the skirt-suits, but even with the knickers.

How the knit goods lines may be combined with the woven ones is very well shown in England, where a fabric made of wool and silk mixture is being combined with pure silk and made up into suits. These come generally with jumper and skirt, or one-piece frock, in the silk, and the trimmings and coat in the mixture.

### Red and Brown Good

Red combined with brown is a favored combination on imported models. If the suit is a combination of tweed and knitted wool, the skirt is usually brown and the coat red. Princess Mary blue is another shade which is good. The drop-stitch is one of the best features in the novelties, not only in hose but in sweaters and dresses. Dots resembling French knots are also shown on some exclusive models. The roll collar is being stressed, especially on the slip-on sweaters. Worstead Navajo sweaters in Indian combinations are promised a little later on. Leather and beaded girdles which are having such a run will find a splendid outlet in this field. Mohair, both of the plain and the chiffon variety, are among some of the best high-priced novelties.

Whether the slip-on or the Tuxedo will be first as the season advances, is a very debatable question. One manufacturer solves the problem for the retailer by saying that the popularity of every Tuxedo and every slip-on shown this year, will depend on the amount of novelty it displays. Each will have to stand on its own merits. There is no doubt that fibre silk will be sold extensively in the Tuxedos in black and navy, and Shetland wool in the slip-ons. The latter will favor the new Jockey-red, Bermuda and tiger-lily shades, more than the former. The slip-ons will also be seen in plain colors while the Tuxedos will usually use contrast to give the touch of novelty. All of the new slip-ons have very deep and becoming V-necks.



*The light weight Jersey cloths in plain materials and in heather mixtures are very good this season. This tailored suit is mauve and the trimmings on the pockets and cuffs are white.*—SHOWN BY HAWTHORNE MILLS, LTD., CARLETON PLACE, ONTARIO.

Manufacturers are also looking forward to business in jumpers and smocks again, despite the long and unvaried siege of them last season. The beautiful novelty silks for sports wear, which fabric people are turning out, tend to revive these but they are seen in artificial silk, both crocheted and knitted, as well. Fringe continues as a trimming for both short coatees and jumper blouses.

# Delegates Attending Amalgamated Conventions

THE FOLLOWING is the official list of delegates who attended the Amalgamated Conventions and Canadian Textile Products Exhibition during the week of February 13th—17th:—

W. C. Mackie, Beamsville; J. C. Hertell, Kitchener; H. O. Teasdall, Toronto; H. Muldoon, Brockville; R. M. Henderson, St. Thomas; Robt. Clear, Toronto; J. W. Shillington, Blenheim; A. G. Shillington, Blenheim; D. Stazanoff, Thorold; G. T. Smith, Toronto; W. W. Treleaven, Toronto; J. F. Fraser, Picton; G. Chantler, Stroud; J. P. Tweedell, Toronto; R. Peglar, Toronto; T. A. Rutherford, Galt; E. A. Willis, Toronto; R. Fair, Peterboro; W. W. Staples, Lindsay; G. A. Greer, Lindsay; M. Epstein, Toronto; L. M. Dunn, Toronto; E. M. Trowern, Ottawa; A. D. Currie, Brockville; Thos. Barrie, Peterboro; Miss M. B. Allin, Toronto; Miss E. Allin, Toronto; M. Rosenfield, Toronto; E. R. Fisher, Ottawa; A. L. Colquhoun, Toronto; E. Crenz (Engels), Hanover; J. C. Engel, Hanover; H. E. McTweevey, Moncton, N.B.; W. C. Miller, Toronto; W. H. Bosworth, Toronto; R. W. Shields, Palmerston; C. R. Eastman, Hamilton; W. G. Milne, Toronto; R. T. Stanley, Toronto; R. F. Builder, Toronto; G. B. Nelligan, Hamilton; H. Epstein, Toronto; J. Munn, Ripley; A. A. Presgrave, Toronto; W. A. Robinson, Brampton; M. J. Kamman, Trenton; T. Linsey Crossley, Toronto; C. H. Rupert, Ottawa; Wm. A. Stewart, Ottawa; A. W. Kritach, Ottawa; C. H. Pilkey, Toronto; S. Cross, Toronto; Z. Trewbetzky, Toronto; C. W. Finch, Hamilton; P. J. Jewison, Toronto; R. Taylor, Toronto; R. H. Scott, Toronto; R. Hawkins, Smith Falls; E. Howes, Toronto; H. F. Epstein, Toronto; W. B. McCullough, Toronto; J. Ross Wylie, Toronto; F. B. Rogers, Toronto; E. Papernick, Toronto; T. F. Boyle, Toronto; T. A. Spencer, Victoria, B.C.; M. Blumenthal, Toronto; A. F. Lofft, Jr., St. Mary's; A. L. Cumpston, Toronto; N. Kieshen, Toronto; S. Ferguson, Toronto; Super Craft Clothes, (E. M. Crangle), Toronto; M. Wilson, Toronto; Peter Bellinger, Toronto; B. Kliem, Toronto; H. D. Sherrin, Petrolia; W. E. Farrell, Fredericton, N.B.; J. B. Waite, Galt; David Rogers, Chatham; James T. Davis, Hamilton; Jas. Tasker, Hamilton; Walter Watt, Uxbridge; C. H. Kaplin, Kitchener; R. Collier, Toronto; W. H. Shaw, Lindsay; T. A. Stone, Hawkestone; Harry F. Orr, Edmonton; J. H. Taman, Toronto; C. Umphrey, Petrolia; N. A. Robinson, Brampton; E. E. Davies, Edmonton, Alta.; Edwin E. Ball, Hamilton; A. Mathews, Toronto; S. Phillips, Cornwall; H. Lite, Toronto. J. A. Godard, Toronto; Hugh Falconer, Shelburne; J. A. Kannam, Shelburne; J. E. Quinton, Brantford; H. R. Winter, Toronto; A. Swartz, Rumsey, Meaford; G. D. Wright; John S. Carr, Thornbury; W. McKnight, New Lisk-Oshawa; A. F. Hawkse, Grimsby; G. F. eard; R. J. Johnston, Harold Johnston, Toronto; A. Tisdale. St. Thomas; W. G. Hay, Toronto; L. W. Campbell, Elmira, N.Y.; W. G. Thompson, Toronto; Olch Bros., Toronto; Frank Bowen, Toronto; F. Kearns, Toronto; W. J. Hilliard, Wingham; B. Klein, Toronto; F. Snelgrove, Toronto; C. McAdam, Toronto; S. M. Sturman, Cannington; H. Shulman, Toronto; W. Jones, Galt; R. Soll, Galt; W. K. Churchouse, Ingersoll; J. N. Cunill, Simcoe; A. Ludlow, Brantford; Jess Abelson, Ottawa; L. Fraser, Renfrew; H. Everett Hunt, St. John, N.B.; W. L. Kenney, Parry Sound; W. Gilbert, Montreal; W. A. Tweedy, Ottawa; W. T. Millar, Goderich; G. N. Thurston, Bowmanville; W. E. Bell, Ottawa; W. Baird, (Baird & Riddell), Carleton Place; H. Brimmell, Lindsay; C. M. McDonald, Ottawa; C. F. Macneill, St. John, N.B.; E. Mack, Toronto; C. Sauvey, Wallaceburg; C. J. Halliday, Chesley; C. Buchanan, Wallaceburg; F. R. Barber, Pt. Elgin; W. C. Fry, Bracebridge; J. R. Stephenson, Strathroy; Dan Johnson, Ottawa; Minaker & Co., Cobourg; J. Garden, Calgary, Alta.; L. J. Picard, Peterboro; L. Johnson, Ottawa; A. Weingarden, Windsor; C. J. Racher, Galt; T. R. Warren, Ottawa; L. J. Campbell, Toronto; J. J. Cain, Toronto; A. E. Dougherty, Toronto, W. Hern, Stratford; F. Bellinger, Toronto; R. S. Cull, Guelph; G. E. Duffy, Toronto; W. A. Murton, Toronto; S. Rogul, Toronto; F. A. Logan, Niagara Falls; F. L. Kennedy, Leamington; L. D. Kennedy, Leamington; J. A. Coburn, Hamilton; L. Conway, Peterboro; M. Cottingham, Peterboro; G. A. Gray, Chatham; J. C. Begg, Hamilton; H. Phillips, Cornwall; W. R. Price, Niagara Falls; C. H. Howard, Toronto; G. E. Beatey, Kenora; M. L. Cunning, Oshawa; W. Farren, Hamilton; F. J. Mitchell, Fort William; J. H. Gordon, Stratford; H. A. Wettlaufer, Kitchener; W. Thomson, Toronto; O. T. Davis, Hamilton; G. I. Draper, London; W. M. Mitchell, Toronto; J. M. Strachan, Toronto; Leo Hartzman, Toronto; N. W. Hartzman, Toronto; B. Ginsberg, Sturgeon Falls; A. Hickey, Peterboro; W. E. Maxwell, St. Thomas; H. G. Milne, Barrie; P. Roden, Toronto; J. Koletsky, Toronto; C. W. Doan, Niagara Falls; J. W. Tanner, Mt. Forest; J. G. Tanner, Mt. Forest; R. McGiffin, Ottawa; R. A. Stephens, Barrie; G. M. Farrington, Picton; A. S. Case, Montreal; H. G. Thurston, Bowmanville; W. Abramovitz, Toronto; L. H. Leeson, Aylmer; Lewis Greisman, London; E. D. Holliday, Simcoe; J. H. 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McDonald, Listowel; A. J. Morrish, Clinton; L. B. Glover, Campbellford; J. W. Hanna, Wingham; W. H. Elsie, Brandon; M. Segal, Toronto; G. Silbery, Toronto; M. M. Schultz, Toronto; B. Walker, Hanna, Alta.; J. Barnes, Toronto; T. J. Sheppard, Toronto; G. G. Sheppard, Toronto; W. H. Spencer, Toronto; J. Madill, St. Catharines; W. W. Wilkinson, Galt; Leo Danson, Toronto; L. M. Benson, Toronto; W. C. McMillan, Orangeville; J. A. Schinbein, Listowel; J. C. Munroe, Listowel; J. A. Renauld, Quebec; Harry Glover, Orangeville; T. A. Henry, Kitchener; C. A. Edwards, Toronto; J. R. Thompson, Toronto; Roth Eaton, Toronto; M. A. Brillinger, Toronto; J. J. Noad, Toronto; H. M. Shaw, Perth; J. H. Carruthers, Toronto; A. Rogerson, Toronto; C. F. Wilson, Toronto; A. C. Waggin, Kingston; A. E. Strasser, Toronto; W. J. Clarke, Windsor; Wm. G. Book, Brantford; W. H. Quinlan, Brantford; T. E. Weckham, Windsor; A. Rosenstein, Toronto; S. Stransem, Toronto; R. A. Macauley, St. John, N.B.; Mrs. C. S. 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(Continued on page 67.)

# Feature New Goods For Business

## Many Retailers Are Making The Mistake of Trying to Tempt the Public With Old Merchandise Instead of New—Knit Goods Manufacturers in Some Quarters Experiencing Good Times—Looking for Good Sweater Season

MANUFACTURERS' stocks are very low in nearly all the knitted goods lines. A representative from Dry Goods Review has just returned from a visit to manufacturers in Western Ontario, who all declare that they are only making according to orders. The large stores are asking for their summer and fall supplies quite eagerly but the small retailer is still holding back. One manufacturer declares that there is still about ten per cent. of the old high-priced stock in the country and that the merchants who are holding it, are feeling the stress more than they would have a year ago. These men have not the money to buy any more, their credit is getting low and the public won't take what they offer them.

The merchant is in a peculiar position just now. He would buy more if the wholesale houses would extend his credit and the latter cannot do this with the general attitude of the banks at present. When money becomes more plentiful, which of course depends on the crops almost entirely now, there is every reason to believe that Canada is due for better times. Certainly the post-war depression is passing and any lack of buying is partly owing to real money shortage rather than to antipathy on the part of either the trade or the public.

Some of the oldest manufacturers of knitted goods are following the policy of turning out only staple lines this year because they claim it is no time to take chances. Others are making only novelties with the idea that there is confidence in the air at any rate and the fact that both methods are being followed in almost every line, will do a great deal to reduce price-slashing among makers.

### One Traveller's Opinions About Novelties

The Toronto representative of one of the largest knitting mills in this country informed Dry Goods Review that he can sell anything that is novel, whether it be sweater, hose or undergarment. When his firm sends him out with staple lines, he cannot get a dollar's worth of business no matter what price he offers it. The reason he gives is that the people who usually buy cheap lines cannot buy at all this Spring. The manufacturer, the traveller and the retail buyer who cater to the people with money will get plenty of business while the man who urges only staples cannot get a profit and is lucky if he clears himself.

The principal thing to remember in featuring novelties, this salesman believes, is that the consumer does not know the actual value of them. In staples he has developed his shopping powers to such a degree, that he knows where every article shown can be purchased for so much less somewhere else. With novelties, he cannot make comparisons, for if several firms are making them they are not novelties very long. Novelty, moreover, depends on clever production rather than on intrinsic value. This is a point which retailers should keep constantly in mind. If a woman sees one of the new chiffon alpaca sweaters or a bathing suit with a decidedly different feature, she has no idea how much it is worth. And this is the only business worth while today, the only trade which is not cut right down to the bone.

Our informant says that the quantity of staple hose, sweaters and gloves on the market to-day at prices often less than half manufacturers' costs, is shocking. On the other hand, there are one or two firms which are behind on orders on new lines. The manufacturer of a high-grade novelty hose in Ontario has booked the following orders in the city of Toronto alone for the last three weeks: Feb. 27, $1950, March 6, $1700, March 13, $1825.

### Small Stores Featuring Price Rather Than Style

There is an epidemic of ridiculous sales in Canada. And what does it mean? Merchants admit they are not clearing their stock. One city in Western Ontario has a store which is displaying in its doorway this month, shoes for $3.95 which were bought from the maker for $6.50. Yet the proprietor admitted he was not disposing of half a dozen pairs a day. The windows of most stores are worthy of some of the side streets in lower New York. They contain nothing but cheap, unsought-for goods, goods which used to be bought by people who now have neither the money nor the sense of values.

This is the principal reason, was the opinion of more than one sales expert, why the big stores are doing more business in proportion than the small. The former are leaving those unable to buy alone and going after the people with money. The same thing is true of the specialty shops. The man who holds on to lines which are a drug on the market or tries to get business out of them while neglecting new things will be very much disappointed with his spring turnover. This holds true particularly in the spring. This season of the year tends to make people interested in style more than the fall season does. A walk down Yonge St., on one of these bright March days, would convince any retailer that the window full of values, real values, is not even noticed, while the window which attempts to breathe the spirit of optimism, style or exclusiveness, draws hundreds.

### Big Silk Sweater Season Expected

Both wholesale houses and retailers are looking forward to real business in silk sweaters this season. One man says that the trade will not have as big a demand as last year for the regular fibre silk. The tailored garment made in the piece on a straight machine and then sewn together is featured so extensively, and is so much better in appearance than the one knitted on a circular machine, that women are already asking for it. Moreover, it is about the same in price as the other. The big selling point is that it answers the demand for well-fitted garments in every line.

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Paisley is a new color this spring, not only for trimming but in self material. A gown recently worn in one of the big New York hotels was of paisley velvet with touches of gold worked through the material.

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### DELEGATES ATTENDING AMALGAMATED CONVENTIONS

(Continued from page 66)

Stewart, Belleville; H. C. Benson, Toronto; G. Buchanan, Wingham; H. A. Bonter, Toronto; D. Dawson, Toronto; G. Wallace, Guelph; J. Swan, Guelph; M. Bradley, Toronto; C. H. Brooks, Toronto; T. D. Buckham, Toronto; W. B. Hallam, Toronto; J. Ellwood, Toronto; J. O'Leary, Toronto; J. Fried, Toronto; C. D. Brown, Lindsay; F. M. Sutcliffe, Lindsay; H. G. Ashton, Toronto; J. Kussner, Cochrane; J. Seltzer, Toronto; M. E. Goldstone, Hamilton; M. Clear, Toronto; L. A. Teamerson, Toronto; W. E. Kelcher, Lindsay; S. R. Bews, Milton; H. J. Rush, Tillsonburg; L. H. Veale, Chatham; T. H. Grant, Orillia; C. Koechler, Clifford; M. R. Mason, Leamington; H. A. Cooper, Toronto; R. D. Imrie, Toronto; R. L. Hewitt, Toronto; W. J. Robertson, Toronto; C. Singer, Montreal; G. Gibson, Bracebridge; S. A. Morgan, Hamilton; C. R. Shannon, Hamilton; R. H. King, Wingham; G. A. Glover, Toronto; C. L. Adams, North Bay; F. Dunkelman; E. Offstein, St. Catharines; W. G. Hall, Toronto; A. J. Blackburn, Georgetown; Mrs. Shilbery; M. Schilbery; J. Byers, Toronto; L. R. Tobey; W. S. Moore, Hamilton; R. H. Moren, Prince Albert; E. R. Vermilyea, Toronto; J. Margolise, Montreal; J. H. Tucker, Toronto; C. D. Beer, Toronto; W. E. Farrell, Fredericton, N.B.; R. Dickey, New Toronto; E. Terrill, Mount Dennis; L. H. Walker, Toronto; A. F. Bremer, Toronto; L. Lazaernez, Brantford; H. E. Henderson, Malone, Strathroy; C. M. Wardell, Huntsville; J. Nickelle, Huntsville.



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**For Infants and Children**

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Newest styles and latest colors.

As always only the best yarns are used.

***PROMPT DELIVERY***

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**Sales Rooms: 66 Wellington St. West**

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Can we ask for than the ever-recurring demand for our hosiery? Satisfaction breeds business.

In every color, every texture, always in stock.

Send for samples of our Silk Hosiery with Embroidered Clocks.



***Order Now for Easter Trade***

## A. Burritt & Co.

**Mitchell, Ont.**

Established 1875

Manufacturers of Sweaters, Pure Camel Hair Men's Seamless Gloves, Pullovers, Toques, Boys' and Men's Ribbed Worsted Hosiery.


MONARCH-KNIT
THE MONARCH KNITTING COMPANY LIMITED.
REGISTERED
Hosiery
THE HOSE that Completes the COSTUME
The best hose on the market to retail at $2.00 and upwards is our
NO. 485
with 18-inch silk boot, ribbed top, reinforced soles, heels and toes, fashionable seam back.
Write for samples and prices.
Sold by Most Good DEALERS
Made in Canada by
THE MONARCH KNITTING COMPANY, LIMITED
DUNNVILLE, ONTARIO.
FACTORIES AT
DUNNVILLE, ST. THOMAS and ST. CATHARINES in Canada, and BUFFALO, N.Y.




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# Underwear for Men and Boys

*"Finer, Softer, More Elastic"*

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Look Here and
There at This Line and that Line and
This of some buy

And some of that and end up
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## FOR FALL 1922

### *Standardize on*

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| Silk | Chamo Suede |
| Hosiery | Gloves |
| London Knit | Queen Quality Silk Gloves |
| Cotton Lisle, Silk Lisle | Silk Lingerie |
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C. & A. G. Clark, 35 Wellington St. W., Tororto, Ont.

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**PEERLESS UNDERWEAR Company, Limited**

**Controlled by**

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*Every sale invites another.*

ATLANTIC
UNSHRINKABLE
The UNDERWEAR
*that Overwears*

ATLANTIC UNDERWEAR Limited
MONCTON, N.B. 45

E. H. WALSH & COMPANY
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# PERSUASION
## Unnecessary



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Bathing togs will soon be in demand, and we are preparing a unique line of bathing suits for men, women, boys and girls.

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Limited

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# 1822 Hit Your Grandfather!

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Amazing analogies, interesting and romantic, valuable as historic parallels, showing how our ancestors coped in 1822 with the problems we are facing in 1922, are depicted in

## "Ovington's Bank"

**By Stanley J. Weyman**

in the

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By AGNES C. LAUT

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The soft, silky texture of the wool gives warmth without causing perspiration and is free from any irritating adulterant. Little Darling Stockings are knitted from two-ply yarn—with heels and toes of silk to give greater wear.

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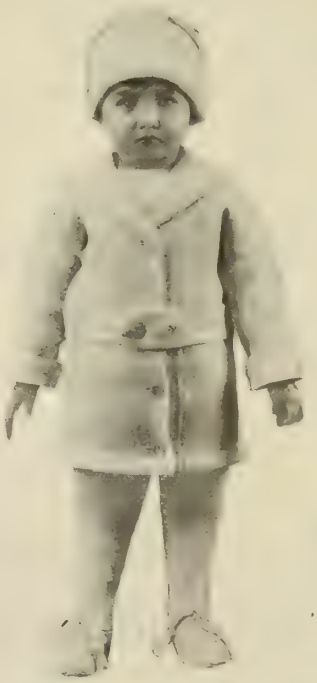
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# PRISCILLA

## Knit Goods *for* Kiddies



now obtainable in link-and-link purl stitch style, reproducing perfectly the best hand-knit garments, will get you the mothers' trade.

Why not a Children's Section in your store, with a complete line of Priscilla Woollies to attract the mothers?

Suitably displayed Priscilla Woollies will make sales for you every day. Just try it.

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# MOYER BASEBALL UNIFORMS



Style No. 1
V Neck with silk braid trimming and felt inset collar




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V Neck with felt trim and collar inset



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Felt peak and button with eyelets

## Write For Folder of Complete Range



Style No. 13
Felt peak and button; no eyelets



Style No. 14
Any Two Colors

You can easily get the worth-while profits which come from selling uniforms to local baseball teams.

Our styles and patterns appeal to the players. We supply shirts with any monogram or lettering desired. Our complete illustrated folder shows all our various designs. The special order blank and measurement chart which we send with the folder make it easy for you to get everything just right.

We will also send, on request, samples of the materials.

Keep in touch with us. Any inquiries from your vicinity will be referred to you.

Our range includes three grades — Junior, Intermediate and Senior.



Style No. 10
Any Two Colors

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**Also Manufacturers of**

**Bathing Suits - Soccer Uniforms - Boy Scout Uniforms**

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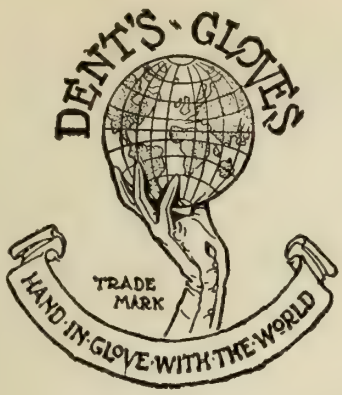
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***Prompt attention to Mail Orders***

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323 Bleury Street, Montreal

# Coming Season of Novelty Ribbons

## Importer Believes There Will Be a Shortage of Raw Silk Materials on Account of Drought in Italy—Metallic Ribbons in Demand —Monkey Fringe Featured for Fall—Fad for Veils on the Increase—The Solid Colored Handkerchief

"I AM very much afraid that there will be a shortage of raw silk materials before next fall," a Toronto importer informed Dry Goods Review. "Already I have to wait 4 or 5 months for delivery instead of 3, for all my imported silk ribbons. Trouble is due to the fact that raw silk used in America comes from Japan. Europe goes to Italy for most of hers, because European manufacturers, particularly the Swiss and French, have never been quite satisfied with the Japanese product. Now they will be forced to buy in Japan. This will not, I think, cause very much change in price, because with some extra effort the Japs can easily supply the world but it will mean serious delays in the period of readjustment. In a recent letter from our foreign buyer, we were told that the Italian mills are only working 2 or at the most 3 days a week and it is unlikely, even if rain does come now, that the damage can be checked."

As far as business in ribbons goes, wholesale specialty houses say that they have done more business this year than last, in fact they were looking forward to a record year, until the shortage began to be felt.

**Novelty Ribbons Replacing Staples**

Next fall will see the biggest season the novelty ribbon business ever had. Importers are not laying in very heavy supplies of staples because they believe that even in the cheaper lines, the trade will not ask for them. Whether it is for millinery, or for ready-to-wear garments including underwear, people are asking for the fancy lines. And Paris is turning them out to suit the most fastidious.

One of the strongest of these is the metallic. It comes in the very wide and in the narrow lingerie ribbons. It is plain or combined with cire, corded or plain. One very interesting sample is 8 inches wide, has a Roman stripe ground and a metallic edging. Another red cire ribbon with picoted edges of metallic. A third had the centre strip of metal and its edges were of the plain material shirred to resemble a ruffle. Some of these metallic ribbons are treated to give them a cire finish. Many of the very narrow ones have plain centres but always the metallic edge in some form or other.

It must not be thought that this craze for metallic has thrown cire ribbons into the background. "Next season will be another cire season, only more so," a Toronto buyer just back from France, declares. He believes that the Spring will be one of high shades to the exclusion of all others except black, which is good in millinery. The dress houses are ordering all the fancy narrow ribbons in the bright shades that they can get.



*SOME RIBBON POSSIBILITIES*
*are cleverly afforded by this group of handbags developed in satin or Jacquard ribbons, mounted upon tortoise shell or fancy metal frames. Black or navy blue are most favored for colors, while the frames are often red or black.*

**Monkey Fringe Stronger**

Recent shipments from Paris, bring, in almost every case, large quantities of monkey fringe. Though the trade saw a little of it this winter, it was not well known generally and for that reason importers are using it as a feature for next fall. This novelty has the fringe on both sides of the braid. Its purpose is to be used double, one row running up and the other down but it can be cut through the centre and sewn on in the ordinary way. It comes in varying widths—that is from less than an inch to four or five inches.

**Bramleys and Tuxedos Still Good**

The Bramley collar, of which we said so much last month, is still "le dernier cri" in neckwear, with the Tuxedo giving a very close chase. Those which have a sprinkling of eyelet work, are probably among the best, particularly as the season for lighter clothes advances. Vestees of lace and lawn are shown by one or two Toronto manufacturers, who intend to stress them very strongly when the sweaters are worn on the street. Some have collars and cuffs to match and others have not. Even though the slip-on sweater becomes more popular than the coat style, these vests will be very essential, because the V neck is cut so becomingly low.

The Portsmouth and sailor collars for children are being ordered in very good time this season. One dress accessory house declares that they have sold more now than they had at this time last year. The navy and the light blue are a little better than the red.

**Veiling People Puzzled**

Veiling houses have, so far, sold more separate veils than yard goods. Whether this will continue, depends on the Easter hats, and, as milliners declare, that neither the large nor the small ones will have precedence, there is every reason to think that this will be a year of both types of veils. One importer believes that no merchant can make a mistake in getting in a good supply of both. The fad for veils is

(Continued on next page)

# Still Lively Demand For Girdles

## Unprecedented Sales Have Been Made by Some Houses—Higher and Larger Spanish Combs For Next Season—Metal Introduced Into All Laces—Popularity of Dotted Veils—New Process For Making Pearls

STILL THE trade are ordering girdles. Girdles of every kind, short, long, narrow, wide, beaded, nickel-trimmed, cheap and expensive—anything that answers to the name of girdle, is good. As in everything else, the high shades are best, with probably the new red, known as pigeon blood, one of the strongest. The necklace craze is strong as well. In the cheaper lines there has been great favoritism shown the West Indian necklace of late. This consists of the persimmon bead and the Black-eyed Susans, which are very effective when strung together. One Toronto house has disposed of five gross of girdles and three of necklaces to the Canadian trade in the last three weeks. This includes, of course, the girdle business done with the ready-to-wear houses.

### Spanish Combs Next Fall

A buyer for a wholesale house in Toronto gives it as his opinion that the Spanish comb will return with renewed vigor for next winter. The new ones will be higher and larger than those of last year and the color combinations will be quieter. Black and grey will be very good.

### Chantilly Laces Being Talked

Despite the many opinions that radiums and Spanish laces will be shown next fall, there are one or two importers who are placing their faith in Chantilly. There was a certain demand this year, just enough to encourage them for the next season. The laces of this kind now in Toronto are very beautiful, and come in the white and cream shades as well as black.

Gold laces are plentiful and metal of all kinds is introduced into lace for next year. The wool laces of which we spoke last month are being imported by nearly all the lace houses, but they are confining themselves to the white and ecru so far. Designers in New York give it as their opinion that the very brightest colors in laces will appear again as a result of the general trend toward high colors.

Two tones are being used very effectively in the Spanish and radiums already; for example, henna is shown on a dark ground and gold flowers on black net. Black and white is good in the Chantilly ones, white flowers being featured on a black ground. Valenciennes and Venise lace are asked for, but there has been a lack of interest in filet, except in one or two patterns.

### Dotted Veils Best

French dot veils are the smartest thing in Toronto in the veiling line. Combinations are very strong, particularly red and black or blue and brown on tan. Other colors which are selling are: orange, jade, nickel, red, henna, Copenhagen. The hairline and the hexagonal meshes are preferred. Chenille dots in medium size are good while scroll veilings are losing their prestige, Dry Goods Review was told.



*Both these flowing style veils indicate the trend of design this season. Embroidered and lace effects are smart, particularly upon large meshes. Color contrasts in sports shades are likewise much favored. Veils shown by courtesy of the Van Raalte Company of New York*

### New Process for Making Pearls

Within a very short time, the famous blue-white pearls made by the Parisian manufacturers, Conhagen and Niguet, will be sold by a representative in New York. The process employed in making these is very interesting: no gelatin is used as in other imitation pearls. They are guaranteed against destruction even by a 24-hour immersion in boiling water, acid or exposure to strong sunlight. Only by deliberately picking it off, can the coating be destroyed. They weigh the same as real pearls of the same size. A glass stick is heated to the melting point and dropped through a copper tube onto a copper wire. The wire is hand turned until the bead is shaped. There are from ten to twenty on one wire. They are then cut off separately and dropped into a chemical solution. After twenty-four hours the wire is dissolved and the bead remains with a hole in the centre ready for threading. The beads are then treated with various chemicals before coating. Sixteen coats are given, the last one being from a secret preparation, which gives the iridescent shine of an orient pearl. The finish is either white, opal or milky.

### COMING SEASON OF NOVELTY RIBBONS

(Continued from previous page)

increasing if anything and will continue until the warm weather arrives.

Manufacturers declare that they will not be unprepared this year for the organdy and muslin season. There is a difference of opinion as to which will be the stronger, the plain or the spotted. Certainly the summer will begin with the spotted ones, which were so much in demand late last year and so difficult to obtain. One importer is preparing for a later call for plain materials, which may not reach him until the middle of July.

The handkerchief houses are going hand-in-hand with the fabric people. They are making quantities of handkerchiefs of solid color for wear with the muslin and gingham dresses. They deserve commendation for the way they have harmonized their colors with those of the ginghams and organdies. Some of the strongest shades in handkerchiefs which indicate as well the best dress colors for this summer, are: Periwinkle, Cornflower, Pumpkin, Canna, Tiger lily and Verdigris.

# New York's Latest Accessories

## The Envelope-shaped Bag—Double Purses With Entire Side Equipped With Looking Glass—Periwinkle Blue in Leather Bags —A New Accessory for Men—Neckwear Shown in Gayest Colors —Strong Demand for Checked Gingham

ENVELOPE shaped hand-bags dominate the fancy goods counters this month in New York and appear in a wide range of sizes and fabrics and colors, but always with the flap which snaps over the frame of the bag proper. Fabric bags are shown at present and leather promises a greater vogue a little later, particularly in the new dyed leathers of most vivid hue, ranging from scarlet to perwinkle blue, fuchsia and purple. The few black bags seen are usually enlivened by the use of strappings of scarlet, or else with jade clasps, silver corners, carved ivory trimmings, etc., and their linings fairly baffle description. Gros grain silk moire is a new and popular fabric for making envelope bags of medium size furnished with a heavy braided cord handle and two tiny tassels. An outside pocket is a practical feature of these bags.

Very novel bags are shown in such leathers as red Safian, Artcraft tooled effects and blue willow calf, usually finished with silver or gold corners and clasps. Fittings in these bags are rather elaborate, usually enamelled in cloisonnee effects and gold plated. Fittings are often sold separately in these more costly bags, since women nowadays usually have a supply of them which are too good to discard. Therefore bags may now be had without fittings although supplied with pockets for the same.

### "Reducing" Mirrors Used in Bags

Double purses are a new fad noticed also and are exactly like the usual oblong strap purse, except that they can be opened on two sides and contain a mirror, etc. Vanity cases and tiny oval hand bags are delightfully different this spring being supported by the slenderest chain or cord and having no bulk whatever. Other unusual shapes were the new six-sided bag with metal trimmings done in a petal effect overlapping the edges. A "water bottle" shape attracted attention developed in dull grey leather, while many really practical shapes lined throughout with real leather were shown with as many as 6 different pockets. Mirrors accompany every bag and are attached in various ways. A new idea is to have the entire side of the bag or vanity case made of looking glass which reduces the reflection so that the owner may behold her entire face from chin to hair and not a few inches of it, as is the aggravating habit of ordinary mirrors.

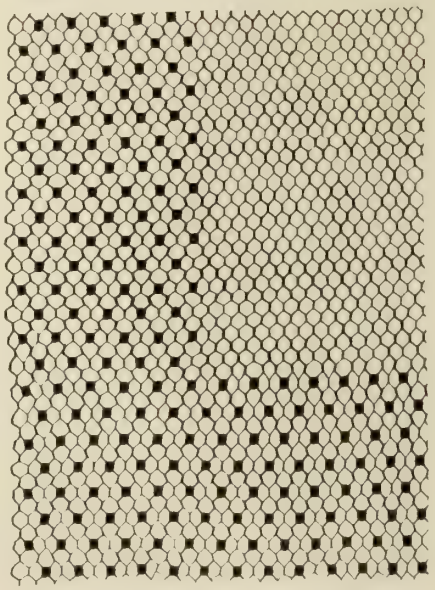
Velvet bags were also shown. Their linings were mostly of shot taffeta and they were finished with fancy clasps of carved ivory or jade. One clever novelty was a carved Buddha plaque attacned at the side of a black chiffon velvet pouch bag, the eyes being inset with emeralds. Another was finished by a clasp representing a jade cat perched on the frame. Satin bags were puffed into dainty shapes caught by gold mounted corners and usually strapped across by a gold mounted panel.

Periwinkle blue is the leading tone of the moment in leather bags as well as fabrics. The newest fad in bags in this leather was called "Pandora" and features a triple frame, two compartments and in the centre, a mirror and writing pad attached.

A few very lovely beaded bags were seen, mostly on shell frames or with draw strings. Oblong shapes were interesting in beaded effects and possibly have something to do with the prolonging the fad for beads.

### Leather Smoking Sets

In leather novelties for men there appeared to be an endless variety of card cases, cigarette, cigar and match holders, wallets and paper folds, etc. A practical novelty consisted of sets of three articles including cigarette holder, a case for cigarettes and smaller one for matches all fitted into a neat case flat enough to fit into a man's pocket. Four-piece sets were likewise shown in shark skin, a wallet being added to the aforementioned trio. The popular leathers featured were seal grain, moire grain, crepe grain, pearl grain, walrus, pinseal, cobra, shark, polished pinseal, sealgoat, levant seal and sea lion. Patent leather was strong in all sorts of shapes principally in combination with bright colors.



*This is one of the best veilings for the Easter hat. It is in hexagon mesh with a Sen-sen or Russian net border. The veil itself is 42 inches long.*—SHOWN BY THE CANADA VEILING CO., TORONTO.

### Neckwear is Gayly Colored

The prominence given to vestees or waistcoats this spring is an indication of the fact that sports clothes dominate fashion from headwear down to shoes. And not only does style set the keynote but emphasis is also afforded by the fabrics chosen and the colors introduced. Ratine is to make its bow as a neckwear fabric this spring and comes in plain vestees or in more elaborate gilet styles trimmed with pipings or braid in a sharp contrast. Two-tone ratines and also the bold stripes are utilized in this way to evolve tuxedo collar styles and mannish effects with open front. Regulation collar and cuff sets are likewise developed in ratine.

Collar developments, by the way, promise some interesting study this Spring for already the youthful Brandley styles are being rivalled by the introduction of a roll collar with points over the shoulders and a V shaped neck opening.

To return to the fabrics employed, it should be noted that striped mohair, basket weave cotton material, krepe knit, gingham, linen, organdie, Swiss eyelet embroidery, pique cotton crepe and various novelty wool effects are all decreed for neckwear this spring and are variously adapted for wear with dresses, suits, or tub frocks.

### Checked Gingham the Rage

A word should be accorded to the vogue for checked ginghams which has reached the epidemic stage in New York already. In the smart shops one sees quantities of red, blue, green and lavender checked ginghams made up into vestees, guimpes, sets, etc., and variously trimmed either with rufflings or organdy or rick-rack braid, or else merely piped with white. Gingham has become an obsession and not only is used for neckwear but also forms the fronts of blouses and even hats. It is most effective when used sparingly in the finest qualities and of all shades perhaps the red and white checks of large size (2 inches) make the smartest accessories.

It should be noted, however, that plain linen is counted among the smartest fabrics and in natural color with unusual pipings it ranks among the leading novelties.

# Umbrella For All Occasions

## The "Snappon" Has Come to Canada—Umbrella of Many Covers—Burglar Proof is One of Its Features Because Frame is no Good Without Cover That is Removed

THE "SNAPPON" umbrella which has caused such a stir in the United States, is now being sold in Canada. Its merits have been widely advertised in the American daily papers and in the motion pictures by the Selznick Co. The Toronto firm which is showing the "Snappon," declares that every merchant who has seen it, has expressed approval. Toronto stores will begin selling it in the next two weeks and travelers are out now to show it to the general trade. The big point, of course, is that the cover may be put on and taken off in a minute. Another advantage is the price. A "Snappon" umbrella costs only seventy-five cents more than the usual, high-priced one. The manufacturers are turning it out in the latest designs, with tips and point to match handle. The handles come in bakelite, silver, ebony, amber and the usual materials.

The inventor of this umbrella is a woman, whose name is Miss Louise Henry, but who has been nicknamed "Lady Edison." She comes from Memphis, Tennessee andis a kinswoman of Patrick Henry. This is only one of several inventions of Miss Henry's, the most important of which are: a vacuum ice-cream freezer which is decorative enough to be brought to the table and is free from mussiness, a handbag with half a dozen adjustable covers, a vanity case that fits into the handle of an umbrella. She has her inventions patented in four different countries and she is president of several incorporated companies.

This invention is something which should attract much attention to the ordinary umbrella counter. For the woman who wants to buy a good one, there is not one feature in the ordinary umbrella, which this one cannot answer for. For the woman who is thinking of economy first, there is the big point that it can be replaced by a new cover cheaper than the old can be recovered.

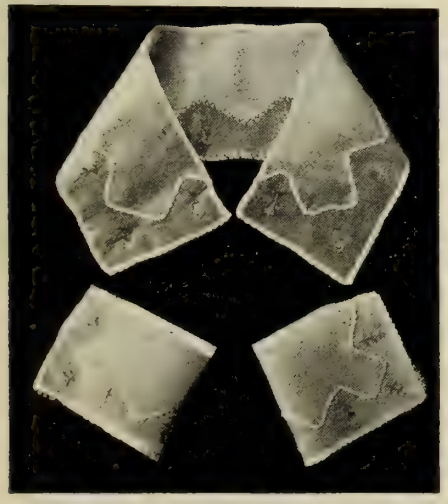
It will wear longer as it can be readily removed from its metal frame, when not in use or after being wet. Every salesman admits that the frame should be wiped after using, but this is a very difficult matter with an ordinary umbrella. Moreover, the stretching which silk or cotton is subjected to when not in use, is very hard on it.

The customer who wants his or her umbrella recovered can have it at once instead of waiting for a week or two while it is being sent to the factory to be recovered. It has six covers, black, navy, green, brown, taupe and garnet and therefore comes fairly well within the range of all the shades in fashionable use. These covers can be cleaned easily in gasoline.

Any handle may be attached to a "Snappon" frame, although the makers are showing twelve handles suited to any color in covers. The snaps moreover, are not the usual kind, which come undone at inopportune moments, but fit very snugly and are rust-proof. There are as well, little clips in the centre of each seam to fasten them securely to the ribs. The cases to hold the covers have elastics in the top to hold them neatly and securely to the frame.

The point about the detachable cover preventing destruction through holes being shoved into it by other umbrellas, is considered by some salesmen as another good selling-point and the fact that it is practically burglar-proof, when left standing stripped of its cover, is good too.

The covers go to the retail trade six in a box. These are rolled and placed side by side in waxed paper, each paper being the color of the cover it encloses. The space saved therefore is a big feature to the man whose counter is small.



*An organdy collar and cuff set in mauve and white. The white ric-rac braid is stitched on with black thread and the floral design is embroidered in two colors.*—SHOWN BY BATES AND KEIR, PETERBORO, ONT.

### FRINGES FEATURE RESORT STYLES

The fringe idea applied to various garments is reported to be one of the oustanding features of the resort styles. Fringed skirts are perhaps the most popular application of this fashion, but the fringes also appear on caps, dresses and suits. Side trims are often worn. Some of the lace importers are now showing wide scarfs in colored goods that have fringed ends. The new style is welcomed in the garment trade because of the comparative cheapness of such ornamentation and the excellent effect obtained.



*Here is the new Snappon umbrella described in the accompanying article. The picture was taken just as a young lady was adjusting her brown cover to the frame. The handle, points, tips and leather strap are along the lines of the newest designs offered this Spring.*—SHOWN BY THE BROPHEY UMBRELLA CO., TORONTO.

Sweeney of the International Journeymen Tailor's Union of America is conducting a campaign against the return to the piece work system in the establishments of clothing manufacturers. He says that 75 per cent. of the members of the Union are on the weekly wage system.

### PASS THEM ALONG

**Mr. Merchant! There are many clerks in your store who will be interested in the series of articles on show-card writing, to commence in the April issue of Dry Goods Review. These will appear in the Equipment & Display section. They are to be written by an expert. Will you see that the clerks in your organization are given a chance to read these articles?**

# Ribbons Used for Many Purposes

Ribbons have come into their own this Spring and are endeavoring to supplant the more familiar fabrics for the creating of dainty and yet practical articles of personal and household use. Discussing conditions in the ribbon market in New York this month, Dry Goods Review was informed that the outstanding feature of the season is the demand for quantities of narrow fancy ribbons in place of the ultra wide effects of some seasons past. "It is now considered smarter to contrive a girdle out of 60 yards of baby ribbon than out of two yards of wide ribbon," explained a representative of a leading firm, "and we are kept busy devising ideas with which to stimulate sales in narrow ribbons because they can really be used in many unusual ways hitherto unthought of."

Most New York firms maintain a show room and work shop in connection with their warehouses in which ribbon buyers are enabled to study the numerous new ideas created out of ribbons and which cannot help but stimulate sales in any ribbon department. The fad of the moment in early March in New York was for periwinkle blue and in consequence the show room of this ribbon house was filled with girdles, bags, hats, vestees, garters, camisole tops, powder cases, etc., developed in ribbon of this bewitching color, both alone and in combination with such exquisite contrasts as "lipstick" red, and "dent de lion" yellow.

### Feather Edge is New

The most popular ribbon was said to be a narrow "cable" with feathered edge, which is used in many strands together to form an effective girdle, finished at each side with full rosettes from which hang long streamers to below the skirt hem. The side panel effect is thus achieved and this is both smart and becoming to all figures. It requires exactly 60 yards of narrow ribbon to complete such a girdle. Another style of girdle made of narrow ribbons was in periwinkle and red in side panel effect also, the contrast being achieved by making flowers out of three inch squares of ribbon and rolling them on the bias to form petals which were made into large flowers and laid flat along the waist portion.

Entire hats are covered with narrow ribbon which is woven together in lattice effect to form crown or brim. Another type of weaving by means of looping one color through another is effectively employed in a narrow girdle, and very dainty camisole tops are shown developed in several strands of narrow ribbon latticed together all round with a double strand shoulder strap.

### Crepe Texture in Wide Ribbons

Crepe ribbon is one of the newest novelties in wider widths and is much in demand for swathing the crowns of summer hats. This ribbon comes in widths about 9½ inches and is essentially a crepe de chine texture, ideal for forming crushed or draped girdles, etc. Very vivid "bayadere" stripes in ten inch widths are strong for scarves or hat trimmings, particularly when fringed out at the ends. Wrist watch ribbons are very rapid sellers it was said, particularly the new style which resembles elastic webbing, with the ribs running lengthwise. It is made in black, gold, platinum and all colors.

The vogue for boudoir accessories has greatly stimulated sales in ribbons and all the pastel colorings can be counted upon to sell if properly designed models are shown for copying purposes. Spring is essentially the season for promoting sales of pink or blue ribbons for baby needs, and many exquisite little trifles can be devised by sales people out of remnants.



*One of the novelty ribbons which have just reached Toronto from Paris. This one portrays the famous subject "Youth." The combination of silk and metal resembles a tapestry. The design is seven inches deep and the ribbon nine inches wide. There is a three inch space of solid color between the motifs. This ribbon has a purple ground, the figures are in gold and the borders in green and gold. It comes in other combinations such as blue and silver and black and gold. It is being specially featured for girdles.—* SHOWN BY RIBBONS LIMITED, TORONTO.

# Vogue for Fancy Handkerchiefs

### New York Showing Them—Gloves in Montreal

No bulletin of Spring accessories is complete without comment upon the vogue for fancy handkerchiefs which is still on the increase. In New York the demand is entirely for brightly colored effects whether of linen, lawn or some new fabric such as pongee. It was said that the solid color effects are not quite as new as the colored bordered handkerchiefs, the latter being mostly of gingham, linen or net edges applied to plain white. Solid gingham handkerchiefs are very popular, however, especially in medium size checks. The use of net "footing" to edge cotton handkerchiefs is popular, both on white and colors. Pongee numbers are shown by all the department stores mostly in plain styles with a colored hemstitched edge. The demand just now is for handkerchiefs which retail for 25 cents apiece, it was said.

Just arrived in Montreal are some very lovely and unusual novelties in long French kid gloves for evening wear. These will undoubtedly prove of unusual interest to the trade in connection with early fall orders. These gloves come in 16 or 20 button length in three shades, white, champagne and beaver, fastened with Cleopatra pearl buttons. Down the entire backs of these gloves a most unusual design of hand embroidery is carried out, including such motifs as orchids, bluets, forget-me-nots or wheat ears, as well as edelweiss or poppies together with a delicate tracery of chain-stitching which forms the foliage. Some motifs are done in silk, others chenille and still others in ribbon applique and the colors are natural and exquisitely beautiful. All the work is done by hand by experienced French workers and these importations are the first of their kind to reach Canada. They cannot possibly become common or even duplicated by reason of their extreme delicacy and cost of manufacture, but are likely to prove a sensation of the season in glove circles.




## Fine Leather Gloves

## Silk and Fabric Gloves

## FOR SPRING

There is still time to obtain your requirements for Easter if you order at once.

Incidentally, we repeat, Acme gloves are noted for their style, fitting qualities and fine workmanship.

*—and the prices are right.*

**ACME GLOVE WORKS, LIMITED**
**Montreal**

# *Easter Novelties—Women's Neckwear*

## Bramley Sets

Many new innovations in colored linens and colored organdies.

## Vestees

In net and effective colorings of organdy.

## Gilets

Specially adapted for the Spring suit in net and organdy.

## Dress Sets

To relieve the sombreness of Spring colors, in wide variety of color and style.

***See our Salesman or Write for Assortment***

## Phoenix Novelry Company

New Address

22 Duncan Street at Adelaide TORONTO

# Removal Notice

# HODGES & LETTAU

**Are removing on April 14th from 232 McGill Street to larger and finer quarters at**

# 14 ST. HELEN STREET, MONTREAL

Foremost in the veil demand this Spring, will be the new two-tone veilings, now being shown by us in novel and distinctive designs. You will do well to inspect our comprehensive assortment before replenishing your stocks.

Hodges & Lettau Veilings have that chic, Parisian touch, which causes them to sell readily.

***Dynamo Tulle in all the leading shades in stock.***

# A Delightful Surprise

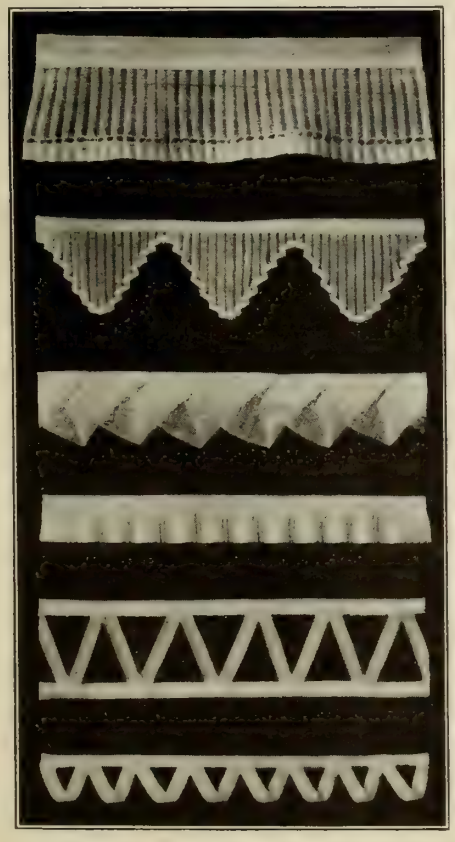
Awaits the buyer who has not seen our Spring line of Sport Toggery.

We lay no claim to superlative qualities. We prefer to let our creations speak for themselves.



## Neckwear for Easter

Bramley Sets, Vestees, Gilets and Guimpes in a complete range of modish materials—displaying the newest of the season's innovations.



## Pleatings

In Organdy and Net. Popular this year as the finishing touch to frocks of gingham and organdy.

## Belts *and* Girdles

We are showing a wide range of novelty girdles in bizarre effects and artistic design. Also a complete assortment of patent leather and white kid belts.

# Dress Essentials Ltd.

***Originators and Manufacturers***

Toronto 14 Breadalbane St.

# GLOVES

*Manufactured by:*

## Julien Giguet

**2 Cours des Chartreux, Lyons**
**FRANCE**

Compare the prices and variety of these gloves—

CHAMOISETTE (Ladies and Men)
LISLE THREAD (Children)
SILK (Ladies and Men)

Their strength and iron wear appeal to the thrifty and the elegance and fit please the fastidious.

Shall we send you samples and quotations?

**Sole Agents for Canada:**

## M. CHASSAGNE, LIMITED

45 St. Alexander Street
MONTREAL



## Finnie's Distinctive Easter Neckwear

Our latest Neckwear showing presents many novel ideas in Vestees, Collars, Guimpes and Cuff Sets, including all the new materials such as Handkerchief Linen, Ratine, Ginghams and Organdies.

The prices at which you can retail will be an attractive feature.

**We invite your inspection.**

## A. B. FINNIE & CO.

**421 Union Avenue**
**Montreal**

THE HOUSE OF B STYLE & SERVICE

***THE SEAL OF SUPERIOR SERVICE***

# *Easter Demands*

**Newest creations in the various lines of merchandise you carry.** Are you prepared in the matter of

Spanish and Radium Allovers, Flounces and Edgings in black and leading colors.

Fancy colored ground Handkerchiefs neatly embroidered in various combinations.

Lace and Embroidered Neckwear. The latter in white, tan and colors. Cambric, Organdy and Pique grounds, Tuxedo and Bramley shapes.

Individual Veils in the new braided and Radium effects, also Chenille and Shetland numbers.

Plain and spotted Organdies and spotted Muslins in various combinations.

We are well stocked to supply your requirements in any of the above, in addition to regular Vals, Guipures, Torchons, etc.

**Call or write us**

**MAIL ORDERS GIVEN SPECIAL ATTENTION**

## WESTLAKE BROTHERS LIMITED

**24 Wellington St. W., - - TORONTO**



## *Introducing Little Wonder Junior ---a Waist for Babies*

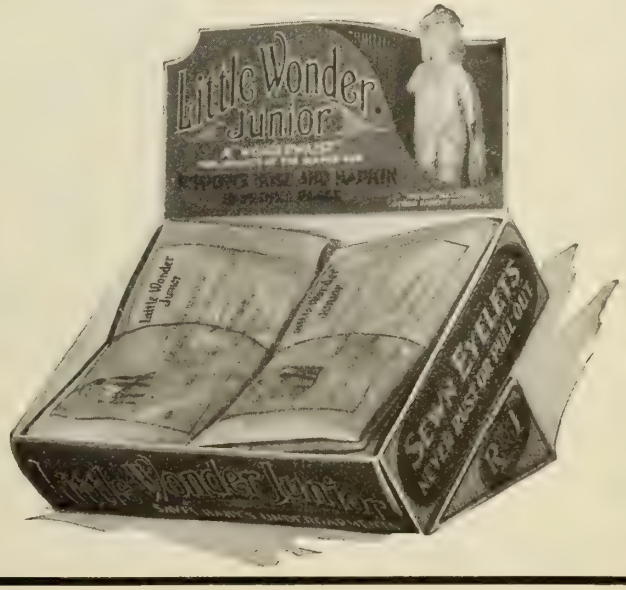
# *A Mother Designed It For The Mothers In Your Town*

**Little Wonder Junior is a waist for babies,** — a waist thought of by a mother who was tired mending shirts torn and ripped by diaper pins. Knowing we had for years made fine waists for the older children she brought to us the idea of making a waist that would support both hose and diaper, a waist that would furnish extra warmth for the baby in Winter, and take the place of the shirt in Summer.

So of fine cambric we constructed the **Little Wonder Junior.** We made it strong,—we reinforced every seam,—we made the four tabs of double thicknesses of cambric, taped the edges, embroidered the pin-holes so that they could not ever tear.

We made two sizes—No. 1 is for the very small baby,—No. 2 is a bit larger, for the baby who is being weaned away from the diaper, and wears "panties" on state occasions. So there are buttons on the larger size, to support those "panties."

**Both sizes have four tabs, with embroidered pin-holes, to support both the diaper and the hose. They come a dozen of each style in the box illustrated below (which makes an excellent display-cabinet when opened), each garment packed in an individual glassine envelope,—sealed for cleanliness, yet visible.**




***The Price of Little Wonder Junior (ask for style 400) is $6.00 per dozen, terms 4% 10 days F. O. B. Montreal.***

**Manufactured by The R. & J. Waist Co., New London, Conn., U. S. A.**

*Sole Distributors in Canada:*

## GREENSHIELDS Limited

MONTREAL

# Apt Slogan For Brassiere-Corsets

## All Women Some of the Time; Some Women All of the Time—New Drive Being Made for Stout Business—Trying to Give a Better Service—Some New Fabrics Are Being Shown

A WELL KNOWN American firm which specializes in brassieres has invented a slogan which is particularly well adapted as a selling point for corsetieres to use this spring in connection with the sale of the new combination brassiere-corsets. It runs "All women should wear them some of the time, and some women should wear them all of the time."

The first part is emphatically true and opens up a tremendous number of possibilities for the energetic sales woman who desires to interest all types of customers in her new stock. It is a fact that young or old, stout or thin, everybody can wear the new style of undergarment for some purpose or other but not as a permanent style unless nature has especially endowed them with the right type of figure. The manufacturer who originated this slogan is a strong believer in the theory that women will never return to wearing heavy and cumbersome corsets and he advocates experiments with various styles adapted to wearing alone or in combination with a light corset as a profitable idea in any corset department.

The hardest thing a corsetiere has to do is to convince a woman that no corset is suitable for all round wear. For this very reason it will be possible this season to interest many women in the new corset-brassieres, who have hitherto considered them as being altogether too light or not sufficiently supporting. The cost of these new garments is not high, and from an economical standpoint, it will be a better investment for any woman to purchase both a corset and brassiere-corset at the same time, and wear them interchangeably, than it would be were she to put all her money into one garment. Everyone knows that a corset will wear twice as long if it is not used every day and all the time, and furthermore, when a light weight style is employed for lounging or sports wear, as well as for housework, the corset retains its good lines for an infinitely longer period than otherwise it would.

### Uses for Flattening Models

This season the range of novelty brassieres has become unusually large, and many women are not even familiar with the different types on the market, or what particular benefits are peculiar to each style. Here is another opportunity for the corset department to demonstrate, and behind which the possibility of increased sales lies. For example, this spring the pull-over sweater is especially smart and is being worn by many women together with little puritan collars to soften the round neck line. It is impossible to wear these sweaters unless the new flattening brassiere is adopted, and in New York many of the stores are featuring them side by side. This plan should be tried out in Canada where the pull-over sweater is only now coming in, and is generally found unbecoming simply because no corsetiere seems to have taken the trouble to point out this easy remedy. Even large figures take on a trim boyish look which is both youthful and comfortable, when this new type is adopted.



*STEP-IN COMBINATION OF ITALIAN SILK*

*Made in black, pink, corn, orchid, naturelle, peache, with black ribbon straps and piping. Designed for all year use. Comes in sets of same design.*—SHOWN BY COURTESY OF THE PERRIN KAYSER CO. OF MONTREAL.

### New Fabrics Shown

There are many new fabrics on the market this spring in which ordinary bandeaux and flattening brassieres are developed. Among them are Swiss embroideries, novelty nets and brocades, cleverly reinforced by under linings of net to give the necessary strength. Quite a number have elastic diaphragm bands to take care of the flesh at the top of the corset, and some have conventional cut-out shoulders which are undoubtedly best for fleshy figures.

### New Models in Stylish Stouts

There is a concentrated drive being made by many manufacturers this spring in the interests of stout-wear business, especially where corsets are considered. They are using as one of their potent arguments the idea that no woman is too stout to be stylish, but she must be perfectly corseted first of all. One corset designer interviewed in New York this month went so far as to say that the average retailer or buyer does not know anything at all about possibilities in over-size corsets or rather corsets designed for large women. According to this authority, 40 per cent. of women customers are stout and out of one hundred he counted passing his office one day, only 21 were slight while the rest were decidedly plump. This he verified again and again, finding results approximately the same each time. This man has created a new standard of measurements for stout women, ignoring completely the basis of a "perfect 36" as a standard and adopting a new one which he names the "perfect 42." This size is not like the size called 36 for the reason that the proportions are so entirely different that it has to be differently designed to ordinary corsets. In other words, it is not a large edition of a corset for a size 36 at all, but an entirely new type.

"By wearing a properly designed corset, a stout woman appears at least 20 pounds lighter, yet there is no need for cumbersome boning or attachments to secure this effect. It all lies in the scientific cut and the correct placing of elastic inserts and suspenders." This firm believes that every possible type of figure can be cared for in the range of six models which they are introducing,

described as models for average figures, short stouts, tall stately types, average stouts and tall figures with full bust. The scale of sizes runs up to 60, an unprecedented thing in the annals of corsetry, yet of immense service to those who have thought it obligatory to have corsets made to order. The new line furthermore is designed to be sold without fittings if necessary or at most with only one.



*IN PRINCESS MARY'S TROUSSEAU*

*Here is a reproduction of the beautiful corset-brassiere made of gold brocaded satin with real gold fasteners and buckles, which was sent to Princess Mary by the creators, the Model Brassiere Company, of New York. This copy was shown in Lord and Taylor's windows on Fifth Avenue and created much comment. The original model was valued at more than $75.*

The principle of this new corset theory was explained as follows: "This new plan of corsetry for the stout was evolved by accident. It was felt that most present day styles are scientifically incorrect and designers have been groping for some time to discover the secret of the ideal corset for large figures. The plan which had been adopted by various leading firms this year was evolved from the simple theory of straight lines appearing closer together than do curved ones at an equal distance and hence if a corset is quite straight up and down, a woman appears slighter than if a corset which curves inward is worn, because the flesh spreads and gives breadth. Straightline corsets furthermore do not artificially spread the flesh underneath nor require intricate handling of the material to provide gores, bias sections, etc. Firmness is there without the need of any artificial aids and comfort is practically doubled.

The outstanding feature of the spring in this department is undoubtedly the enormous strides made to improve corset service for large figures, but all the improved models or styles will be of no use if service is not brought up to date at the same time. During April, the average corsetiere should make a determined effort to capture as much of the oversize business as she can, not only because it is more profitable, but because this season presents the best opportunity in this branch of corsetry that has ever occurred. Look over your stock, therefore, without delay, and determine to be the first to build up this trade in your city.

**PASS THEM ALONG**

**Mr. Merchant! There are many clerks in your store who will be interested in the series of articles on show-card writing, to commence in the April issue of Dry Goods Review. These will appear in the Equipment & Display section. They are to be written by an expert. Will you see that the clerks in your organization are given a chance to read these articles?**

## HAND DARNING MACHINE WORKS LIKE THE LOOM

Darning is made into a pleasant occupation, it is claimed, when done with a device recently introduced in England. The little darning machine consists of a flat stretcher which is placed behind the hole in the stocking, and over which is slipped a saddle that holds the stocking in place. The thread is wound back and forth over the hole on hooks on this saddle. A third piece, hinged on the saddle, hooks under every other thread and raises or depresses them alternately while a threaded needle is passed back and forth between them, as in weaving. —Popular Mechanics.

## BIG FUR CATCH

From the beginning of winter until the end of January, fur to the estimated value of $1,000,000 passed through The Pas, Man., which is in excess of the value of any similar period since the construction of the Hudson Bay Railway. Furred animals are very plentiful this year, and there are a great number of trappers out, and it is anticipated that the aggregate catch in the district will reach a value of $2,500,000.



*NEW CORSET FOR THE HEAVY FIGURE*

*A striking Spring model corset designed to support the full mature figure. Note the simplicity with which the abdominal belt can be arranged, and the manner in which the suspenders are attached. This style is rust-proof and both practical and comfortable.*—SHOWN BY COURTESY OF THE E. T. CORSET COMPANY OF ST. HYACINTHE, QUE.




A low-priced, small model, particularly designed for girls and slender women, with elastic gore in bust.

**Style 83**
Pink Coutil.
Sizes 19 to 26.
**$12 per dozen.**




A standard popular-priced, low-bust corset, well boned for average figures. Long skirt with large 5-inch elastic gore in lower back of skirt.

**Style 18**
White or Pink Coutil.
Sizes 20 to 32.
**$15 per dozen.**




This model with all around elastic top and lightly boned is an inexpensive style for average figures who do not want a heavy corset.

**Style 42**
Pink Coutil.
Sizes 19 to 28.
**$15 per dozen.**




A particularly attractive pink brocade model with all around fancy elastic top, and special hose supporters. For average figures, and exceptionally good value.

**Style 984**
Pink Brocade.
Sizes 19 to 30.
**$24 per dozen.**




For the full figure or larger woman, this model with medium heighth bust is especially suitable. It is reinforced over the front and strongly boned throughout. A leader among reasonably priced corsets for larger women.

**Style 314**
White or Pink Coutil.
Sizes 24 to 36.
**$30 per dozen.**

# *Warner's*
## *Rust-Proof*
# CORSETS
## Made in Montreal

If we were asked to select four or five Styles for a store to try, these are the models we would select. Circumstances would naturally alter the selection, as there are many back lace, front lace, and elastic girdle models to select from, but the five corsets shown here are all good safe reliable models which have met with universal favor.

What about your corset business? Are you getting all you should? Warner's Rust-proof have been strengthening many departments since we began their manufacture here a year ago. Why not try them too?

3% 10 days, 2½% 30 days, net 60 days. F.O.B. Montreal.

# The Warner Brothers Co.

**New York Chicago San Francisco**

**Canadian Factory and Sales Offices: 356 St. Antoine St., Montreal, P. Q.**

# THE SPRING *and* SUMMER LINE *of* GOSSARD CORSETS *and* BRASSIERES

*The Spring and Summer lines show a substantial reduction in prices*

IN the face of unusual markets, this past year has been a gratifying one to us; our volume of sales has been distinctly encouraging. Business in units during 1921 has been the largest in the history of our company. This is indisputable evidence that women are not only buying corsets but are buying

## GOSSARD FRONT LACING CORSETS

The reductions to you are particularly evidenced in the "bread-and-butter" numbers; those dependable models like 250, 241, 263. These show a reduction on the wholesale price, a reduction effectively placed to build more substantial profits for you.

This means volume. And with the increased margin of profit to you it should mean much to your corset department.

The $5 line has been materially strengthened. At this popular price we are offering pre-war values; up-to-the-minute models that will practically sell themselves to the many women who persistently ask for a $5 corset.

At $4.50 we offer a comprehensive line that will satisfactorily meet the requirements of those women to whom the saving of fifty cents is of interest or importance.

You will agree that the correct fitting of stout women secures a loyalty of patronage that insures repeat sales. Our new model 512 at the popular price of $5.00 will enable you to completely satisfy these customers.

Nor have we forgotten the woman who asks for light materials and few steels. For these patrons we offer corsets of suede, satin, silk elastic and glove-like silk tricot. Beauty accompanies these. Be sure and see model 793 retailing at $7.50. For rare beauty see model 1022, in satin-striped pink silk. This retails at $10.

The season's line is complete; there are models for every type of figure and every pocketbook. They are priced from $2.50 to $15.00 and in each range are corsets that could not be duplicated elsewhere at any price. In no line can there be found such a variety of models of such comprehensive worth.

It would obviously be impractical to stress in this page all those superiorities that characterize this new Gossard line. That it *is* superior, we trust any experienced corsetiere to decide.

A word about Brassieres. *Gossard Brassieres* are designed for types. They fit. They are long enough to complete the present type of low top corsets. They embody beautiful materials and the laces used are beyond comparison. More hooks and eyes are used at the openings than by any other manufacturer, thus insuring a smooth fastening. They are moderately priced—AND THEY SELL.

*The* CANADIAN H. W. GOSSARD CO., *Limited*
366-378 West Adelaide St., Toronto, Canada
*Chicago* *New York* *London* *Sydney* *Buenos Aires*

# Buying Perfumes for Small Store

## Man in Small Town Should Try to Make Business Exclusive—Buy Only One of Each Perfume and Have Selection of Imported Perfumes—How One Toilet Article Helps Sale of Others—Suitable Arrangement of Department

"HOW SHOULD I buy perfumes to meet the requirements of an ordinary business in a town of five thousand?" asked the proprietor of a general store which boasted a toilet counter near the entrance. "All the year round I have customers who like to buy perfumes nicely done up for gifts as well as many who are satisfied with a small quantity in the bulk. Yet I seem to lose so many sales because people are not satisfied with the bottles or because they think that the drug store is the natural place to obtain variety."

A representative from Dry Goods Review went with this question to the sales manager of a large Canadian drug firm. His advice was that a man doing business in a small town should try to make his business in perfume exclusive. He should buy one and only one of each of the perfumes which are sold in expensive bottles. A selection of "imported perfumes" is always necessary because women, who are the principal buyers, like foreign names. Retailers should bear in mind the fact that 95 per cent. of the perfumes today are made here. The bottles are imported; even the dressing of the container is done here. The foreign name is about the only thing which is imported about most of the exclusive perfumes sold in Canada today. Finally, the merchant should stock the newest odor on the market.

### Why European Bottles are Preferred

Just what is the essential difference between the perfume bottles made in Europe and those manufactured here and in the United States. It is the same thing which differentiates their hand-painted fans, their hair-ornaments and their handbags from ours. In foreign countries this work is done by artists. Here, it is a question of quantity and time. In France particularly, every man engaged in designing these things is as proud of his achievements as a sculptor or painter. In fact, many houses engage the very best artists to do their designing. The Frenchman does not think of the time taken in creating these things but of the satisfaction he gets from the result of his endeavors. That is the reason why the designers of women's clothes are ranked among the great geniuses of the day.

The study of perfume containers from the point of view of their relative values as merchandise is a very interesting one. There is no reason why every merchant and indeed every clerk should not know the merits an expensive container should have. The chief difference between our bottles and those made in France and other European countries, is in the necks. The former have big bulgy necks which form about an eighth of the size of the whole bottle. French designers try to make the neck so small a matter that it is almost done away with. The second big difference is in the base. American firms do not give time to perfecting this. The inside of their bottles is usually higher at the sides than at the center. Europeans are very careful about this detail. Examination of one of their containers will show that the base is perfectly flat, as though cut out with a knife. The colorings of the imported ones are very beautiful. The shapes of them whether they be long and narrow or short and broad are made with a view to proportion. The most beautiful ones come from France but Czecho-Slovakia is now making a cut glass which is the best one for the price. Some of the imported ones are blown out of steel, others are moulded in the shape desired and then cut out.

Our informant says there are fads of the moment in the shapes of containers just as there are in the perfumes themselves. A few years ago, the tall slim bottles were best but just now there is a big demand for the short, stubby ones.

### Dressing and Boxing Done Here

After the Canadian perfume is bottled in the French container, it has to be dressed. This is just as important as any part of it. The manufacturer spoken of above, has two girls whose sole duty is to design dressings. They tour the fabric houses and dye factories to discover what colors and what combinations of colors are fashion's latest vogue. Many women buy perfumes dressed with certain cords or ribbons solely because they match a color which they particularly fancy for the moment.

The seals and labels are designed here also. These must be made to match or to harmonize with the rest of the dressing. They are very expensive little additions, because there are usually several shades on them and the making of the dyes is very intricate work. One firm in Toronto pays its seal designer one hundred dollars a week. But it is well worth while. In one particular instance a tiny purple and gold metal seal was directly responsible for the sale of several thousand dollars' worth of purfume.

The beautiful boxes in which many perfumes are encased are made in our own country. One manufacturer declares that nowhere in the world are there better boxes than those made in Toronto.

The capacity of a bottle plays an important place in the price of course, but in the better grades of containers there is not such a difference in capacity as there is in the cheaper ones. Fancy bottles hold as a rule about an ounce. A small proportion of them, probably about fifteen per cent., contain more or less than that. That is why it is so important to know what makes the difference in price, in two bottles of the same capacity.

### Every Toilet Article Helps Another

Cold cream and vanishing cream should be placed very near perfumes and toilet waters. Talcum and face powder are also sister sellers to perfumes. Creams differ very considerably in selling qualities. Every customer likes clear looking ones. A cream which has a good deal of milky substance in it is not liked. Manufacturers now have this operation of removing the milk down to such a science that their creams are very clear. Cold cream gets its name from the fact that it must be placed in its container cold. If this were not done, the cream would shrink on cooling. Cold cream contains waxes, liquid petroleum, oil and borax; vanishing cream is made up of stearic acid for the most part. It is the absence of the petroleum oil which makes the vanishing cream suitable as a base for powder.

There is a big difference in the make-up of face powder and talcum powder also. Face powder contains: talc, rice starch, zinc oxide, carbonate of magnesia, zinc stearate, kalein and perfume. Talcum powder contains: talc, boracic acid, zinc stearate, kalein and perfume. Face powder has only about fifteen per cent. of the rock ground or talc while talcum powder has nearly 80 per cent.

### PASS THEM ALONG

**Mr. Merchant! There are many clerks in your store who will be interested in the series of articles on show-card writing, to commence in the April issue of Dry Goods Review. These will appear in the Equipment & Display section. They are to be written by an expert. Will you see that the clerks in your organization are given a chance to read these articles?**

# Unbleached Sheeting in Fancy Goods

## Canadian Women Stick to Staple Lines—Many Uses for Unbleached Cotton—Jewel and Diadem Cloths—Spring Promises to be Good Neckwear Season—Using Bulgarian Embroidery on Collars—Improvement in Maderia Work

"FANCY needlework is one line in in which Canadian women are most conservative" a dealer in Toronto declares. "I represent a New York house, which sponsors everything that is new in needlecraft. I am constantly receiving work from them which American women have accepted eagerly but which will not go here until it is out nearly a year. Canadian women do proportionately more embroidery and general fancy work than is done in the United States but they keep to the staple things. This does not apply to knitting. Our women are as eager to make a new style of sweater as any others."

### Factory Cotton for Everything

The vogue for unbleached sheeting is spreading to almost every line of fancy work. It is now made in sheets, dresser scarves, curtains, cushion covers and children's clothes. The fact that many retailers have not been able to obtain all they have ordered in these things, is due to reluctance on the part of the factories to make it in the unbleached state. They are more anxious to turn out the white lines first.

The bedspreads which are shown in this factory cotton are usually finished with hand-crocheted lace or fringe of self color, the lace or fringe being three or four inches deep. Many of them are hemstitched. Nearly all of those shown for this Spring have designs appliqued in colors in the middle of the spread and at the head. They go to the retailer with hemstitching and lace already done and the colored pieces which are to be appliqued on, stamped ready for work. In Toronto, the sale of these has been very good but not enough of the outside trade have seen them to judge how they will take. The scarfs in two sizes and the boudoir pillows are made to match. Where the fringe is used instead of lace, it is sold in 8½ yard ends —just the length required for a spread. The colors most favored in the applique work, because they stand out well from the ecru ground, are blue, pink and mauve, usually all of them used for one design.

### Jewel Cloth and Diadem

The cloth used as a ground for these is a very fine repp. The jewel cloth has the threads drawn so as to form five inch squares. The diadem cloth has two sets of threads drawn forming stripes between the squares. Filet lace is usually inserted in panels or in large squares. The appliqued work is seen on these also. In curtains these cloths are very much favored, particulary when there is sufficient of the filet to render the centre of the hanging transparent. When finished completely, they go to the trade for thirty dollars a pair but the lace and stamped for work sell very reasonably.

### Bulgarian Work for Collars

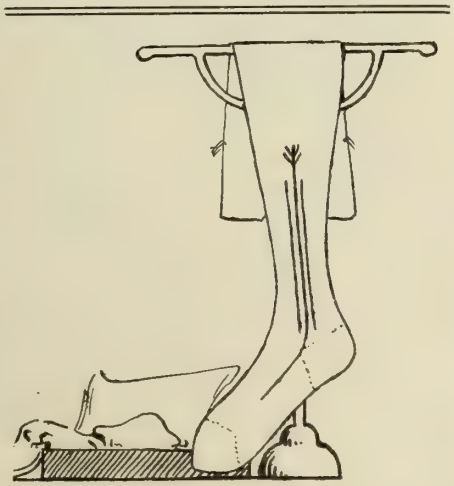
As Spring progresses, it becomes more apparent that this is to be a season of neckwear. One daily paper in Toronto commented on the fact that many women were glad to note collars on those women who are wearing Paris gowns. There is a feeling that dainty neckwear is the correct thing for femininity.

Bulgarian embroidery is one of the most effective methods employed for introducing color in collars, particularly on the white and cream ones. Piping is also seen on a great many, the piping being usually of a brilliant hue. Eyelet organdies are used to a large extent, the eyelets being in squares, triangles, diamonds, etc. There is a wide range of color combinations in the collars. Even the printed organdies are seen in the bright shades, red and white, periwinkle blue and white, and orange being shown extensively.

### Handbags in Silk and Leather

Fancy frames are selling very well this spring both for silk and metal bags. Nickel and green gold are probably the best although there is an increasing demand for the bakelite in these. Bags of navy, black and brown corded silk with satin stripes are mounted on hand-pierced green gold frames. Little change purses are also seen with chain and mirror.

Pouch bags are very good in walrus, morocco, lizard and hippo leathers. Fancy grained leathers of all kinds are wanted but they must be made up in medium priced bags to get a market. For example a strap purse of lizard with a leather flap and an inside safety pocket is made to retail at five dollars. There seems to be a revival of the top strap purses, with a desire for all the little out of the way pockets and additions which were found in the beauty box of a year ago.



*Clox are decreed on Spring hosiery. This sketch shows the newest triple effect in contrasting colors upon thread silk hosiery.*—SHOWN BY THE CELTIC KNITTING COMPANY OF MONTREAL.

### Giving Articles Foreign Names

An importer of fancy lines in Toronto, informed Dry Goods Review that great care has to be taken in giving names to many of the things which are brought over here from Europe. There are some lines which sell because they have foreign names and others which would be injured by their use. Many of the collars sold to-day are made in Switzerland. The peter Pan for example is one of these. But if it were given any name but one which represents to the feminine mind something very modern, it would not do. As a general rule accessories which represent style and passing fad, are designed in America or in England and sent to France or Switzerland to be made. Handkerchiefs on the other hand are given foreign names because people like to think that this work is done better in central and southern Europe than it is here. Laces too, are usually thought of in foreign terms. That is why our most used laces such as filet, cluny and torchon laces are sold under these names. Nottingham lace is one of the few exceptions and it received its name because it is identified with the city of that name originally. A handbag must have an English name while a fan may be foreign it it is made of things for which a foreign country is famous. Perfumes are rarely given anything but French names with success. In short, articles which represent to the English speaking woman, style and fit, have English names, while those identified with taste, handwork and skill, are given foreign ones.

### Maderia Work Better With Every Shipment

Importers and retailers are becoming more and more satisfied with the Maderia work which is coming over now. The linen is quite as good as before the war and the work excellent. Originally the work was done by inhabitants of Maderia itself. They numbered only forty thousand. During the war it was necessary to spread the industry to other islands. It has taken all these years to get the new workers up to the required standard. Then of course, the better grade of linen which is being shipped to them in the last nine months has made a great difference in the appearance of the work.

# New Things at New York Toy Fair

## Many Inexpensive Toys Are Shown—Many of the Toys Are Collapsible, Yet Very Strong—A Novel Doll House—A New Development in Electric Trains With Landscape, Stations and Tunnels—"The Rabbit Chase," A New Exercise Toy

TOY BUYERS who complain that there is nothing new under the sun would have found no little inspiration in looking over the offerings at the Toy Fair in New York this month. Each of the several hundred exhibitors had something declared to be unusual and different.

The outstanding point emphasized by most of the exhibitors was the fact that there are now many inexpensive toys on the market, which are original, practical and yet artistic. They illustrated their point by demonstrating the improvement in different types of furniture for children and for dolls' use, particularly the fact that nearly everything is collapsible, can be shipped flat and put together with no difficulty at all, and is infinitely stronger and more durable than most lines on the market. These points are undoubtedly true, as various tests proved. There was a set of out-of-door furniture, for example, made of hardwood with metal folding framework, including two chairs and a table of a size adapted for three-year-old children. Each little chair however would hold a weight of 200 pounds easily and are so well finished that they are guaranteed to be weather proof from either sun or rain. The cost of such a chair was just one dollar, which could not possibly be less for an article of such worth. The same firm showed a low table finished in the same manner as the child's set, which was appropriate for use as a bed table or in a motor for a picnic lunch, etc. It can be folded up into a few inches of space when not in use.

### Collapsible Doll's House

Several other exhibitors were featuring wooden furniture for dolls, which likewise showed interesting improvements. Each piece of the bedsteads, for instance, is equipped with the same attachments for hooking together as can be found on real beds. Other firms showed dolls' houses made of heavy cardboard, so well constructed that they appeared to be made of wood. These also could be shipped flat, yet they were fully furnished and in one case had plumbing installed in the bathroom and electricity throughout. Most up-to-date dolls' houses are provided with gardens now, it was said, and vines and flowers grow on the walls. There are both bungalows and mansions of several stories made of this heavy board in collapsible style, and play-houses for children themselves are thus constructed. Other novelties on this order were a collapsible porch swing for children—an exact replica of the khaki couches so familiar for grown-ups. A portable tea wagon was shown in the three-ply veneer finish, so that it could be wheeled out of doors and left in the sun or rain quite safely. The same firm also have invented a new style of child's coaster which can be adjusted to two styles, one for sitting and the other for lying down.

### Sponge Trees are Shown

Another exhibitor showed the latest development in railway equipment to be operated by electricity. The trains, stations, tunnels, etc., were exceedingly realistic and many interesting additions in the way of landscape such as trees, fences, grass and lamp posts can now be purchased to give railway outfits a more life-like appearance. The trees, by the way, are most unusual, being made of sponges dyed green, and look for all the world like clipped cedars. A new departure in the manner of selling these accessories is being adopted, namely, the plan of stimulating sales by the idea of adding pieces from time to time. It is not necessary, for example, for a purchaser to buy a whole fence at once, as a whole fence would probably preclude the purchase of a few more trees. So



*This quaint and life-like farm yard scene might be a bit of Old Ireland itself with the pigs and hens hobnobbing with Paddy and his colleen. This set is made of a new composition reinforced with wire and colored in natural effects.*—SHOWN BY THE GENERAL IMPORT COMPANY OF MONTREAL.

customers are advised to buy two sections and a gate to start with, and then add as they desire. There are so many delightful things to use, that the purchaser more often than not, samples each one, and is then obliged later on to buy more in order to have the outfit look at all complete. Signal lamps with red and green lights, and special trestles to give the track a really business-like look, are among the new features shown. Trackage can be bought by the section, also, the new style being constructed upon wooden "sleepers" which protect the tracks if stepped on accidentally and prevent them being bent, as happens so often with ordinary styles. The new style will probably supplant the ordinary unprotected track entirely.

### New Exercise Toy

Among the other wooden novelties noticed was the "rabbit chase," merely a long painted stick with a wheel at the lower end. A small rabbit and a large dog are attached in such a manner as to gallop hard when the wheel turns and as the child runs pushing the stick, both rabbit and dog run all the harder. This form of exercise toy is a very popular novelty. Very charming enamelled rabbit hutches are offered by the same makers, really designed to hold flowers. A very interesting toy designed by the same firm was a wireless outfit, including a wooden house with wires and apparatus set up, and inside a bit of metal which can be worked with a clicking noise to imitate any sound of the code letters. A copy of the real wireless code is attached and any boy can master it quickly practising upon the metal ticker.



*Here is a striking example of the clever way in which the new applique work is applied to children's clothes. This white cotton jumper and hat sell to the trade made up and strongly bound with a contrasting color as shown here. The bunnies are stamped on colored material which goes with the outfit. The customer has only to work them, cut them out and sew them to the garments.*—SHOWN BY JENNINGS & WILSON, TORONTO.

Directors of Tooke Bros., Ltd., have decided to defer payment of the quarterly dividend on the 7 per cent. deferred stock till the end of the year's operations.

### NEW EMBROIDERY NEEDLE

An American firm has brought over into Canada a new embroidery needle which produces beautiful work very rapidly. It is handled like a crochet hook except that there is a groove and an eye at the top, through which the thread is passed. The needle is held like a stencil and pierces the material from the inside where the pattern is stamped. It is worked in and out this way in a punched fashion. The result is that the wrong side shows a series of loops and the right side a series of tiny knots. When finished the knots are lightly clipped off close to the cloth. This gives a beautiful velvet-like appearance especially when done with a lustrous colored silk.

**GIRDLES**

**Special Value**

Number illustrated can be sold for
**FIFTY CENTS**
**Black and Colors.**

Large Variety
at
Popular Prices.

Newest Novelties in Bead Necklaces, Beads of all kinds and colors.

*Send your requirements to us.*

**THE BEAD HOUSE**
**R. A. PHILLIPS**
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**Travellers Are Now Out with Complete Lines**

French Ivory
Greeting Cards and Post Cards for all occasions
Purses and Wallets
Pennants, Cushions and Textile Novelties
Supplies for Celebrations, Old Boys' Reunions, etc.
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A BEAUTIFUL product should be suitably displayed, because its selling possibilities can often be minimized by poor display — at least we think so.

This is why we have gone to so much trouble—and expense—in designing a suitable box in which to display Ivoris—the French Ivory Beautiful.

Those of the trade who last year received shipments of French Ivory in the blue boxes have specially asked that all this year's shipments be similarly packed.

The BLUE box is a very attractive shade of blue, with the daintiest of self-colored patterns in an artistic fabric effect. In the centre of the cover the Ivoris trade mark is embossed in gold. Altogether, the appearance of this box speaks for the quality of the goods inside and invites buying.

When ordering from your wholesaler, order several collections of the complete range of

## IVORIS

*The French Ivory Beautiful*

Each article will come to you specially packed in the blue box.

Ivoris French Ivory **is the only complete range of French Ivory made in Canada,** so that by stocking up with our goods you can guarantee your customers **absolute uniformity in color, texture, design and workmanship.**

Look out for our advertisements in leading publications—they will bring you business the year round.

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FRENCH · IVORY · PRODUCTS
LIMITED
Toronto - Canada

MADE IN CANADA

# The "Julian Sale" Line

**For Fine Goods—Big Assortments—Attractive Values**

## Bags and Purses

**and other lines of Leather Goods and Novelties**



**Silk Bags**

Beautiful effects in satin stripes, mounted on narrow gilt and silver-finished frames. Black, brown, blue and taupe.

**Swagger Bags**

The very popular bag. Made in the new octopus, frog and Monte Carlo grain leathers. Blue, brown, grey, black.

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Made in the one-piece pleated effects. Lined with high-colored satins — mostly covered frames. Newest shades and colors.

**Monte Carlo Bags**

The newest novelty. A special feature of the "Julian Sale" line—in octopus, alligator and spider web leathers.

**Leather Bags**

Pin Seal, Beaver Calf and Morocco leathers. Small pouchy effects. Narrow gilt and silver-finished frames. Colors well assorted.

SEE OUR TRAVELLER OR WRITE, PHONE OR WIRE

**The JULIAN SALE LEATHER GOODS COMPANY**
LIMITED

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In range of prices, in variety of design—from the simple coin purse to the most elaborate in precious metal—Whiting & Davis Mesh Bags satisfy the most exacting stock requirements.

Quality, Variety, Price! The Whiting & Davis line enables **you** to exactly fit your local selling needs—and **profitably**!

## Whiting & Davis Company

(L. W. Cook, Mgr.)

Sherbrooke - Quebec



**ORGANDIES, GIRDLES, RADIUMS**

CANADIAN BEAUTY
HUMAN HAIR NETS

**BEADS, TASSELS, BRAIDS**

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**The H. G. Tod Company**

**78 Bay Street, Toronto**



**Artificial Flowers and Decorations**

We are showing the newest designs in Sprays, Vines, ready-filled Baskets and Palms.

Our Flowers are artistic in arrangement, true-to-Nature in coloring and design, and reasonably priced.

*Special Lilies for Easter*

**Write for catalogue or ask to have our traveller call**

**JOSEPHINE De WITT**

Manufacturer

**110 Adelaide Street W., Toronto**

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## A Complete Equipment for the Showcard Writer




*Outfit Consists of—*

- 1 bottle Black showcard color
- 1 bottle Red showcard color
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- 1 No. 8 best quality red sable showcard brush
- 1 No. 4 best quality red sable showcard brush
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- 4 Soennecken pens
- 1 art gum
- 4 thumb tacks
- 1 compass
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- 1 T square
- 1 pencil
- 1 ruler
- 1 complete set of lessons including nine modern up-to-date alphabets with full instructions on showcard writing.

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SPRING AND EASTER SHOWCARDS as illustrated in the showcard section of this issue will be "Lettered to order" with your own wording at these special prices—size 14 x 22, each $1.50; size 11 x 14, each $1.00.

**The Kwik Showcard School - 81 Bond St., Toronto**

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Each Season is an opportunity to sell new hand bags. The bag that was used with winter garments will hardly be suitable for Spring, Summer ushers in its own particular bag, and so it goes throughout the year. Increase your leather goods business by displaying our seasonal bags for your Easter Trade.

*Samples sent on request.*

**Call at our Factory when in the City**

## The Western Leather Goods Co., Ltd.

"For Unusual Values"

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# Paramount Novelty Assortment

*for*

# EASTER

**Fashions for Easter Trade Demand**

**Girdles** **Necklaces**

**Beads**

**and**

**Spanish Combs**

**Send for sample assortment on approval**

***"Lady Dainty" Real Human Hair Cap Nets in Double and Single Mesh in Stock.***



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FRED JONES

## FOR THE LITTLE TOT

We manufacture the daintiest HAND-CROCHET and HAND-KNIT apparel for the baby.

**WRITE FOR SMALL SAMPLE LINE** **OR** **ASK US TO CALL WITH FULL RANGE**

**NOTIONS** **NOVELTIES**

**ART NEEDLEWORK MATERIALS**

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*The Trade Mark* *of Quality*

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## MOULTON RANGE

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IN ALL THE POPULAR SHADES.

*We Have Representatives from Coast to Coast*

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# FOR PLAIN HEMSTITCHED HANDKERCHIEFS

Write us for quotations before placing your order.
Samples on request.

THE MARK OF QUALITY
THE "JUNO"
HEMSTITCHED HANDKERCHIEFS
MADE IN CANADA
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*Turnbull's*
**"CEETEE"**
THE ONLY UNDERCLOTHING THAT IS REINFORCED AT ALL WEARING PARTS
MADE IN CANADA
MADE BY *Turnbulls* OF GALT

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**Chatillon, Mouly, Roussel, & Cie.**
*Silk Manufacturers*
*Factories at:* LYONS, TARARE, VEYRINS, CORBELINS (France)

PARIS LONDON NEW YORK
*CREPES, MUSLINS, SATINS, DAMASKS, BROCADES*
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*Newest Creations*

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There is no surer way of getting your message or slogan right into the homes. Effective yet inexpensive. Trade marks, special designs and any wording can be imprinted.

**EVANS & CO.** Limited
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# Exclusive Range of Japanese Goods

A diversity of colors and patterns in Kimonas, developed in Silk and Cotton Crepes.

Also Children's wear in Silk and Wool.

A wide range to choose from.

Quaint creations—in themselves an immediate appeal.

**Visit our showrooms when in town.**

*Travellers on the road now, weinvite your inspection of their samples.*

## The Mikado Company
*Japanese Goods*

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*Canadian Showroom and Factory:*
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# Use Telephone to Sell Smallwares

## Other Purchases Should be Suggested When Smallwares Are Sold by Telephone—Featuring Friday Specials in The Smallware Department—Regulations Governing the Use of the Telephone in This Department—Suggestions Regarding Stock-keeping.

"SERVICE is that which effects genuine economies for the customer and facilitates shopping," is a definition which holds good in every department of the store. In view of this fact it is not unreasonable to devote a little time to analysing the service rendered by the notion and smallwares department, sometimes scornfully called the "store kindergarten."

All the months of Spring and early Summer are profitable months insofar as the selling of smallwares is concerned, as every buyer knows, and for this reason perhaps, special means to promote sales in the various lines carried are somewhat neglected in the mistaken belief that the goods will sell themselves at this season. Have you ever considered what a valuable aid to merchandising notions you have in the telephone? Without doubt this branch of service can be made to bring in more business, while at the same time it greatly facilitates shopping for the customer at the same time that it saves her time ar carfare.

But the objection may be raised that encouraging telephone orders in smallwares is a mistake since customers are prone to order small items which cost more to deliver than the value of the purchase. This is quite true when taken literally, but on the other hand, the good-will and the sense of relief which such a small courtesy conveys to the customer more than compensates for the trouble and expense of delivering orders of comparative insignificance.

A leading Montreal store made a special feature recently in the daily advertising of encouraging this very feature. Over a lengthy list of bargains for the next day which included practically every sort of notion goods needed by the dressmaker, the invitation was given to customers of the store to "telephone in early and tell us what you need. Your order will be delivered before noon either C.O.D. or charged." That this service is appreciated was proved in one instance overheard by a staff member of Dry Goods Review who happened to be in a street car when a woman read this out loud to her campanion.

"What a good idea," she exclaimed, "now I don't feel so badly at forgetting those fasteners for Maud because I can send in an order for them along with some more things for myself. Remind me to telephone at breakfast time, won't you?"

Reckoning that it costs a store appr ximately six cents to make a delivery on a parcel, in overhead expense, is it not a good plan to cultivate telephone service, to improve it in every way so that instead of sending a single spool of thread to Mrs. Smith as she originally requested, the order will include several other items, which have been tactfully suggested by the salesgirl as a further means of saving the customer time and money?

**PASS THEM ALONG**

**Mr. Merchant! There are many clerks in your store who will be interested in the series of articles on show-card writing, to commence in the April issue of Dry Goods Review. These will appear in the Equipment & Display section. They are to be written by an expert. Will you see that the clerks in your organization are given a chance to read these articles?**

### Friday Bargains in Smallwares

Another Montreal store is becoming known throughout the city on account of its Friday bargains in all departments, not the least attractive of which are offered in the smallwares section. Quite extraordinary bargains are featured on this day only such as a paper of colored glass headed pins for one cent, a box of electro plated pins assorted sizes for two cents, short pearl headed pins for turbans, priced at two cents each, etc. It is not surprising that the telephone and personal orders received for these weekly bargains are enormous.

With regard to the development of the telephone service, this store however has used considerable pains to reach its present efficiency, owing to the fact that all the sales girls are recruited from the ranks of parcel girls and wrappers and not from experienced salesladies. To this end a code of regulations have been drawn up which are carefully studied by the staff when they are taken on. These rules are briefly summarized as follows:

1. When answering a customer's telephone call, give the name of the department, rather than merely say, "Hello?"

2. Always use the utmost courtesy over the telephone, speaking clearly and slowly with a pleasant voice. Always add "Madam" to your remarks if the customer's name is unknown to you, and do not forget to say "thank you" or "good morning" when the order is closed. It is best to read over the entire order for the purpose of avoiding errors, and also that anything forgotten by the customer may be added. Be sure the address is correctly written.

3. Remember a telephone customer is at a disadvantage because she cannot see the goods. Therefore be patient and painstaking to ensure that you understand exactly what she requires. Do not hurry her or appear to be uninterested or abrupt in your manner. Do not waste time in unnecessary explanations, however. If a customer asks you to let her know when a certain item is obtainable, do not fail to let her know without delay. She will appreciate such promptness especially when it appears that some trouble has been taken to ensure her satisfaction.

4. When the conversation is closed, hang up the receiver gently. Avoid using the telephone if you have a bad cold because colds are easily communicated this way.

Above all things do not neglect display, during the next few months, where notions are concerned. If you have not established a rule of a weekly house cleaning in the department, try it out and see how much better the results will be. Everything should be removed from the shelves so that the corners can be got at. All waste paper, empty boxes, old covers and other trash should be cleared out. Bins or containers should be dusted thoroughly, drawers should be removed, emptied of their contents and carefully cleaned. Merchandise is sometimes stuck behind, and under drawers and is lost because the drawers are never taken out. All this should be done during the first hour of the morning when there is usually little business, but a systematic saleswoman is able to do a great deal of this necessary work right along with her selling.

According to a woman buyer in a large department store, the staff cannot learn too quickly to know their stock thoroughly. As a definite classification of stock is usually followed, the new sales clerk should master it at once and remember that nothing is more irritating to a customer than to be waiting indefinitely while the saleswoman goes searching through piles of boxes.

There is nothing more attractive to the average customer, be she wealthy or of humble circumstances than a well displayed smallwares department, conveniently located, with plenty of sales tables, and a quick and efficient staff ready to assist her either in person or over the telephone.

# High Colors Sell In Veilings

**New Shades Shown in New York—The Senorita Veil Popular**

The veiling trade has been very active this spring according to reports from the leading American houses in New York this month. High colors and combinations are especially good and the demand for yardage goods is better than has been experienced for some time. Chenille dots seem to be used in more ways than was ever considered possible a few years ago and such color effects as are decreed this spring would have seemed very extraordinary then. The popular grounds for the new veils are solid black, brown, taupe and navy with dots in henna, fuchsia, paprika, paon, sapphire, jade, victory blue and periwinkle. Of these colors, jade has been the favorite and the supply has been entirely exhausted in one leading wholesale house. The tiny dots are said to be most in demand in these veils, particularly in all-over effect which is better than the bordered. The meshes are usually hexagonal but a tendency to employ fancy meshes is becoming more noticeable, it was said. Fancy dot clusters with variations in the mesh usually go together. One such attractive mesh of this type in sand and brown had diamond-shaped clusters of chenille dots and the mesh divided into diamond-shaped figures by a double line in the weave.

### High Colors Sell Veilings

Another authority on veiling stated that "the higher the color, the better the veiling sells." Spark red on black is particularly good, with black and henna, black and cornflower blue, brown and henna and black and white all good. Woven dots are likewise shown but are not as fashionable as the chenille variety.

Anticipating later spring requirements, this authority spoke of black dots on white, blue on white and grey on black in small mesh veilings as being promising. Two-tone color woven effects are novel, such as a taupe and jade mesh with a woven jade dot. Complexion veils with woven dots are strong at present. Draped veils were much shown at the recent fashion shows held in New York and include square effects in rather striking patterns. One model noticed had a shadow border in contrast and was shown in the following color combinations, black and navy, Navajo and grey, paprika and henna, etc. Much ciré lace in very elaborate designs is featured by the smartest importers, often finished with beaded edges and in black and white effects. Another beautiful veil noticed had a fine hexagon mesh with blue chenille embroidery motifs, worked in a deep border effect. A large square veil boasted a heavy edging of navy blue crochet silk; this particular effect is said to be exceptionally smart in New York.

### Square Veils Show Corner Motifs

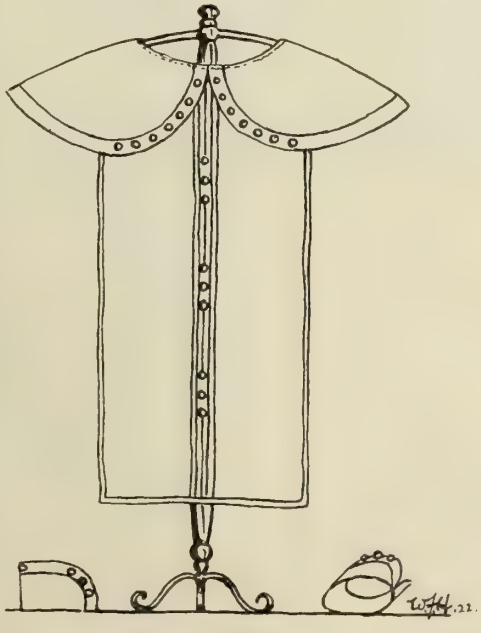
The so-called fish-tail veil is also shown, but is somewhat extreme for Canadian trade. More lovely and appropriate to ordinary attire was a draped veil of wide hexagonal mesh with an embroidered leaf pattern, the leaves being filled out with appliqué pieces of Paisley chiffon. Another square veil of brown mesh with an embroidered border near the edge had four corner motifs of Paisley chiffon each of which was hollow in the centre to reveal the mesh beneath.

Hand tinting is a feature of certain wonderful Shetland veils of black. The floral design is carried out in deep red with jade green leaves, the color being painted on over the solid weaving, creating a most unusual effect. Many of the Chantilly veils have the border on both sides so they can be used as scarves if desired. Many of them are woven in filet mesh, a novel and graceful effect.

### The "Senorita" Veil

"Senorita" is the name given to a new veiling by the yard with a hexagonal mesh, heavily bordered by a grape cluster woven pattern. When the pattern is developed in a contrasting color to the ground, it is most striking, and it is best adapted to be worn with the border round the crown of the hat with the transparent part left floating. Red on navy blue is a favorite combination in the Senorita veil range.

American manufacturers of high grade veilings state that prices will not go lower, despite rumors to the contrary.



*BRAMLEY VESTEE*
*Of Delft blue handkerchief linen finished with self covered buttons.*—SHOWN BY COURTESY OF A. B. FINNIE COMPANY, MONTREAL.

# Make Ivory Nut Into Buttons

**Display at Textile Exhibition in Toronto Shows Process of Manufacture**

At the Canadian Textile Products Exhibition held in Toronto during the week of February 13, there was a display of buttons made by one firm which was very interesting to the merchant visitors. All the buttons made by this factory come from vegetable ivory nuts. These nuts are known as the American Tagua Palm nuts and grow in South America.

The Tagua nuts are found in burrs, seven or eight burrs being the usual number in a cluster. When the burr is removed the nut is about the size and shape of a small potato and resembles the potato very closely in color. The nuts are shipped here in this state.

### Making Vegetable Ivory Nut into Buttons

The first process is to remove the hard outer shell. Drying is the principal method, for the shells then break off. Filing would not be effective because these shells are as hard as steel.

Inside there is a softer inner shell which has also to be taken off. This is partly removed with hot atmosphere and the portions which remain are filed off by young boys. The whitish kernel which is now about two inches or more in diameter and still is like a potato in shape, is sawn into slabs. Each nut makes only four or five buttons of various sizes, the smaller ones being cut from the outer slabs. The grain looks very like that of the real ivory and the substance is as hard as stone; in fact it is now much as it appears in the button except that it is not polished.

Turning is the next operation. This shapes the ivory into a disc of the size required. Holes are punched in and it is then polished or, using the technical name, it is drummed. Drumming is done simply by rubbing a quantity of buttons together in a solution composed mostly of turpentine.

Vegetable ivory in the natural state is found in three shades: pearl white, cream and yellow. The first only can be dyed into white buttons, the second will take all the other shades and the third is used for black ones. After dyeing the buttons are drummed again to give them an added lustre.

One of these three processes is now used, depending on the type of button desired. To make a button with a design, a die is made, which is pressed, very hot into the moistened ivory. Some kinds of buttons require a sand-blast to get the design. To obtain a mottled button, shellac is sprayed through a stencil, the shellac carrying the color or colors required.







## WM. E. WRIGHT SAYS:

"While reading Vogue the other day I found the following interesting paragraph about home sewing:

> "'Materials, even the best, and one's own time are wondrously cheaper than materials (perhaps less good), plus the rent of emporiums, plus the salary of clerks, plus the paid time of workers; and knowing something about the cost of materials and just how much time goes to the making of each garment is a valuable asset.'

"The high-class fashion magazines are read by women of wealth and taste. These women are deeply interested in home sewing not only for its economy, but because it is a delightful feminine art. Incidentally I counted in recent magazines dozens of designs that would be charming made up in cotton, trimmed with WRIGHT'S percale or lawn tape and in organdy with WRIGHT'S black or white taffeta silk tape.

"Some of my friends will write me funny letters about reading a woman's fashion magazine. Any manufacturer who makes a product to sell to women should read all the fashion magazines. It's dangerous not to."

**Send for Color Card of**

# WRIGHT'S BIAS FOLD TAPE

Showing our full line of fast colored percales, also Wright's E-Z-Trim. You will find this card to be a great convenience in making up your orders. It shows our 13 plain and 6 striped colors of Tape and 7 colors of E-Z-Trim.

## WRIGHT'S BIAS LAMPSHADE TAPE

Something new and useful for the Notion Department. Sample card showing colors sent on request.

**Wm. E. Wright & Sons Co., Mfrs.**
350-370 Scotland Road
Orange, N.J.



*Agencies:*

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R. C. Taft
223 W. Jackson Blvd.

PHILADELPHIA
Jas. F. McCarrier
1011 Chestnut Street

ST. LOUIS
L. F. Sherman
613 N. Broadway

ATLANTA
H. T. McKeag
221 Kiser Bldg.




In U. S. Pat. Off.

## THE "GEM" of NIAGARA



The Brand Name for Quality Notions.

### CREATING A DEMAND

For the gem of Niagara brand fasteners, hooks and eyes and safety pins by our persistent advertising in Good Housekeeping, McCall's, Woman's Home Companion, Delineator and other publications—reaching from 10,000,000 to 12,000,000 women readers—will mean money to you.




If your jobber does not yet carry this line, write for nearest source of supply.

**Francis Mfg., Co.**
**Niagara Falls, N. Y.**

Famous for Fine Notions for Over Quarter Century.

## *Palmenberg* Inc.



**Our Latest Lady In Wax**

**No. 3 Special**

*We now have at our show rooms an exposition of wax. We invite all to inspect it.*

**J. R. Palmenberg's Sons Inc.**
63-65 West 36th Street, New York
CHICAGO BOSTON BALTIMORE



# *Announcement*

*We are pleased to inform the merchants of Canada that we have been appointed Exclusive Canadian Representatives for the world famous*

## PIERRE IMANS

Paris, France

## Wax Figures

*A comprehensive display of these beautiful figures is now ready for your inspection at our showrooms*

161 King St. W., TORONTO

*We shall at all times have a stock ready for prompt shipment—The figures can be supplied with Imans' unbreakable Carnasine Arms if desired.*

*Write for beautiful catalogue or call at our showrooms*

## Clatworthy & Son, Limited

London, England Toronto, Canada

*Makers of Store Equipment*



Sections for Dry Goods, Gloves, Hose, Skirts, etc.

# *Consult Us—Now*

In planning your EASTER DISPLAY—be it a small counter or a whole wall section—we can select the right equipment, at a moderate cost. Display Fixtures are your silent salesmen and you demand efficiency in your salesmanship.

Send for Catalogues, Plans and Prices.

## THE WALKER BIN & STORE FIXTURE CO., LTD.

*Designers and Manufacturers of Modern Store Fixtures*

**KITCHENER - ONTARIO**

D.G.R.

# The Part the Showcard Plays

## In Springtime

By Jalexo

*Surrounding your store with the atmosphere of springtime is largely a matter of accompanying the displays with attractive showcards.*

NOW, when Spring and Easter displays in store windows and interiors are marked by a rare discrimination in their selection, expressing distinction and individuality, surely it is fitting that an appropriate Showcard should add some happy commentary.

The practical message conveyed by the hand-lettered Showcard, can be made to tell a fascinating tale to ears attuned to the spirit of the season. The arrangement of the merchandise displays is directly affected by the Showcard. The card with a real meaning, executed in a pleasing, artistic (though not fanciful or freakish) manner, presents the merchandise and the store more favorably to the onlooker.

### A Distinguishing Mark

In the making of Spring and Easter Showcards, it is the little niceties of wording, display, color, layout and size, that by their very exactness, distinguish the store of good taste. Good taste in the Showcard bespeaks good taste in the merchandise. The "tout ensemble" reflects the ideals of the establishment.

### Lettering Or Layout?

The writer has frequently been confronted with the much-mooted question, "Is lettering or layout the more important feature of the showcard?" Cardwriters there are who put every effort into the formation of the individual letter or figure to obtain a scrupulous perfection from the standpoint of lettering, yet in so doing seem to be unmindful of the principles of layout.

The spring-time phrase of the window showcard requires more consideration in the layout than it does in the actual lettering. The seasoned cardwriter knows for himself that the art of lettering so far as it concerns him is a mere mechanical process compared to the selection of the one best layout for a particular phrase on the card. Problems arise in the mental process of visualizing a layout which call for the talent of a high artistic order. The Easter card will be attractive just in the degree that the typographical display reflects care and thought in preparation.

Nothing so hinders the best intentions of the cardwriter at this spring season so much as the idea that lettering per se is the big thing. Given the correct setting for the lettering, the carefully ap-




*The above showcards are typical examples of cards much in demand for stores of the better sort. The shadowscript effect is obtained with the aid of an air brush. Proclaimed the most attractive work in vogue to-day the shadowscript is in evidence wherever good showcards are used. Being so much reduced from the original sizes, the full beauty of lettering and decoration is somewhat lost in the accompanying illustrations.*

*The card reading "Authentic styles" is on pale green stock, showing air brush design edged with dark green line, the lettering is done in Roman.*

*The card reading "The newest in hats" is on white stock, showing lettering in Roman and red-line border.*

*The card reading "Easter Blouses" is on purple stock, showing lettering in old English and deep blue line border.*

*The card reading "Easter styles" is on white stock, showing lettering kwickscript, daffodils in natural colors and dark green line border.*

portioned spacing for display lines and body matter, the task of lettering in the message becomes comparatively simple. The effect produced will be out of all proportion to the little extra effort expended. This observation on layout and lettering is, perhaps, not irrelevant here. If it throws out a hint to some cardwriter whose Spring and Easter cards will be the better for it, the allusion to the subject will be quite permissible.

### Observe Continuity

Orginality is oftentimes delightful in the Spring and Easter Showcard, but in the general dry goods or men's wear store, convention holds some sway. Here it behooves the Cardwriter to formulate a style which will apply to the multifarious lines of goods. This is necessary in order to preserve a continuity in every department.

The Cardwriter, however, may easily put individuality into the store cards, since no rules are so rigid as to stifle originality. Uniformity in alphabets should permeate the work. This need not occasion a strict adherence to any particular style of lettering. Two or three harmonizing alphabets may be used on the Showcard with the same pleasing effect produced by two or three allied fonts of type in a newspaper advertisement.

Two alphabets are generally conceded most advantageous for store cards where the announcement must be at once clean-cut and legible.

The extent to which the atmosphere of Springtime will surround your store will depend largely upon the liberal use of seasonable Showcards.

Illustrated herewith are several attractive Showcards showing black lettering on white cardboard. These alphabets are appropriate, yet withal, are comparatively easy to execute.

**The Showcard** No. 1, measures 22 x 14 inches. The display lines and body matter are done in modified Roman. The margin is two inches.

**Showcard No. 2,** measures 11 x 14 inches. The display lines are in Egyptian block. The body matter is in Roman italics. Margin 1½ inches.

**Showcard No. 3** measures 14 x 11 inches. The lettering is Cardwriter's Script. Margin 2 inches.

**Showcard No. 4** measures 8½ x 16 inches. The display lines are in modified Old English. The body matter is Kwik italic.

It will be noticed that these Showcards feature alphabets which boast a freedom of outline rather than a severe mechanical effect. The Cards were lettered in a few minutes and without any attempt at ostentatious display.

About ten or twelve years ago, showcards were plentiful which required long and painstaking effort to reproduce. Cardwriters employed nearly every known expedient in the decoration and embellishment of their work. The finished article in those days was more of a painting than a showcard. The modern requirements of speed, economy, neatness and readableness have somewhat revolutionized the Showcard craft. The accompanying illustrations are typical examples of the styles in demand to-day.

### Adding Prestige

It must be remembered that, in making attractive Showcards, while they have a direct appeal to the exclusive, highly-cultured buyers in the community, they also indirectly influence all classes of customers, because they establish a certain standing or association for the store which customers of limited means look for.

Every merchant who would present his merchandise and store more favorably to the public, at this promising period of the year, will do well to study the potential sales value of Spring and Easter Showcards. They will inject more direct salesmanship into the goods, and that, if for no other reason, ought to assure their immediate adoption.

### PERTINENT PHRASES

**Homespuns have come into their own.**

**White Wash Fabrics for lingerie and garments.**

**Novelty Voiles dainty and practical for waists and dresses.**

**Ribbons for sashes, hairbows and fancy work.**

**Gingham Aprons, neat, practical and inexpensive.**

**Princess Mary Moire Bags, fashion's latest accessory.**

**Hand-made Lingerie from Belgium and France.**

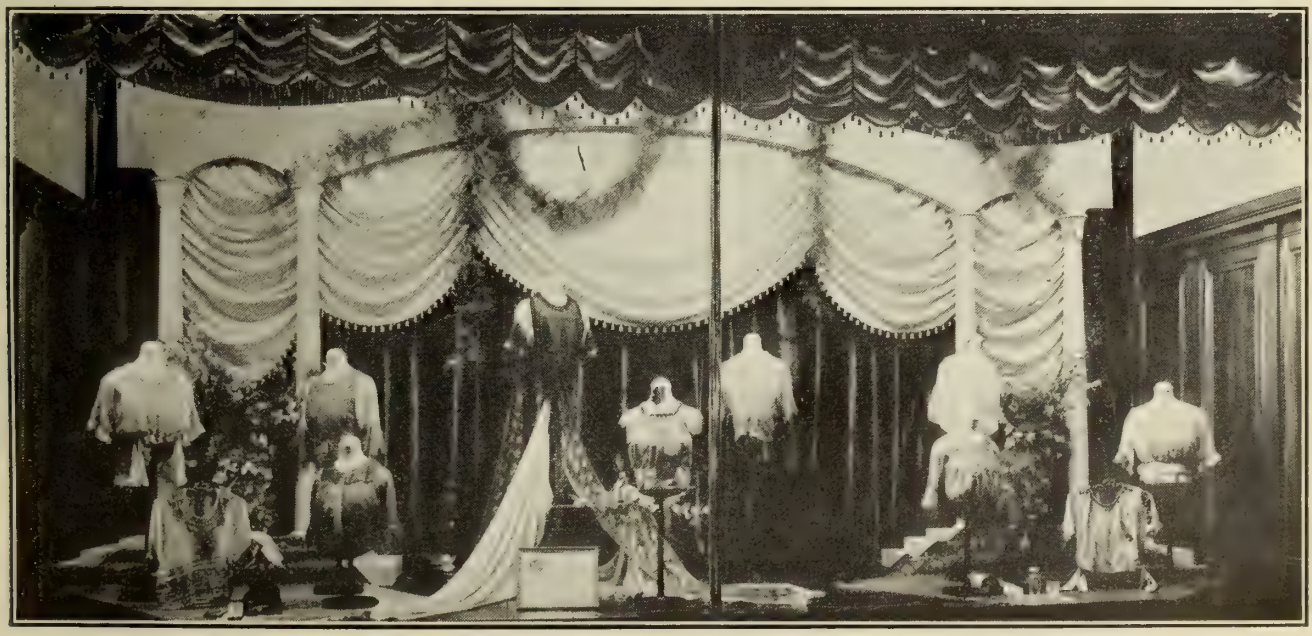
**Home Sewer's Week, savings in notions and materials.**

**Smocked Frocks for wee girls of 2 to 6 years.**


### KENT-McCLAIN AGAIN

**A. E. Runciman, Annapolis Royal, N. S.**

When Mr. A. E. Runciman opened his new store on February 1st last, the "Annapolis Royal Spectator" in a leading article devoted to the new store said:—"It contains all the most up-to-date fixtures. The wall cases and silent salesmen were supplied by Kent-McClain, Limited, of Toronto, the largest manufacturers of store fittings in Canada, and are the finest ever brought to this part of the Province. This is the same firm that supplied all the interior fittings for the Wood Bros. new store, Halifax, and certainly does them credit."

*A recent display by the Hudson Bay Co. store of Vancouver.*

# Making the Sales Staff Familiar with Wealth of Spring Colors is Essential to Many Sales

## Case of a Woman Who Wanted "Periwinkle" Blue—Plan That Was Tried Out in Montreal This Month—Color is the Leading Fashion Feature—Colors for Spring Season—What Display Manager Can do to Interpret Color

ALTHOUGH the problem of color names has always been more or less acute each new season in every department in which colored goods are sold, no steps to provide a solution have apparently ever been attempted. Every sales clerk knows how difficult it has been to satisfy customers who asked for a shade by a certain name only to be confronted by something entirely different. There was no really definite standardization of color so far as the sales staff of dry goods stores were concerned and usually if an unusual shade were called for, the clerk behind the counter made a good bluff or admitted that she could not be positive.

A certain woman was overheard to say not long ago that she had been shopping in three different stores and asked in each for "periwinkle" blue, only to be shown three or four totally different shades. She happened to know what the real periwinkle was and so she made it her business to enquire why the sales staff was ignorant of so important a matter as the season's leading color. In one case it appeared that the sales staff themselves were to blame as they had not taken care to familiarize themselves with the color card given them by the department head. In another case, the head had not provided them with any instruction on the new shades whatever, while in a third, the new colors were named by someone in the store with a bent for being original, forgetting that it is not the fancy name only which sells goods, but the fact that it should standardize color in addition.

### Color is Leading Fashion Feature

This spring, color is perhaps the most important fashion detail to be studied by every sales clerk, no matter in what department she may happen to be. Ribbons, silks, cottons, woollens, neckwear, hosiery and many other lines are now designated by certain specified colors established by the Textile Color Card Association of the United States or else the French Association, which however, is not so widely followed in this country. It will not be possible to give satisfactory service to customers in any of these departments unless the staff has carefully studied the new shades thoroughly and is able to name any of them at the first glance correctly.

Out of the very large list compiled and authorized by the Textile Color Card Association, including 80 colors, there are naturally only a small number called for very frequently, and probably the entire color range will be confined to about 44 shades. It is thus not a difficult matter to learn the new names for the various colors and to classify them in one's mind for future reference.

### How to Promote Sales

A leading Montreal firm has recognized this problem and has met it with a most satisfactory solution. During the early part of March a "Color Exhibition" was held in the yardage goods department, which was charmingly decorated by means of artistic draping of the most colorful materials in harmonizing groups, together with delicate hangings of tulle or crepe about the bowls of the indirect lighting overhead, likewise of vivid hues. All the display tables were called into action to display the ranges of one color only, and the beholder could trace the gamut of blues, for example, from the palest "waterfall" shade down to "majolica" and even navy.

**Speaking of window displays, a reader of Dry Goods Review sent in an idea which is worth passing on. This man, who is a display manager in a leading Ottawa department store, was asked to feature a display of tweeds which had not been moving. These fabrics, in fact, had been in stock for well over a year, and somehow or other did not prove popular with women buyers. This display manager thereupon originated a background representing a winter scene and painted a girl in correct knicker sports suit ski-ing down a snowy slope most realistically. The tweeds were draped across the window gracefully from high T stands and a show card announced "Tweeds for Sports Wear."**

**All the tweeds were sold inside of two days. Is it any wonder that it pays to give attention to window displays and to link them up with any special sales in a manner which arrests attention and awakens interest?**

Silks, woollens and cottons were thus displayed throughout the entire floor, and each day throughout the exhibition a "Special Selling offering" was featured, being generally a brightly-hued fabric of the color of the moment.

At the same time that the color exhibit was featured, this firm also gave prominence to another interesting demonstration in the same department. Right in the centre of the floor was installed a large machine for the making of tricolette silk and this machine was operated all day long to the intense interest of hundreds of customers who eagerly purchased the beautiful material as it came off the machine. This demonstration was arranged through the courtesy of a local knit goods manufacturer and was a most educative and interesting addition to the color exhibition.

### Colors Decreed for Spring 1922

Interesting booklets were given away by the firm to advertise the event which introduced the new season's dress goods, silks and wash goods both by description, list of prices and examples of colors. Thirty-two of the leading shades of spring 1922 were accurately reproduced by a two page insert, each named by its authoritative title. By this means, not only the staff but the customers of this store also are enabled to recognize and to identify correctly any shades decreed for this spring and summer. The list of colors as reproduced in this booklet was as follows: Cherub, Bermuda, Flame, Bonfire, Canary, Corn, Mirabelle, Pumpkin, Vervain, Dahlia, Wood violet, Mulberry, Tile blue, Dutch blue, Cornflower, Prunella, Waterfall, Rapids, Majolica, Tiger lily, Canna, Wallflower, Serpentine, Cactus, Apple blossom, Rubellite, Fuchsia, Zinc, Bobolink, Taffy, Gold brown, and Maple sugar.

Innumerable fashion hints were quoted in the booklet, indicating the uses to which the different fabrics could be put as well as explanations regarding the quality of the goods. Here is an extract for instance, "Pongee at 95 cents in 33 inch width, natural. Note this is free of filling—watch pongees when you buy them—they're often loaded with rice powder to disguise coarseness—this is all pure silk."

### How Windows Interpret Color

The window displays arranged by this store in honor of the exhibition of color were notable. In the two central windows, on either side of the front doors, a superb setting of pastel tinted silk in a fan shape was erected upon a marble pedestal from which fall away long folds of the brightest hued satin blended together skilfully to form a rainbow effect. Caught in among the folds of this varicolored drapery, strings of milky pearls were seen apparently imprisoned like drops of dew on this silken rainbow. Both window displays were different although they followed the same theme.

# Smuggling on the Western Coast

## Vancouver Merchant Airs His Views on a Vexatious Subject—Makes Suggestions as to How Evil Could be Curbed—One Woman Inspector Doing Too Much—How Smuggling is Done by Supposedly Clever People

THERE WAS a time when smuggling, bootlegging and all kinds of illicit trafficking were considered beneath the dignity of those who were prominent in civic and social and public life generally.

Even yet, some surprise is shown when our prominent citizens are discovered in the rum-running and dope-trafficking business. In smuggling, though, there seems to be quite a different attitude. For a farmer to be caught bringing a truck load of produce across the border at an unfrequented crossing, would be to brand him as a criminal. For a doctor's wife to smuggle across an eight hundred dollar fur-coat—that is clever. A subject to be gleefully whispered around the tea table. A rather neat thing.

For a machinery merchant to alter the serial number on an engine and attempt to defraud the government, would be to brand him as one of the criminal class. But for his wife to go to Seattle, buy a couple of hundred dollars' worth of clothes, have the Seattle merchant take the Vancouver clothier's label off the old suit and sew it in the new one; also change the worn binding to the new skirt—that is a humorous and piquant bit of afternoon chatter.

At least this is the view that one prominent Vancouver clothing merchant takes of it.

### Could Support Another Store

"There is enough money spent in Seattle and Bellingham every year for goods smuggled across the frontier into Canada to support another large store in Vancouver. While the duty and the duty on the exchange offered a forty per cent. incentive to people to smuggle clothing from the United States, our government lost and is losing hundreds and thousands of dollars of revenue that should be paid.

"So long as the tariff stands on the statutes, every effort should be made to collect every just cent, before a deficit should be charged against the merchants and citizens in new schemes of taxation."

This merchant claims that many cases have been shown to the customs officers by retail merchants, and duty and penalties have been assessed, but for every one caught there are a thousand that get away. Said this merchant:

### Making Examples of Offenders

"I was interested to see on the various station platforms in England large blackboards on which were bulletined the names and addresses of ones recently found riding on the trains without the formality of buying a ticket. The name and address was thus published. I am sure that this must have a most salutary effect.

"Where an infraction of the customs regulations occurs here, if the criminal is discovered, the duty is charged, and even the name does not appear in the police court proceedings. Why is the smuggler—and the women are the most frequent offenders—entitled to greater consideration than any other type of law breaker? May I give you my opinion?

### Prominence

"The reason is that the offender against the customs regulations is, more often than not, the wife of a prominent man in his district. When the customs officer takes any action, the husband immediately gets in touch with his member, and complains about the indignity to which his wife has been subjected. The member complains to the minister of customs and the local customs officer finds himself in disfavor by reason of his vigilance and attention to his duty.

"The retail merchants have taken up this subject of easy smuggling for the favored, moneyed few—for only those with some money to spend are able to go south on a shopping expedition—and the subject has become what Hon. Geo. Foster called, 'a hardy perennial.'

### Staff of Women Needed

"What is badly needed in Vancouver and other points in British Columbia is a staff of women inspectors. Inspectors who cannot be bluffed. Inspectors who have a good idea what is a new hat, and what is just a new hat band. At present there is one faithful hard working woman customs inspector. Her time must be divided between the ports of entry by water, by rail and by road. No wonder that the examination in all places but one at a time is a farce.

"When the government needs money so badly, and when casting around at all times to saddle more taxes on the citizens, would it not be fair to make an extra effort to collect the full duty on the border before adding the unpaid duty to the already burdened taxpayer?

### Co-operate With U. S.

"Something might also be done in co-operation with the United States Customs authorities by which a mutual effort would be made to stop firms on either side of the line conspiring with customers to defraud the customs. In our store we have frequently had requests from customers to make out special sales slips giving fictitious prices for customs purposes. We refuse absolutely and I believe any reputable firm will refuse. Those who will so conspire should be warned by their governments. The thing breaks both ways, on either side of the line.

"As to improvements I would say that these could be brought about in two ways. First, there should be a woman inspector for each mode of entry at least. Water, rail and road. In the second place, we need an enlightened public opinion as to the contempt in which a smuggler should be held, and nothing would deter smuggling so much as a bulletin board at the wharf, on which would be published the name and address of any one found attempting to defraud the government."

**PASS THEM ALONG**

**Mr. Merchant! There are many clerks in your store who will be interested in the series of articles on show-card writing, to commence in the April issue of Dry Goods Review. These will appear in the Equipment & Display section. They are to be written by an expert. Will you see that the clerks in your organization are given a chance to read these articles?**

Good papers furnish A. B. C. reports to their advertisers.

**Dry Goods Review** is a member of the Audit Bureau of Circulations.

# Check ☐ Below

## The Questions You Are Most Interested In

☐ 1 What is the best means of keeping up our sales volume?

☐ 2 How can we offset the loss in volume as a result of reduced retail levels?

☐ 3 How can we keep down our Overhead?

☐ 4 How can we lessen "Depreciation"?

☐ 5 How can we get a sufficient increase in the efficiency of our salespeople to justify maintaining present wages?

☐ 6 How can we draw New Patronage?

☐ 7 What will increase the effectiveness of our advertising?

☐ 8 How can we effect a better Turnover?

☐ 9 How can we increase our Good Will?

☐ 10 In short, how can we maintain our former amount of "Net" Profit?

**To The Dry Goods Trade:—**

The problem of holding up volume in the face of reduced retail prices is the problem of to-day.

We have an interesting report on the situation—an intelligent survey, which we will gladly send on request.

# Jones Bros. & Co., Limited

***Canada's Largest Manufacturers of Store Fixtures***

**29-31 Adelaide St. West**
**TORONTO, ONT.**

*In affiliation with and manufacturing under Canadian Patents of The Grand Rapids Show Case Co.*

# DELFOSSE'S HUMANIZED FIGURES ARE WORTHY OF YOUR FINEST GOWNS



NEW DRESS AND WAIST FORMS
STYLE 1922

Delfosse's Humanized Wax Figures have a style that is distinctly their own. They are modeled from real human beings and the sculptor has imparted to them the charm and character of the original models.

You will find that Delfosse's Figures sell your garments much more readily.

Our latest catalogue shows our newest figures and also our complete line of display fixtures in metal and wood, also our famous model forms.

**Everything for Display**

Write us Today

## Delfosse & Company, Limited

**247-249 Craig St. West**
**MONTREAL**

# Display Equipment of the *Highest Quality*

We manufacture in our own factories in Toronto—and absolutely guarantee the Quality of our goods to be unexcelled.

**Metal Display Fixtures Revolving and Straight Racks**

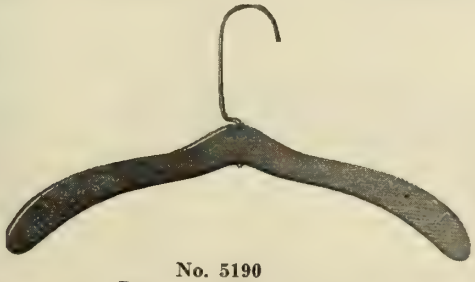
**Dur-Enam Display Forms Everything for the store.**

**Artistic Decorative Wood Display Fixtures, in Solid Walnut, Old Ivory, Roman Gold or Special Finishes.**

**Garment Hangers (all styles)**



No. 265 Rack



No. 5190
Dress or Waist Hanger

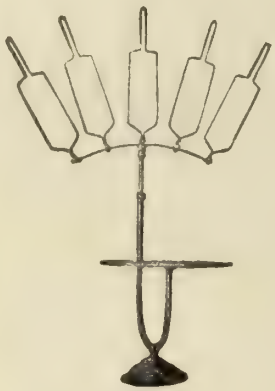


No. 6/702

*Send for Our Catalogues or call at Our Showrooms*

**CLATWORTHY & SON, LIMITED**
London, England Toronto, Canada

# Prepare Now to Usher In The Easter Season



No. 279

Glove Stand finished in oxidized copper, nickel plate, brush brass or statuary bronze.

with a timely display of your Merchandise. Easter is without a doubt the first Show Season of the year. Be assured of stimulated sales by purchasing your Display Fixtures and Forms from



No. 285

Handkerchief Stand finished in Oxidized copper, nickel plate, brush brass or statuary bronze.

## Dale Wax Figure Co., Limited

### 86 York Street, Toronto

*Representatives :*

MONTREAL : P. R. Munro
259 Bleury Street

WINNIPEG : O'Brien Allen & Co.
Phoenix Block

VANCOUVER : E.R.Bollart & Son
Mercantile Bldg.



Our new standing enamel Display Form, made in sizes 16 and 36, heavily weighted and stands perfectly rigid. This form is used extensively in all leading American stores.



No. 3061, Plateau

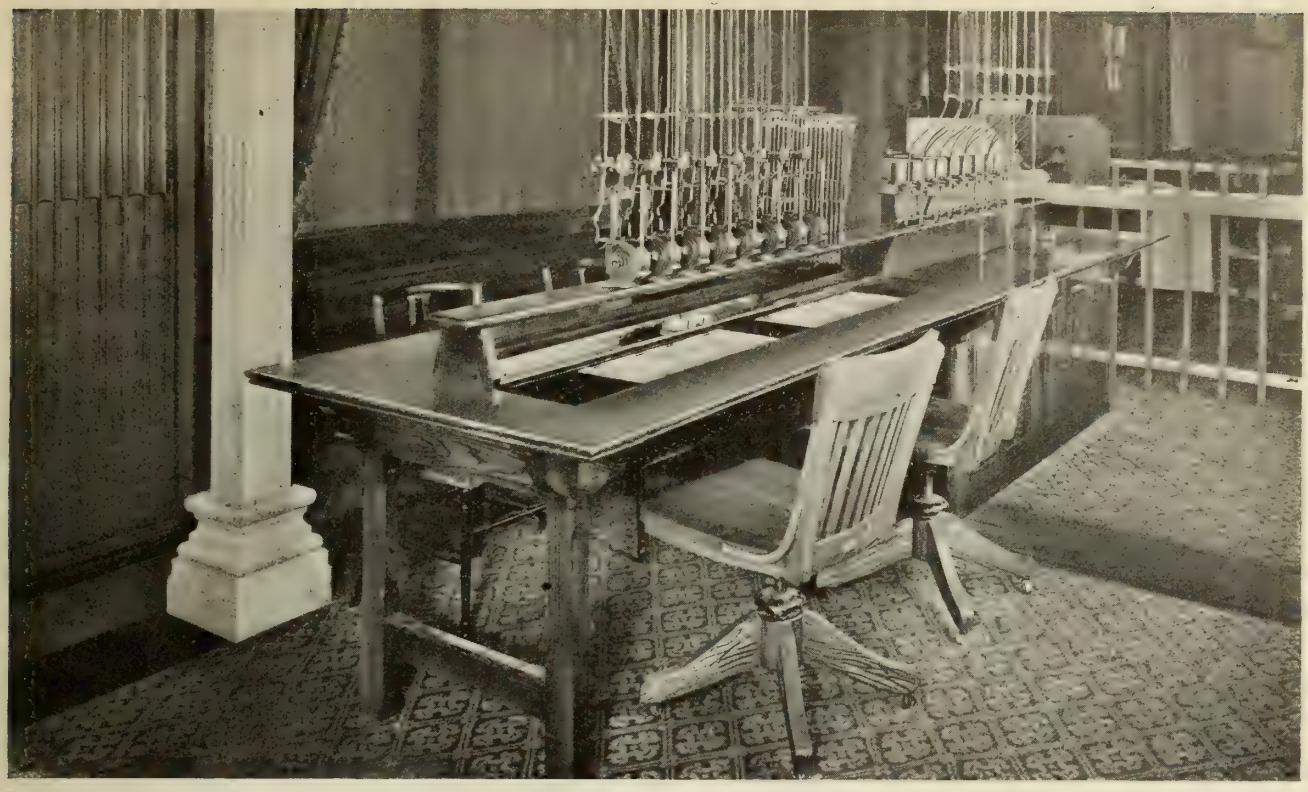
Finished in Old Gold, Old Ivory or any color tone required.

Write now for our Catalogues covering all lines.



No. 151 E

Girl's Wax Figure, made in all sizes.



# First Lamson Automatic Cable Desk goes to L. Wertheimer, New York.

INTEREST in the newest Lamson invention, the Automatic Cable Desk, is greater than even we anticipated.

Merchants who saw the model system in actual operation in the National Retail Dry Goods Association meeting in New York were much impressed by the great improvements we have made in it.

Most merchants were particularly interested in the quicker and more uniform service that can be obtained with the new desk. The carriers can be conveniently handled by the operators while seated, and the number of operators can be varied to suit the volume of business handled. One operator can work just as efficiently as the maximum number.

The economy of operation of the new desk was also enthusiastically received. The ability to cut off a third or even a half of the cashiering expense is something which appeals to every retailer nowadays.

The first installation of the new desk will go to one of the cable-equipped department stores in the chain operated by Mr. L. Wertheimer in New York.

Although this new desk has only been on the market a very few weeks, we have already received a number of orders for it, and are making plans for many other merchants who want the greater economy and improved service that can be obtained through this newer, better cable service.

If your store is already equipped with Lamson Preferred Cable, the new desk can easily be installed in place of the one you are now using. A request will bring more complete information.

## THE LAMSON COMPANY

**603 Hastings St., Vancouver, B.C.** **136 Simcoe St., Toronto, Ontario**

**Lamson** Speed Protection **IMPROVED** Flexibility Economy **Service**

# *Where to Buy Store Equipment for Easter*

## *A Classified Directory of Equipment and Fixtures*

**ARTIFICIAL FLOWERS**
Botanical Decorating Co., Chicago, Ill.
Clatworthy & Son, Toronto.
Dale Wax Figure Co., Toronto.

**ARTIFICIAL PALMS**
Delfosse & Co., Montreal.

**BRASS RAILINGS**
Clatworthy & Son, Toronto.

**BUST FORMS**
Delfosse & Co., Toronto.

**CASH CARRIERS**
Gipe-Hazard Store Service Co., Toronto.
Lamson Company, Boston, Mass.

**CHARACTER WAX HEADS**
Clatworthy & Son, Toronto.

**CHILDREN'S WEAR CABINETS**
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

**CLOTHING HANGERS**
Dale Wax Figure Co., Toronto.

**CLOTHING WARDROBES**
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

**COAT HANGERS**
Clatworthy & Son, Toronto.

**COLLAR CASES**
Kent-McClain, Ltd., Toronto.

**COLLAR STANDS**
Kent-McClain, Ltd., Toronto.
Clatworthy & Son, Toronto.

**COMMERCIAL CARS**
Ford Motor Co.

**CONVEYING SYSTEMS**
Lamson Company, Boston, Mass.

**COSTUME CASES**
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

**DECORATIONS**
Botanical Decorating Co., Chicago, Ill.
Clatworthy & Son, Toronto.
Dale Wax Figure Co., Toronto.

**DELIVERY ROOM SYSTEMS**
Lamson Company, Boston, Mass.

**DISPLAY FIXTURES**
Clatworthy & Son, Toronto.
Dale Wax Figure Co., Toronto.
Delfosse & Co., Montreal.
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.
J. R. Palmenberg, Inc., New York, N.Y.
Walker Bin & Store Fixture Co., Ltd., Kitchener.

**DISPLAY FORMS**
Clatworthy & Son, Toronto.
Dale Wax Figure Co., Toronto.
Delfosse & Co., Montreal.
J. R. Palmenberg, Inc., New York, N.Y.

**DRY GOODS FIXTURES**
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

**"DUR-ENAM" WASHABLE DISPLAY FORMS**
Clatworthy & Son, Toronto.

**ELECTRIC CABLE SYSTEMS**
Lamson Company, Boston, Mass.

**FLORAL DECORATIONS**
Clatworthy & Son, Toronto.
Delfosse & Co., Montreal.

**GARMENT RACKS**
Dale Wax Figure Co., Toronto.
J. R. Palmenberg, Inc., New York, N.Y.

**GIRLS' FORMS**
Clatworthy & Son, Toronto.

**GLOVE CABINETS**
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

**HAT STANDS**
Clatworthy & Son, Toronto.
J. R. Palmenberg, Inc., New York, N.Y.

**HAT CASES**
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

**HOSIERY CABINETS**
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

**INTERIOR WOODWORK**
Kent-McClain, Ltd., Toronto.

**INTER-PLACE-ABLE UNITS**
Kent-McClain, Ltd., Toronto.

**LACE CABINETS**
Jones Bros & Co., Toronto.
Kent-McClain, Ltd., Toronto.

**LADIES' WEAR WARDROBES**
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

**LIGHT ELEVATORS**
Gipe-Hazard Store Service Co., Toronto.
Lamson Company, Boston, Mass.

**MANUFACTURERS' FORMS**
Clatworthy & Son, Toronto.
Dale Wax Figure Co., Toronto.
J. R. Palmenberg, Inc., New York, N.Y.

**METAL DISPLAY FIXTURES**
Clatworthy & Son, Toronto.
J. R. Palmenberg, Inc., New York, N.Y.

**MILLINERY CABINETS**
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

**MILLINERY TABLES**
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

**MIRRORS**
Delfosse & Co., Montreal.

**NECKWEAR CASES**
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

**PIERRE IMAN'S WAX FIGURES**
Clatworthy & Son, Toronto.

**PAPER BALERS**
Climax Baler Co., Hamilton.

**PARCEL CARRIERS**
Gipe-Hazard Store Service Co., Toronto.
Lamson Company, Boston, Mass.

**PNEUMATIC TUBE SYSTEMS**
Gipe-Hazard Store Service Co., Toronto.
Lamson Company, Boston, Mass.

**REVOLVING CLOAK RACKS**
Clatworthy & Son, Toronto.
J. R. Palmenberg, Inc., New York, N.Y.

**REVOLVING WARDROBES**
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

**RIBBON CASES**
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

**SHIRT CASES**
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

**SHOE FIXTURES**
Delfosse & Co., Montreal.
J. R. Palmenberg, Inc., New York, N.Y.

**SHOW CASES**
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.
Walker Bin & Store Fixture Co., Ltd., Kitchener.

**SKIRT HANGERS**
Clatworthy & Son, Toronto.

**SPIRAL CHUTES**
Lamson Company, Boston, Mass.

**STORE EQUIPMENT**
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.
Walker Bin & Store Fixture Co., Ltd., Kitchener.

**TEE STANDS**
Clatworthy & Son, Toronto.
J. R. Palmenberg, Inc., New York, N.Y.

**TRIPLICATE MIRRORS**
Clatworthy & Son, Toronto.
Kent-McClain, Ltd., Toronto.
J. R. Palmenberg, Inc., New York, N.Y.

**UNIT STORE FIXTURES**
Jones Bros. & Co., Toronto.

**WAIST FORMS**
Clatworthy & Son, Toronto.
J. R. Palmenberg, Inc., New York, N.Y.

**WAIST HANGERS**
Clatworthy & Son, Toronto.

**WASHABLE ENAMEL FORMS**
Clatworthy & Son, Toronto.
J. R. Palmenberg, Inc., New York, N.Y.

**WAX FIGURES**
Clatworthy & Son, Toronto.
Dale Wax Figure Co., Toronto.
Delfosse & Co., Montreal.
J. R. Palmenberg, Inc., New York, N.Y.

**WINDOW VALANCES**
Delfosse & Co., Montreal.




The entire top floor and part of basement of our building are occupied by our carpet and house-furnishing department.

**Sort up your stock from the largest and latest variety of styles.**

# THE W. R. BROCK COMPANY
## LIMITED
## WHOLESALE DRY GOODS
## MONTREAL

# Patience and Ingenuity Have Been Shown In Lace Making Branch of Textile Trade

## Wonderful Machines Have Been Brought Into Being to Manufacture Various Laces—Machine Takes Charge of Twenty Thousand Threads—Female Workers Become Very Efficient Experts

IN FEW, if any, of the world's manufactures has as much patience and ingenuity been shown, as much invention called forth, or as much capital expended, as in the lace making branch of the textile trade.

Many of the designs in the higher classes of these materials rival in beauty and durability the far famed handmade laces of medieval artists, and the saving to the consumer is illustrated by the following little table from Mrs. Palliser's standard work, showing the progressive value of a square yard of plain cotton bobbin net:

| | £ | s. | d. |
|---|---|---|---|
| 1809 | 5 | 0 | 0 |
| 1813 | 2 | 0 | 0 |
| 1815 | 1 | 10 | 0 |
| 1818 | 1 | 0 | 0 |
| 1821 | 0 | 12 | 0 |
| 1827 | 0 | 4 | 0 |
| 1830 | 0 | 2 | 0 |
| 1833 | 0 | 1 | 4 |
| 1836 | 0 | 0 | 10 |
| 1842 | 0 | 0 | 6 |
| 1850 | 0 | 0 | 4 |
| 1862 | 0 | 0 | 3 |

Such results conclusively prove that the expenditure of time and money above referred to, has not been in vain, and it will be no surprise to learn that most of the modern sciences have had a share in the evolution of the modern lace factory, including, for example, the latest innovations in electrical contrivance, down to the Pendle Suspension Motors. These last mentioned clever little subsidary machines may be seen in the first illustration. Fitted to the ends of the lace machines, or "looms" as they are called in Scotland, they give to each machine not only a wonderfully smooth and perfect movement, but an independent action of its own.

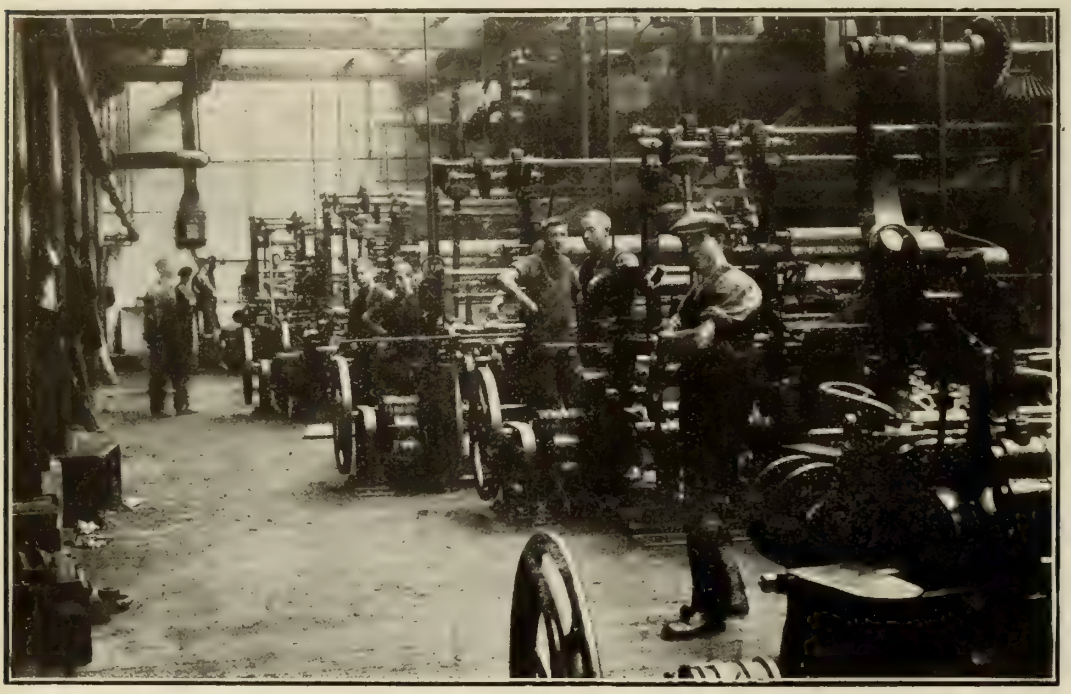


*Illustration No. 1—Print by Courtesy Sterling-Auld and Co.*

**A Wonderful Machine**

But the outstanding mechanical triumph, the "piece de resistance," in these factories, is, of course, the machine or loom itself. This amazing monster, marvellous example of the arts of peace, is after all, only the natural issue, through the latest and best, of a long line of useful and steadily improving ancestors, the history of which is one of the finest illustrations of the all-conquering march of human genius and achievement, from the days of Whitney and Arkwright down

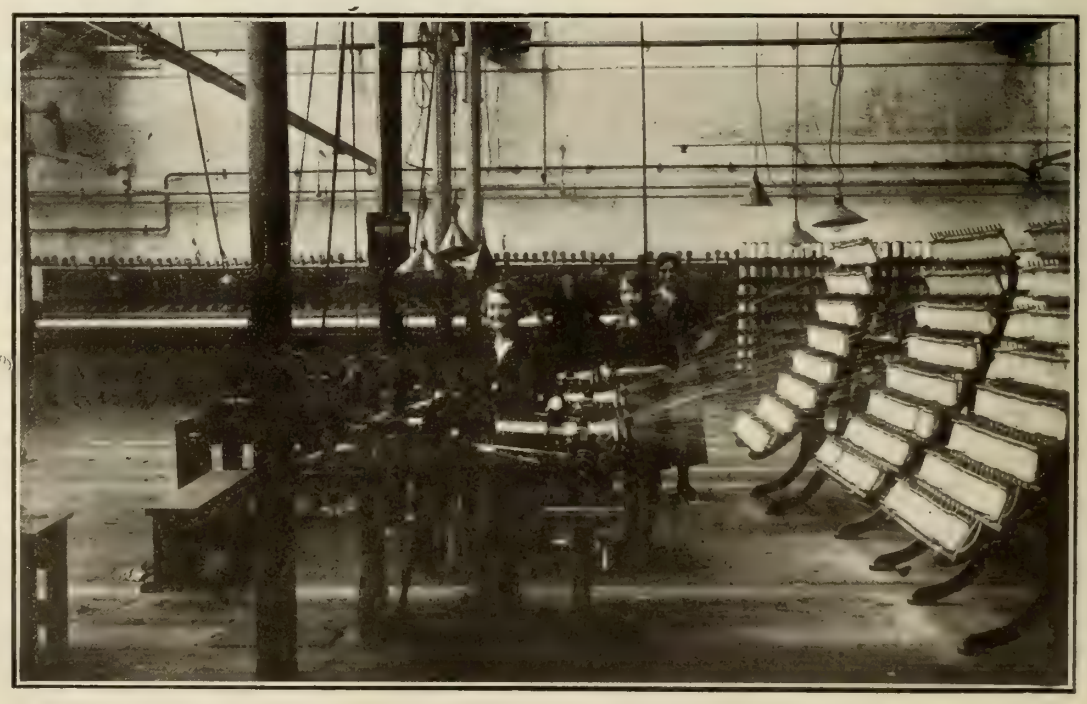


*Illustration No. 2—Print by courtesy Sterling-Auld and Co.*

through the ages. The size of the modern loom varies according to the "fineness" of the cloth, and the consequent closer or wider setting of the needles, but ranges on the average from 240 to 400 inches of cloth. To accomplish this, the machine has to take charge of as many as twenty thousand separate threads from as many shuttles, warps and spools, and to weave all these at once into the desired fabric.



*Illustration No. 3—Print by courtesy Sterling-Auld and Co.*

**Requires One Weaver**

Yet so efficient is the machine, that the whole process goes quietly on under the supervision of only one weaver. No wonder such a machine costs thousands of pounds, and that the efficient owner looks carefully after such concomitant circumstances as the temperature and humidity of the atmosphere of the factory, in order to give the complicated mechanism the best possible chance.

The particular machine seen in the third illustration is one of the sort producing the higher class fabrics, and is consequently shorter than others, but produces nevertheless, a width of cloth measuring 300 inches.

**The Weavers**

The first illustration is a view of the corner of the machine shed. The space between the machines measures thirteen feet, and, standing by, are a few typical Scottish "weavers" in working garb. Workmen of good intelligence, it must be said to their credit that the majority not only aim at producing the maximum of "Racks," but take a proper pride in the care of their machines, and an appreciative interest in the quality and perfection of the lace.

There are certain other processes necessary to the completed product which is entrusted to female workers, equally efficient. There is the process of "brass winding," itself a highly technical and intricate operation in course of which the brass bobbins are filled with thread, which, in turn, is used by the great machine in fixing and binding the fabric together.

"Spool-winding" is illustrated in the second print, and as may be observed is also a "girl's job," while in the third print a useful and homely function is being performed by other female workers, and is designated "Mending or Darning," an indispensable adjunct even in the highest class of factories, provided as they are with latest machinery and the most careful manipulators, with the best of "good intentions."

**SUMMARY OF WAGE MINIMUMS PRESCRIBED FOR SALESWOMEN IN RETAIL STORES**
**Effective from April 15th, 1922**

| Population groups | Experienced adults | Inexperienced adults | Young girls (under 18) |
|---|---|---|---|
| Between 10,000 and 30,000 | $11.00 | 6 mos. at .... $ 9.00<br>6 mos. at .... 10.00 | 6 mos. at .... $7.00<br>6 mos. at .... 8.00<br>6 mos. at .... 9.00<br>6 mos. at .... 10.00 |
| Between 4,000 and 10,000 | $10.00 | 6 mos. at .... 8.00<br>6 mos. at .... 9.00 | 6 mos. at .... $6.00<br>6 mos. at .... 7.00<br>6 mos. at .... 8.00<br>6 mos. at .... 9.00 |
| Between 1,000 and 4,000 | $9.00 | All inexperienced<br>6 mos at ..... $6.00<br>6 mos at ..... 7.00<br>6 mos. at ..... 8.00 | |
| All below 1,000 and rural parts | $8.00 | 6 mos at ..... $6.00<br>6 mos at ..... 7.00 | |

These are not wage rates, but minimum levels of wage rates. Populations to be determined by Dominion Census figures. Office workers, milliners, dressmakers, etc., are not included, but cashiers, parcellers, messengers, etc., are included.

Violation of these orders is punishable by fine or imprisonment.

Enquiries and complaints should be sent to Minimum Wage Board, Spadina House, Toronto.

# Holding A "Window Craft Week"

## Are You Overlooking the Profits That Can Be Made on Curtains? —Department Should be Full of Helpful Suggestions—Window Display and Advertising the Craft Week—Service is Big Factor In This Department

HERE IS where an invaluable opportunity exists in the store which every retailer, no matter how small, can avail himself of readily. This consists of holding a "week" twice a year, in spring and fall, which may be designated by such a title as "House Beautiful Week" or "Window Craft Week," etc, whatever most appeals to the locality. The whole object of this week is to concentrate upon and stimulate interest in curtains of lace, net, muslin or any novelty sheer effect. Before taking up definite plans for the holding of this week, it is well to consider the following points.

1. There is no other line on which a volume of business is done which carries as large a percentage of profit as lace curtains and nets.

2. There are no other goods in the department on which less real selling effort is expended than on lace curtain materials.

What are the reasons for this state of affairs? One is that while lace at the window is the most artistic form of decoration, it does not show up well in a photograph or illustration. Therefore periodicals of every character having a greater interest in pictures than in merchandise, illustrate windows with overdrapes only or else covered with some semi-dense material. Lace is both dainty and illusive, yet it is "lace at the window" which is profitable to the retailer. One well executed model drape in your department will do more to show the beauty and utility of drapery merchandise than a dozen pictures. The point is then, what trims are you showing in your department?

### Display Curtains With Draperies

During a visit to leading Canadian stores it has been our observation that the drapery departments which are making the least money on their annual turnover, are those which show sample drapes (fashion ideas,) in which only printed or sunfast overdraperies are used, without any lace for the window included. This condition may be excusable in a store which merely supplies an existing demand, which in other words, merely acts as a delivery system for its customers. But the retailer can and should create and dominate this drapery fashion and the "Window Craft Week" is planned to bring about this result quickly.

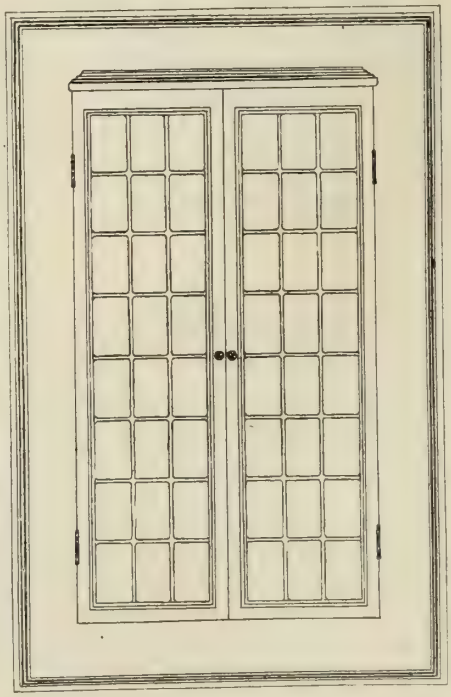
Such a plan is based upon this fact: the retail drapery department is the real factor in homefurnishing styles, and women buy, use and recommend what is suggested to them there. A Window Craft Week provides for a regular monthly featuring at least three fall and three spring months, during which an effort should be made to forget all about price comparison and play up style as the magnet to draw crowds. Don't object if your competitor follows suit, the more interest taken in curtains, the better for everybody.

**PASS THEM ALONG**

**Mr. Merchant! There are many clerks in your store who will be interested in the series of articles on show-card writing, to commence in the April issue of Dry Goods Review. These will appear in the Equipment & Display section. They are to be written by an expert. Will you see that the clerks in your organization are given a chance to read these articles?**

### Department Suggestions

Your department is the hub of the Window Craft Week and ingenuity should be employed to make it as attractive as possible. First of all see to it, if you have one or more model windows, that lace curtains are used on them. These draperies are sold by suggestion and if your stock is kept in the background on shelves or in bins, it cannot work for you by suggesting to customers the daintiness of "lace at the window." One corner of the department should be set aside for fashion display. Use space which includes a section of wall as that will save making costly fixtures. Call in your store card writer and have him design some windows and doorways upon large pieces of white paper, in ink, which are typical of the style that predominates in the homes of your locality, large, small, casement, etc.



*The drawing reproduced above furnishes an example of the sort of department display suggested in the accompanying article. This window is merely sketched, mounted on a blank wall or set on an easel. Brass rods should be used across the top of the casement, the lace curtains being fulled on softly to the depth of the sill and over-drapes of cretonne at each edge. The curtain must be the outstanding note.*

Mount the paper windows on your wall and then select the most appropriate styles and have the drapes made for them. Select the very latest upholstery fixtures from your stock and mount them in the proper places and hang your draperies. If you can also get a rug or two and some furniture of a type to harmonize with the drapes, by all means do so. Then tag everything wtih the price per yard, the number of yards needed, the cost of making, if done by the store, and the total.

Next set up a Window Craft Fashion Bulletin. Get a board about 3 feet high and 4 feet wide and paint it black. This should be neatly executed for it should become a permanent fixture in your department. Select and collect from the various magazines, pictures showing good house furnishing styles. Have a care, however, that the pictures show "lace at the window," for you will find that few lace curtains are featured in the average magazine picture.

### Store Windows

Fight for window space during this week. Even if your space is limited and a whole window is not possible, get part of a window with some other display. There is no reason why ready to wear could not be shown or millinery, with curtains. In these displays, be sure that the lace curtains are shown against dark grounds. Dark blue or black paper is often used to bring out the pattern, but it is better to include a window shade in your display. All the store windows should contain cards urging everyone to visit the Window Craft Display and see the best ideas in furnishings and decorations.

### Advertising the Week

There are three ways in which to play up the week, namely, by newspaper space, circularizing and store show cards and signs. Little need be said about the first, as every buyer knows what lines require mention and the

style of illustration favored by the store in question. Circularizing, however, may seem a different proposition. This includes the sending out of a general circular in the form of an invitation to your customers worded somewhat as follows:

"Mrs. .....
is invited to attend
Window Craft Week in the drapery department of
Blank & Blank, Blankville,
Monday, April .... to Saturday, April .....1922."

In addition to these general circulars, special letters may be sent out to particularly good prospects, such as newly-married couples, new arrivals in the city, whose names may be obtained from the moving companies, the gas and electric companies, etc. These letters should be personally signed, and if you have occasion to quote items and prices, remember the goods which satisfy the customer and roll up the monthly sales total.

As regards the store show cards, little comment is necessary. One of the best "show cards" you could devise however, would be a sample drape right in front of the elevator door in the most prominent spot, placarded by a forcible announcement of your Window Craft Week.

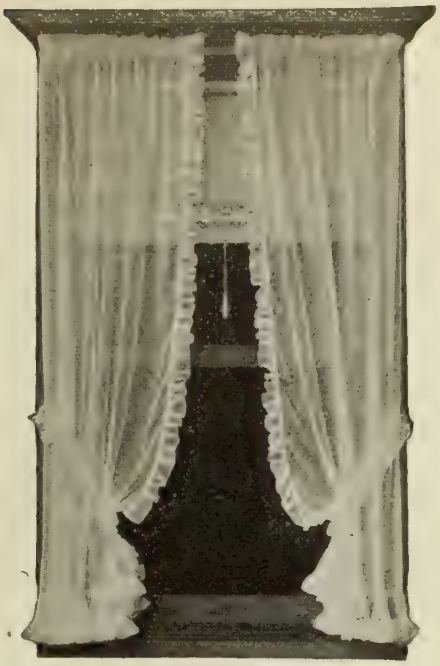
**Store Creates Curtain Fashions**

Finally remember that service in the drapery department centres in helping customers select home draperies both for beauty and utility and the average woman needs plenty of help. She can dress herself but her home is usually a problem. Train your sales force to combine draperies with lace for the window tastefully. Show them how badly a print or other overdrape looks from the outside of the home when used without the proper sheer curtain. Explain to your salespeople that the retail store really creates these fashions and demonstrate to them that when they show a customer the need for lace for the window as well as other draperies, they make two sales instead of one. Emphasize to customers this very important fact, that it is very poor policy to buy anything because it is cheap, and in curtains especially, it is imperative to buy good qualities if service and appearance are to give best results.

# Madras Used For Milady's Dress

**Being Used for Afternoon Gowns—Will Be Shown to Trade**

English women have discovered a new dress fabric for their afternoon gowns. They are using Madras, the material which drapers and homefurnishers usually look on as their own. One retail house has received an English shipment of gowns made of it and the Toronto representative of one of the largest manufacturers in Scotland, now has a quanti-



*Frills are a new fad in curtainings. These may be purchased now in made-up curtains and in yard goods, in grenadines, marquisettes and voiles.*—DESIGN MADE BY THE GEORGE H. HEES COMPANY, TORONTO.

ty of piece goods in his showroom. He intends to show it to the trade and to dress manufacturers during the next few weeks.

This Madras is of a chenille texture and is fifty inches wide. It is closely and carefully woven, so that the ground of the material is heavy and rich looking. This is relieved by open designs in gold, silver or metal of a lighter and loose weave. The designs themselves are conventional and tend rather to borders than to allover patterns. When the design does not appear to any extent in the upper portion, it is usually in stripes or checks which run down to a scalloped border.

The material is particularly suited to one piece dresses of the jumper and loose-fitting types. The width of the material is just about right for the length of a gown from neck to hem. The fancy border makes it appropriate for the sport skirts as well. If American and Canadian women fancy this goods to the same extent as women in England, the homefurnishing houses expect remarkable success in their venture into the dress fabric line.

## Advertising Clubs Lecturer Says Selling is a Profession

"Very good salespeople are exceedingly rare," said Miss Ruth Leigh, one of the lecturers of the Associated Advertising Clubs of the World and auth- of "The Human Side of Selling," in the course of an address to the Montreal Publicity Association at their weekly luncheon at the Queen's Hotel recently.

She took as her subject, "The Human Side of Retail Selling," and spoke of the education of retail salespeople and of different methods of selling, pointing out the common mistakes. She attributed the lack of good salespeople to the fact that as soon as they become good they are made buyers or stock-keepers or start stores of their own.

"Selling is a profession," said Miss Leigh, "and a dignified one at that. We are trying to make the salespeople behind the counter realize that fact and that they are not clerks. Every time they refer to themselves as clerks we correct them. They are not clerks at all."

Pointing out the obvious need for good and capable people behind the counter, she said, "Money spent on advertising is wasted unless the retail salesperson is able to handle the business in an efficient manner." She illustrated with experiences drawn from actual occurrences the loss of business in stores due to the lack of interest or of sales-education on the part of those serving the customers. She emphasizes the mistake that is frequently made by salespeople asking customers how much they want to spend, declaring that the majority of persons going into a store do not know how much they want to pay for various articles, or how much they want to spend in all.

Referring to the question of training salespeople she said. "The biggest thing we try to teach them is how to meet competition. We tell them never to knock a competitor, but to say that the competitors' goods are all right and by so doing establish confidence in the goods that they themselves are selling."

She spoke of different methods of selling through appeals to the different senses of the customer. "The average person has very little imagination. That imagination must be supplied by the salesperson. It is the good salesperson that does the thinking for his or her customer." Many retail sales are lost because the salesperson does not know the exact moment to stop talking.



*One of the best trimmings for the homefurnishing department to feature this season is the cretonne edging. Each of these samples represents one of forty different color combinations kept in stock. The first of those illustrated has a grey ground, the second sand, and the third black and white. Each has three other colors as well. In width they are one inch, 15/16 inch and 7/8 inch respectively.*—SHOWN BY MORRIS BERNHARD CO., TORONTO.

# McLINTOCK'S VENTILATED DOWN QUILTS

(ENGLISH MANUFACTURE)

These famous Quilts are so well known to the Canadian Trade, that they need no further introduction.

We are now showing new samples of McLintock's Down Quilts for Fall Delivery. There are beautiful designs and colorings, in best Down-proof Sateens, also Silks and Satins, filled with purified Russian Down.

"McLintock's" is the kind your customers will ask for; buy them at the first opportunity.

New Designs throughout—prices greatly reduced.

# HANDKERCHIEFS

Attractive prices on an attractive line.

Our new range of Christmas Handkerchiefs is having an excellent reception from all our old customers, and many new ones.

Complete assortments of Fancy Boxed Handkerchiefs, that will make your Christmas Sales larger than ever.

Special assortments at special prices.

ORDER NOW

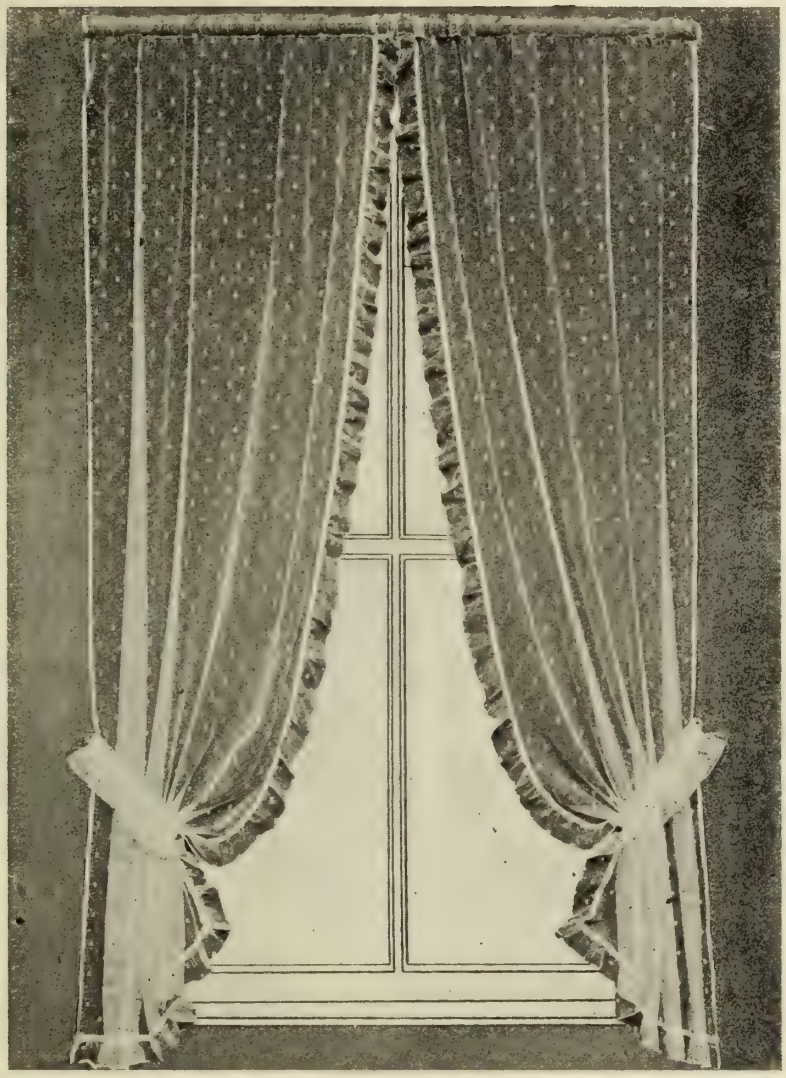
# PRIME & RANKIN, LIMITED

Weekday Cross
Nottingham, England

74 York Street
TORONTO

ESTABLISHED 30 YEARS

# "Dalmor" Novelty Curtains



We are now offering a complete and distinctive line of RUFFLED CURTAINS made of dainty muslins, fine voiles and fancy marquisettes. These are not only ideal curtains for the chambers, but are being used throughout the house. They are the real dainty, effective curtain for Spring and Summer use.

**Our Line is Exceptionally Well Made, and Attractively Priced. It will Pay You to Look this Line over when our Salesman Calls.**

## Daly & Morin, Limited

***Manufacturers and Converters***

## Lachine, Montreal

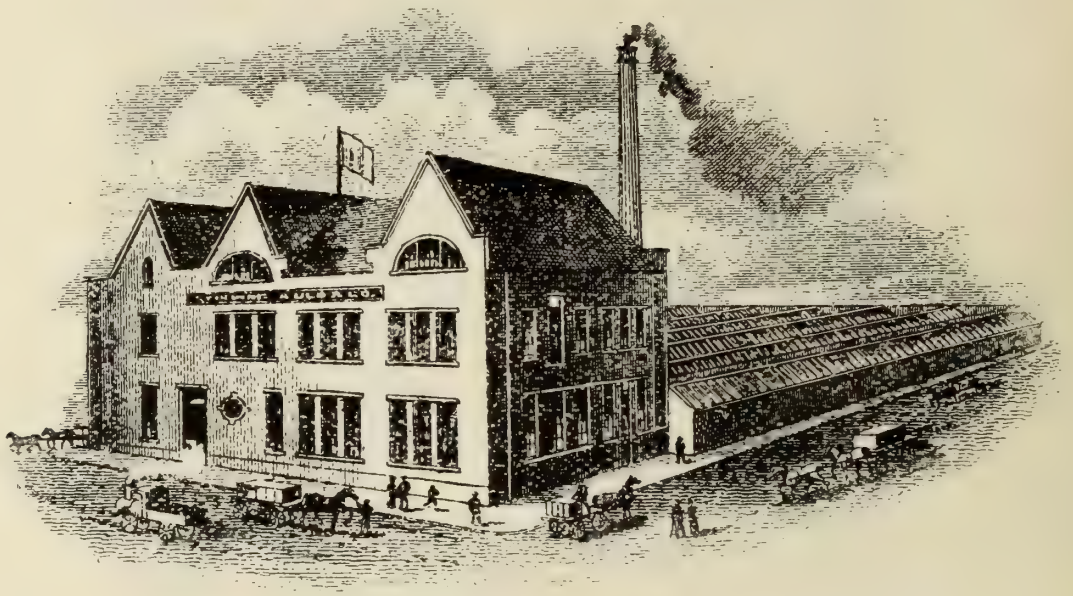
# Manufacturer to Retailer

# Drapery Fabrics

## Buy Direct From the Mill, or Through Toronto Stocks

*AGENCIES:*

Wm. Strang & Son, Glasgow, Scotland.
Stirling, Auld & Co., Darvel, Scotland.
Hood, Morton & Co., Newmilns, Scotland.



*Factory of Stirling-Auld and Co., Darvel, Scotland.*

## In Stock

Henderson's 50″ Imperial Velour (all colours)

| | |
|---|---|
| Madras | Mercerized Poplins, all colours |
| White, Ecru and colours | Lace and Novelty Curtains |
| Spot Muslins, Marquisettes | Bungalow Nets |
| Grenadines | Casement Cloths |
| Frilled Spot Marquisettes | Tapestries |

*John King and Sons' Hollands, White, Cream and Ivy.*

**J. B. HENDERSON & COMPANY, LIMITED**

80 BAY STREET TORONTO

**Established 31 years.**

**MANAGER : W. G. McJANNETT**

***Representatives :***

**W. Sneddon** **R. F. Hick** **J. G. Donald** **Wm. H. Blakely**

# Here's Welcome News for the Trade

We are pleased to announce that we now carry Chenille Lamp Shade Fringe in our Toronto stock. We can make immediate shipment on all orders for the most popular widths, 4″ and 6″. Our prices on this fringe set a new low mark for the trade. 4″ fringe at $8.00 per doz.; 6″ fringe at $12.00 per doz.

For your benefit—to aid you in ordering, and to let you see the high quality of this fringe, we have prepared samples. These are provided free—gladly, upon request.

## Write for Samples

Remember, our Toronto stock is complete. We are able to fill any order in any line and make immediate shipment. Our regular lines include:—

Cretonne Edgings
Silk Edgings
Ball Fringes
Metal Galloons
Lamp Shade Fringes,
and Drapery and Lamp Shade Trimmings of every description

## Morris Bernhard Co. (Canada), Ltd.

**24 Wellington St. W., Toronto**

'Phone Adelaide 924

# Tell the Customer What She




You have only to show the strong canvas back with its tough fibres and say—"This, madam, guarantees you years of service. You can always tell genuine Linoleum, for it has this burlap back. It gives it strength and long life, and makes it flexible."

The Spring selling season will open early. Keep your stock well assorted by choosing your range of patterns. Sales will be made if you carry a big range.

Write us for attractive color cards and newspaper electros. If you have not already used them, send for a supply of paper patterns and trim your window with them.

**PLAN NOW FOR BIGGER LINOLEUM SALES**

***Sold Through Wholesale***

DOMINION OILCLOTH & LINOLEUM CO. LIMITED · MONTREAL · MADE IN CANADA

# DOMINION OILCLOTH AND

MONTREAL

# Should Know About Linoleum




## Give your customer the many good points regarding DOMINION Linoleum Rugs

What does the customer want to know? Is she really interested in having definite particulars regarding what she buys?

CERTAINLY.

By all means tell every prospect why a Linoleum Rug is suited to her need. You can thus develop many sales among those who would otherwise not be impressed, or who would purchase something different.

"DOMINION Linoleum Rugs are convenient—they can be moved quickly by one person. Used for a time on one room they may be removed to another in a moment, so to speak. They are sanitary and clean, and never need washing, scrubbing or beating. You can brighten their surface by using a damp mop, followed with wax or reliable polish. They are of quiet color combinations, therefore in good taste. They are economical, for in addition to being moderate in price they wear a long time—many years, in fact."

**A suggested sales talk That Will Help You Largely Increase Rug Sales.**

**Have you our 1922 Pattern Book? Send for one or more and canvass the customer; it will pay you well.**

## PLAN NOW FOR BIGGER RUG SALES

***Dry Goods Jobbers***

# LINOLEUM CO., LIMITED
## CANADA

DOMINION OILCLOTH & LINOLEUM CO. LIMITED · MADE IN CANADA · MONTREAL

# Brisk Demand for Three Piece Suit

## Canadian Trade Seems to be Finding Market for it—Vogue for Suits Has Not Shut Out Coats—Growing Popularity of Cape Coat—Market Opening Up in Wash Dresses—Tight Bodice And Hooped Skirt in Taffetas

DESPITE THE promised vogue for suits this spring, there are a great many coats to be seen in Toronto. One manufacturer says that there will never be an all-suit season or an all-coat season again in this country. Each garment has its distinct place, just as hats and shoes have. Motoring has made a coat an essential to the wardrobe no matter how much milady prefers a suit. Moreover, while tweeds and homespuns are not sharing the honors with any other material for suitings, the soft fabrics are being made up into coats. Velours is shown in some beautifully tailored coats, tricotine comes in the more elaborate ones and chinchilla and polo cloths are both good.

The cape coats are growing in favor every week. These are good not only for the ladies' and misses' sizes but for the very young girls as well. The last named are shown in bright colors like canna and jade as often as in the dark tones. With all the demand for the Raglan and severe types of spring coats there is a fair sprinkling of orders for embroidery and beads on coats. There always seems to be a call for such as these for women who like to replace their fur coats with something not too severe for spring gowns and hats.

### New Suit Models

Contrast in both color and fabric is considered one of the best methods of relieving severity in cut this year. The simple tailleurs featured by some of the best houses use contrast as their only relief. Pin tucks are also fancied, particularly in the more dressy models.

Three-piece suits consisting of coat, skirt and cape are being made by most of the Toronto manufacturers now. When the travelers started out about the middle of January, several manufacturers declared that they were not emphasizing the three-piece models as they considered they would be taken up only by exclusive houses but they found it necessary to send these out before long and now are getting splendid orders on them.

It is expected that the separate coat will be used again with skirts and dresses of a contrasting material. The crepe materials, particularly, crepe marocain and the striped cantons in bright shades like pumpkin and canna will be featured in exclusive models with short navy coats.

Leather in piping, applique, buttons, fringe and trimming of all kinds will be just as good on the suits as on the hats this year. The same types of suits are seen with girdles of silver, metal, nickel or beads.

The low waistline is seen almost to the exclusion of the normal and high, in the suits shown in Toronto so far. As to the question of skirt lengths, one manufacturer says that the vogue in Paris at the moment for the longer skirt for afternoon and evening wear and the comparatively short one for street wear, will be followed fairly closely in America. This means that the suits will be not much longer than nine inches from the ground. The very short skirts are abandoned in most of the suits shown.

### Wash-dresses

A visit to the ready-to-wear factories in Toronto, reveals the fact that business in wash dresses has begun in real earnest. Most of the retail houses have placed the largest part of their orders for silk gowns and there is now time to devote to wash materials. There is a noticeable improvement in the types of porch and summer dresses shown over those of last year. More attention is being given to cut and finish and the colors are said to be faster than before.



*FOR THE MAID OF HONOUR*

*this superb gown of silver lace would be most effective, trimmed with satin de luxe ribbons in contrasting shades of Jack roses and pivoine. Parasol and hat are likewise adorned with ribbon roses to match.*

*Frock shown by courtesy of Johnson Cowdin & Company of New York*

In the better grade of sport dress, ratine is probably the best. Here again the three-piece suit is featured, manufacturers fancy, because there is sufficient body to it to give something to work on in an effort to produce dresses and suits which have a tailored look.

Gingham and organdy will be seen more than the all-gingham dress this season. Dotted Swiss is combined with the heavier wash materials very cleverly also.

In many of the wash dresses, manufacturers are using the straight-line models and drawing them in at the waist with an elastic.

On the light materials, like voile and organdy, French flowers are the principal ornaments used. Folds are seen of self-material very frequently as well. The use of flowers and folds is a very practical way of answering the demand for something in trimming which will not prevent washing.

New York models are showing wool trimming particularly on voiles and linens. Speaking of linen, there will be many gowns shown in this in the bright shades this season rather than in the cool apple-green and king's blue of other years.

### Beads Better Than Ever

One designer of the better class of afternoon and evening gowns, says that beads will be used even more than formerly. Crystal steel and jet are probably the best. As to materials, crepe Romaine, crepe meteor and canton are chosen usually for beadwork.

The taffeta gowns feature the new lines probably more than any of the others. It is probably because taffeta is worn by the so-called "flapper," who can afford to wear the novelties, that manufacturers are making these up in the more extreme styles. The very tight bodice and the hooped skirt are prevalent in the taffetas. In fact the moyenage silhouette, which some of the most prominent French designers are using exclusively now, is shown in Toronto only in the youthful taffetas. In this the corsage closely molds the figure all the way from the chest to the hips, where there is a little fulness and the skirt is quite full at the bottom.

**KENT-McCLAIN AGAIN**

**Ottawa Leather Goods Store—Ottawa, Ont.** Mr. Geo. M. Wolf has recently opened the Ottawa Leather Goods Store on Bank Street, Ottawa. This new shop is thoroughly up-to-date in every respect and is equipped throughout with "INTER-PLACEABLE" Unit Wall Fixtures and "DRESDEN" Silent Salesmen. These fixtures finished in Mahogany were designed and built by Kent-McClain, Limited (Toronto Show Case Company).

# Spring and Summer Models in Ready to Wear in Paris Definitely Favor the Longer Skirt

## Black and White Still in Great Favor—Tailored Costumes, Morning and Afternoon Dresses and Teagowns Have Longer Skirts—New Sleeve for the Teagown—Jackets All Very Loose

Paris, February 23rd, 1922

ONCE MORE, the large couturiers displayed their newest creations, this time for Spring and Summer wear. As usual, they have done their utmost to catch the fancy of their customers, and, hard as it is, since on the whole, there are no important differences in the coming fashion, they succeeded in making lovely things.

The materials are not particularly new: casha, already in fashion for Summer wear, for several seasons, broadcloth for suits and morning dresses, crepe marocain, georgette, a little foulard for afternoons, chiffon, crepe de chine, for tea gowns lame for evening wear.

### Still Black and White

Strange as it may appear, black will still be worn quite extensively: in Summer it looks dull, but it may be mixed with bright shades to make up for the dark appearance. Almost all garments have at least a tinge of black; many suits are made of black broadcloth, trimmed with white, saxe (which is very dainty), brick red, etc. White and black combinations come in very often, especially in afternoon dresses. Lace dresses are devised in black lace over a light silk fourreau, saxe blue or golden brown.

When foulard is used, it is in printed black and colored designs.

Teagowns, on the other hand, are very light, delicate shades being now more favored than the crude green, pink, blue we have had for several seasons. These are now too common for any elegant woman to adopt them. Pastel hues will soon prevail now, and we shall enjoy the lovely cyclamen pink, periwinkle blue, almond green, that were so fashionable in the eighteenth century, as we may still see in Watteau's portraits of the time.

### Skirts Longer

A great deal has been said about longer and fuller skirts: the present line is as follows:

Tailored costumes have narrow skirts that do not go much below the top of the boot, which is not quite so high as it was a year ago.

Morning walking dresses are perhaps slightly longer, but still quite straight and not wide.

Afternoon dresses, still fully show the ankle; they are broader and more fluffy.

Teagowns, always a heap of aerial materials are long, now and again with a tiny train, or turned in Zouaves as trousers.

**PASS THEM ALONG**

**Mr. Merchant! There are many clerks in your store who will be interested in the series of articles on show-card writing, to commence in the April issue of Dry Goods Review. These will appear in the Equipment & Display section. They are to be written by an expert. Will you see that the clerks in your organization are given a chance to read these articles?**

### Ball Dresses

Ball dresses are dainty affairs of net, lace and flowers, very broad and full length. They have, however, a narrow silk underskirt over which is a deeply flounced straight band of net, plain or embroidered, or trimmed with flowers all over the skirt. The waist is rather low, and, in many instances, some wires suggest the old fashioned "cerclettes." Our young girls have all ball dresses thus devised. The bodice is quite flat with an oval opening showing the shoulders, and edged with a garland of flowers. They have tiny sleeves, and flowers at the waist too. Their hairdressing is just a wreath matching the dress.

Their mothers wear long straight fourreaux of silk covered with lace, or jet tunics. They are low necked, of course, and sleeveless. The waist is very low. They don't wear so many flowers as their daughters and in their hair, they have a band of lame and silk entwined or a jet motif to match the dress.

### Teagowns

Teagowns, as mentioned above, are very fluffy. They are nothing but draperies, difficult to describe, except by saying that the skirts are long, wide pieces of chiffon over a narrow silk fourreau, low waist, oval or square neck. The main thing is the sleeves. Shall we have short sleeves or none at all like last year, or long ones?

The question seems to have been settled by adopting narrow tiny sleeves right at the top of the arm, continued into a flying panel full length, which in some cases, is held up at the wrists by a ribbon, and is open either on the inside or the outside of the arm. Teagowns generally have flying panels, which are very graceful, if not very comfortable, as one is liable to throw everything down when moving.

The others are reserved for afternoon crepe marocain dresses which are still some sorts of Robe chemises, quite straight and plain with no trimmings, but a pretty narrow steel belt slightly below the waistline.

### For Morning Wear

For morning wear, we have some similar gowns, but made of serge and trimmed with braidings. The sleeves are all pagode, sometimes coming from a tight band at the top of the arm, which is somewhat different from the regular pagode shape, and very stylish. We have also some wide open narrow straight collars, and a waistcoat of organdie, with big mother-of-pearl buttons, and a high collar.

### Tailored Costumes

Tailored costumes, as I said before, have short, narrow skirts. There is nothing much in them; they have no trimmings, except now and again, two front pockets and braiding, if the coat is braided.

The jackets are all very loose, just held in place across the hips by a straight turned out band seven inches wide, into which some pockets are reserved, for the purpose of putting one's hands. Straight bands, two inches wide, make the collar. There are no revers, but the coat is wide open, showing a nainsook or crepe de chine chemisier blouse, with a high collar, pleats and buttons, shirt sleeves, but that do not fit, except at the waist, where they are finished in a way similar to the one described for the jacket. The latter's sleeves are pagode too. As a matter of fact we have no tight sleeves this season, in tailored costumes. Such garments ought to win favor for they look very comfortable and cool, and pleasant for Summer wear. Besides they don't need much material, which is interesting too, in these days when people are short of money.

Embroidery still adorns the coats, but there is a great tendency towards having inserted motifs of colored cloth, which is very effective.

So far, there is nothing very new in the traveling coats dept. Later on, when holiday time comes, I shall be able to give you some fresher information on the subject.

Next month, I will tell you about Summer millinery and footwear.

Yours very truly,
Jeanne Gsell.

# The Word "Was" Should not be Used

## A Dangerous Word That Holds Up Sales in Ready-to-Wear Department—Extravagant Statements Turn Profiteering Charge Against Retailer—Western Coast Demanding Many Sports Suits —The Use of the "Quota" System—The Exclusive Store and Its Problems

"WHEN WE all know that the public is in a very sceptical mood," said Mr. Boyle, manager of the ladies' read-to-wear department in the Hudson's Bay Store, Vancouver, to Dry Goods Review recently, "I consider it a mistake to continually harp on the 'Was' and 'Is' theme.

"There probably was a time in the last year when the idea of comparative prices was a strong element in inducing a reluctant public to re-consider values. To realize that 'things had come down' from the pinnacle that brought on the so-called 'buyers' strike it undoubtedly was necessary to make spectacular comparisons between prices as they were, and prices as they are, but there has also been a great deal of harm done in the process.

### Special

"I have personally heard shoppers discuss a price ticket in this wise, 'Was eighty-five, now thirty-five. Just look at that,' and turning to the clerk, 'that's the kind of profit you were making eh? And I'll bet you're not losing money even at thirty-five dollars!' It would have been useless to claim that even at $59.50 the store would still not make a profit. The buyers were and are sceptical—frankly sceptical—and the more striking the reductions, the stronger their belief that they have been previously gouged.

### Extravagant Statements

"Then again I believe that many merchants were not blameless. Merchandise was in some instances, given a fictitious value, merely to make the new price appear more favorable. Extravagant statements were screamed with printers' ink till the public, to some extent became satisfied that most of the loudly proclaimed price reductions were merely 'hokum.' For this reason, you will not find in our entire department now a ticket bearing two prices. There is no reference made anywhere to what the merchandise 'used to sell at'."

### Only one Ticket

At this point Mr. Boyle showed your correspondent several small lots of evening dresses, etc. They were being sold at $59.50, $27.50, etc., although Mr. Boyle said that they only had borne a legitimate profit at their former prices ranging up to $165. There was nothing on the cards to indicate that they had ever been considered worth $165, or $155 or whatever the price may have been. They are simply sold now as good value at the price ticketed.

When the words "sold now" are used they mean just that, because Mr. Boyle states that since February first there has been a most surprising volume of sales. The daily sales averaging in this department from several hundred to a thousand dollars a day more than last year; and there is no special "sale" on. The manager simply explains that the prices on new goods—suits, coats, dresses, wraps, etc., are so reasonable that the public are convinced that they are getting VALUE and they are buying what they have needed for some time, but were delaying to buy.



*These smart circular capes of rubberized silks are the rage at Palm Beach this Spring, especially in oriental and very grotesque patterns. Hats and parasols are made to match. In plain colors these capes are worn by New York women on rainy days.*—SHOWN BY BETTINSON AND CADE, INC., OF NEW YORK.

### More Sports Suits

The fact that the buying power of many is impaired has had the effect of increasing the sale of sports suits, and such more informal garb. Also the heavy trimming and quantities of furs in evidence in the winter styles, has occasioned a sort of re-action in favor of the simpler styles for spring.

There is an increasing demand on the coast for the three-piece sports suits. For golfing and climbing the "knickers" are taking with the public. A large number of "jumper" effects are also being shown in the spring suits. From sixty to seventy per cent. of the suits, dresses, and coats sold in the Hudson's Bay store are made right in Vancouver, the local garment industry having received great impetus during the last few months.

### "Quota" System Used

According to Mr. Boyle the "quota" system of payment has proven very successful in his department. The salaries are set based on 4 per cent. of the estimated sales. Those who sell in excess of their quota—and the quota is not set unduly high—receive in addition 2 per cent on such increase.

"We have found this system to keep all our staff on their tip toes. It is an incentive to put a little more pressure on their sales. We guard carefully against any such thing as 'dogging' a customer or pressing her unduly to buy, but in these times, there is no place in any sales organization for the salesmen or saleswomen whose idea of their work is merely of lifting down garments and putting them away with complete indifference as to whether a sale is made or not. Naturally the salesperson who is making the biggest bonus is the best asset to us. Our percentage of selling expense is lowered the more that person sells."

### Exclusive Trade

In answer to a query about exclusive trade Mr. Boyle said, "there is no one mistake that is so damaging to any merchant's chances of success as a wrong

idea about **exclusive business.** To the merchant who is considering catering to an exclusive trade I would suggest that he check over his field very carefully first, to find out just how many of such 'exclusive' customers there are, even if he got them all.

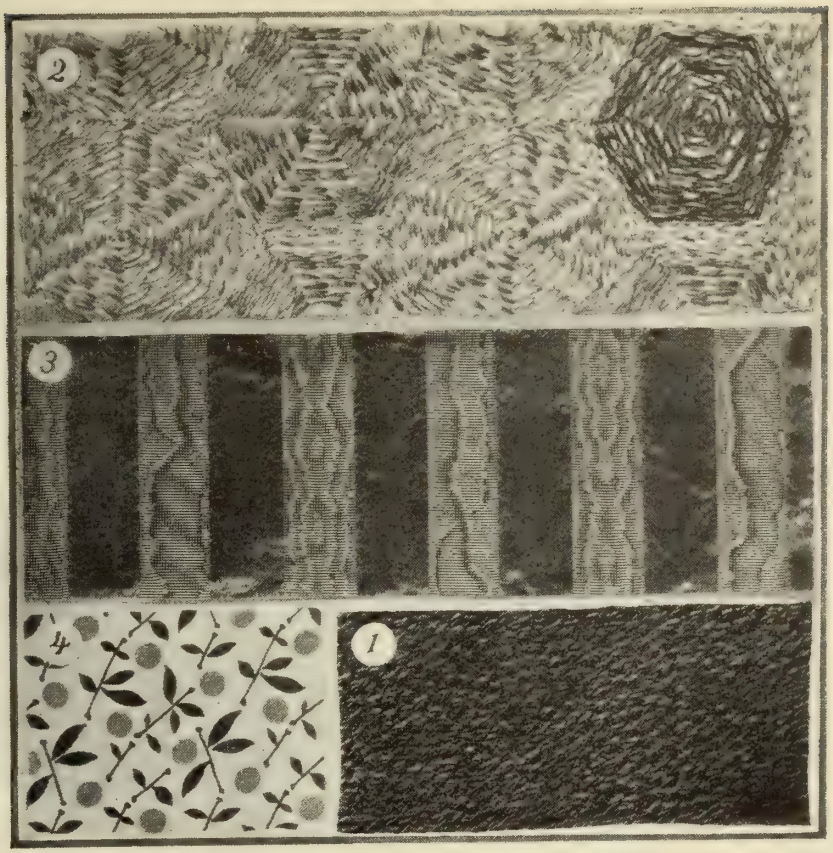
"There is far more carryover, always, in such a store. Nor can such an exclusive merchant do anything to move his off-season stock. No price reduction would make any considerable increase in sales to his exclusive customers; that's directly opposed to the very idea of exclusiveness.

"No—except in exceptional cases the merchants will do well to make their bid for the business of the average folks. They will, of course, carry some of the very high priced lines but the volume business—the life blood of any business—is the trade of the folks whose earnings will be somewhere between fifteen hundred and four thousand. Except in the very large cities there are not enough of the wealthier people to support a good sized exclusive business.

"Probably the most important factor is the ease with which the popular departmental or other store can liquidate an excess of stock, should the management decide that a line should be cleaned out. The popular store has the hundreds or thousands passing through the store daily. A price reduction or an extra drive will move almost any lot of your merchandise in a few days. But if the exclusive store finds itself loaded with any slow moving article, it is in the unfortunate position, frequently, of taking severe losses due to price declines or at the tag ends of the various seasons."



*A chambray porch-dress made in plain colors. The piping is in contrasting colors and there is ric-rac braid on the neck. A practical dress for everyday use.*
*Shown by the Sewsure Manufacturing Co., Toronto*




*SILKS WITH WHICH THE NEW SPORTS HATS WILL BE CREATED*

1. *Blistered cire, just arrived from Paris shown here in navy blue with raised pebbled surface.*
2. *Embroidered crepe de chine, which comes in many colors with chain-stitch motifs in three color contrasts. In this sample, yellow, red and green are embroidered upon periwinkle blue.*
3. *Pekin stripe, which is a combination of moire and cire stripes about one inch wide and comes in solid colors in vivid shades.*
4. *Printed crepe de chine in a reversible pattern on white grounds with black and colored conventional design. Bright tints are used for the coin dots.*—SILKS IMPORTED BY BETTINSON AND CADE, NEW YORK.

## Was First Editor Dry Goods Review

The first editor of Dry Goods Review, Charles Morrison, died in San Francisco the other day. He had been news editor of the Mail and Colonel J. B. Maclean who founded the MacLean Publishing Company was an associate on his staff. They became intimate and Mr. Morrison proved to be a very loyal friend of our president. Some internal changes in the Mail left Mr. Morrison without a situation and for a time he edited a monthly paper for the Massey-Harris Company. This not proving congenial he resigned and, for the purpose of aiding his old friend, Colonel Maclean started the Dry Goods Review and put him in charge of it. Mrs. Morrison, who was a New Zealander, was not able to stand the Toronto climate and Mr. Morrison after a couple of years had to move to San Francisco, where he joined the editorial staff of one of the leading dailies there and continued in that position until his death the other day, at the age of 72. His son, who began journalism in Toronto, is now news editor of the Edmonton Bulletin.

Lon Cathro Ltd., opened a new hat shop opposite Loew's Theatre on St. Catherine St. West, Montreal.

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DRESSES

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MANUFACTURERS
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*Priced Right*

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CLOAKS & SUITS

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# COATS WAISTS SUITS

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## Atlas Garment Mfg. and Trading Company

46 ST. ALEXANDER ST. - MONTREAL

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**SPECIAL VALUES IN GINGHAMS and RATINES**

***Immediate Delivery***

**VOGUE WAIST & DRESS CO.** 207 ST. CATHERINE ST. W., BLUMENTHAL BUILDING. **MONTREAL**

# DOUBLE BUYERS' MARKET GUIDE

**The McElroy Mfg. Co., Ltd.**
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Royal Garments
REGISTERED TRADE MARK
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**INTERNATIONAL IMPORT COMPANY**
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NEW YORK
Garters and Armbands

**The American Jewelry Co.**
NEW YORK
Jewelry for the Smallware and Notion Trade

**The National Leather Goods Co.**
TORONTO
Ladies' Handbags, Men's Leather Purses, Novelties

According to Dr. Elizabeth Thelberg, who is physician at Vassar College, one of the most famous schools for girls in the United States, short skirts, open throats and low shoes are responsible for the grace and the health of the modern girl. In her defence of short skirts she declares that the women and girls of today are much healthier than those of twenty and thirty years ago. She further contends that bare throats encourage hardiness and hardiness enhances beauty. And yet it is only a few years since Mrs. Patrick Campbell, the English actress, proved herself a subject for comment and amusement by defying custom and promenading the city streets in a low-necked costume in the wintertime. The sensible ahtletic girl, says Dr. Thelberg, is visibly winning in grace, endurance and beauty over her silk-stockinged, high-heeled sister, and when the male fashion dictators of Paris say "You are going to wear long skirts again," there may be a definite spirit of defiance.

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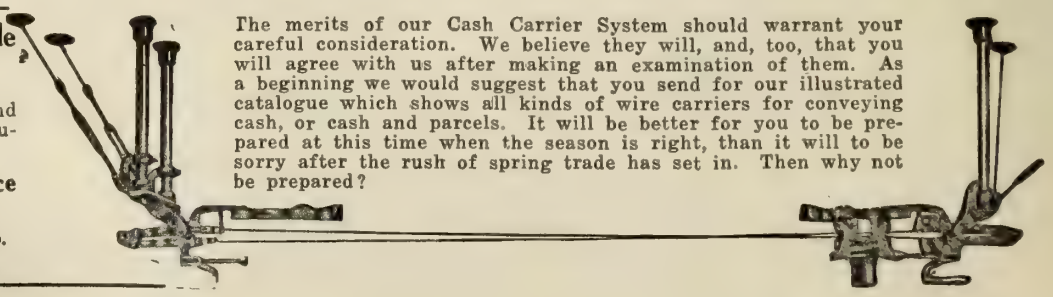
Our reliable old wool-producer, the sheep, is going to have to share his lone glory with the American buffalo, or more properly, the bison. It has been practically demonstrated in both Canada and the United States that buffalo fur can profitably be substituted for wool in the manufacture of blankets, sweaters, socks or other products. That buffalo skin is a greater warmth retainer than other hide is a well-known fact to northern pioneers. It is estimated that there are 8,000 bison in captivity capable of producing 160,000 pounds of raw fur. The task of shearing buffalo, however, will by no means be as gentle a proceeding as that of shearing sheep. Buffalo possess far greater strength and pugnacity. However, they can be dealt

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STAMPED GOWN SPECIALS
No. 900—Nainsook Gown. Made up in three designs, a doz. .....$6.50
64-60 count, full length, full width, two-inch hem Sizes 15, 16, 17, 18.
SPECIALS IN INFANTS' AND BABY DRESSES MADE UP
No. 145-146-147—Short Baby Dress, a doz.....$5.50— Gross .....$60.00
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Stamped Three Designs. Three Shaped Yokes. Set-in Sleeves.
Terms 3% 10 Days

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The merits of our Cash Carrier System should warrant your careful consideration. We believe they will, and, too, that you will agree with us after making an examination of them. As a beginning we would suggest that you send for our illustrated catalogue which shows all kinds of wire carriers for conveying cash, or cash and parcels. It will be better for you to be prepared at this time when the season is right, than it will to be sorry after the rush of spring trade has set in. Then why not be prepared?

# BUYERS' MARKET GUIDE


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Men's and Boys' Caps
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Also caps made from your own materials
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CARRIED IN STOCK
**Walter Williams & Co.**
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We specialize in these necessary, every-day lines. Write for samples and quotations.
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The best 36-inch brown domestic in America
*Buy it by the bale; sell it by the bolt*
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## T. H. Birmingham & Co.
LIMITED
533 College St., TORONTO
Makers of
Women's High Grade Neckwear
*The Exclusive Neckwear House"*

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*Blanket Manufacturers*
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Telegrams and Cables, "Blankets" Halifax
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(Incorporated)
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## STERLING DRESS CO.
Popular-Priced Ladies' and Misses'
DRESSES and SKIRTS
220 KING ST. WEST - TORONTO
ADELAIDE 3857


with in much the same manner as are unbroken horses, and arrangements are now under way to shear 5,000 head of buffalo at Wainwright, Alberta.

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Advice and admonition from the forester and lumbermen with regard to forest fire prevention is within the ordinary, but it is somewhat of a novelty to hear a plea put in by the fur trapper and the men who have to do with the distribution of furs. It is a common complaint of the Indian that bush fires have crossed his hunting grounds, with the consequent destruction of all such game as marten, fisher, fox, ermine and lynx. In practically destroying vast wooded areas of our forests, fires have consumed the natural food of the furbearer. Beaver, for example, are deprived of their natural food—the inner barks of the birch and poplar trees. Such worthy little animals as the marten are known to have been burned in forest fires, seeking refuge in trees and hiding there until burned. So we have yet another champion for the preservation of our forests.

---

"Every women should wear a corset," advises Dr. Adolf Lorenz, a famous surgeon. "I do not say that women should squeeze their waists as once they did, but I am referring to corsets of today, designed on common sense lines." Dr. Lorenz frequently prescribes corsets modeled after casts made of patients under his observation. Seconding his idea, Health Commissioner Copeland of New York contends that a corset gives to a woman the sense of being completely dressed, and thus contributes to her peace of mind, which is beneficial.

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The craze for earrings seems to be again invading Canada, according to a Toronto manufacturer who reports large sales of them. New York has taken to them very kindly and Canada is not far behind. The most fashionable ladies are reported to be wearing them and the style generally followed is the long drop earring which will conform to milady's coiffure. Very attractive colors are being used.


## COMFORTERS
COTTON—DOWN—WOOL FILLED
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*Write for Prices*
THE COPP, CLARK CO.,
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## SILKS
I represent in this country some of the most reliable Manufacturers of High-Grade SILKS, in plain, fancy weaves.
Quality and Novelty is my motto.
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HOSIERY MANUFACTURERS
Men's, Women's & Children's
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Complete Stock Carried in Toronto by
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Art Needlework Materials
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64 WELLINGTON ST. WEST TORONTO

Fraser's Women's Wear Directory, pocket size, issued each July.
Fraser's Men's Wear Directory, pocket size, issued each September, and
Fraser's Textile Products Directory, each January, a combination of the above two books. Subscription in Canada $2.00 a year. Sample copy on request.
**Fraser Publishing Company**
H. O. 128 Bleury Street, Montreal
Br. Office, 122 Wellington W., Toronto.

# BUYERS' MARKET GUIDE


## HABERDASHERY

Every description of Haberdashery and Smallwares for Drapery, Dressmaking, Millinery, Fancy Needlework, Outfitting and Tailoring Trades.

FREDERICK NEWTON & CO.
8&9 Hamsell Street, London, E.C. I.
*Established 1871*

The Kay Band
SANITARY NAPKINS
Conveniently and attractively packed: half dozen and dozen cartons; individual transparent envelopes; and compressed in individual boxes. Write for interesting prices.
HYGIENIC FIBRE COMPANY
200 Broadway New York City

Red Seal Zephyr Ginghams
Everett Classics
Eden Cloth-Peggy Cloth-Blankets
Smith, Hogg & Co
115 Worth St., N.Y.
77 Summer St., Boston
226 West Adam St. Chicago

RIBBONS OF DISTINCTION
J.C. AMERICA'S BEST RIBBONS
"J-C" Ribbons have peculiar charm. Widely advertised to the consumer under their trade-mark names for the protection of the dealer.
"SATIN DE LUXE"
"TROUSSEAU"
"LADY FAIR"
"SANKANAC" "VIOLET"
"DEMOCRACY"
JOHNSON, COWDIN & CO., 40 E. 30th St., New York, N.Y. Made in U.S.A.

MESH BAGS
In Silver, Gun Metal and Green Gold Finish, Metal Frames for Ladies' Hand Bags.
*Made in Canada for the Canadian Trade*
WHITING & DAVIS CO.
SHERBROOKE, QUE.

OPENING FOR CUSTOM LADIES' TAILoring, ready made and millinery in city of twenty thousand. 1st class, long established, good location for energetic man or woman. Write. Box 779, care Dry Goods Review, 143 University Avenue, Toronto, Ont.

WILL P. WHITE, LIMITED
Head Office: Toronto, 65 Simcoe St.
Montreal, 137 McGill Street
Manufacturers' Agents and Distributors
Textile and Smallwares Specialities.
Wholesale and Manufacturers Only Supplied.

The Canadian Lady Dress Co., Limited
Kitchener, Ont.
Manufacturers of
*"The Canadian Lady dress"*
Ginghams, Crepes, Chambrays, Prints
Write us for catalogue and Prices


"The Associated Advertising Clubs of the World must place itself firmly and squarely upon a definite platform regarding retail advertising, and must use all of its influence to have every merchant using the newspapers in the communities where they are represented by advertising clubs, conform to the practices which they endorse. Make this movement intensive. Issue a strongly worded bulletin to every retail store in the country. Suggest to them ways and means of getting together in their communities, and let this movement be financed by the retail stores themselves—it is for their own good. Then I am confident, we shall be able to see tangible results within a very short time. When you start making a football out of a standard article, it not only destroys retail conditions, but it makes it difficult for the manufacturer to secure whole-hearted co-operation in distribution. This is a problem in itself, and may be touched upon by others. Personally, I can see a great future for advertising."—Louis Blumenstock, Associated Advertising, February, p. 13.

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"Undoubtedly there is a long period of declining wages and declining prices before us. These years, however, may be years of prosperity as people get back to the old virtues af prudence, economy and thrift and as they learn to cut out extravagance, and in an economic sense, lower their standards of living. In a higher sense the standard may even be a better one for the development of the most desirable human qualities; plain living and high thinking are likely to go together. Will the year 1922 repeat the short-lived boom that came in the year 1818? It will, unless the parallel which has existed almost exactly so far is broken. And if the parallel continues further unbroken, 1922 will be followed by about two years of depression."—Alvin T. Simonds, Forbes, March 4, p. 359.

---

Paris.—One of the events of the Lyons fair this spring was a "Fete de la Soie" or "Silk Feast" for the benefit of the Fondation Franco-American des Visiteuses de l'Enfance. It took the form of a ball at which the Paris couture held a parade of mannequins in evening gowns. There was an exhibit of articles made of silk. Twenty-five mannequins from Paris were used.

---

Culture of the mulberry tree for the purpose of providing food for silk worms in order to build up a home silk industry is being encouraged by interested parties in Ontario at the present time. It is stated that several hundred trees have already been sold farmers in Middlesex county alone.

The Ontario Department of Agriculture, according to Deputy Minister Bert Roadhouse, having hitherto regarded the establishment of a silk industry in this Province as impractical, from the stand-point of labor and climatic conditions, is, through the Experimental Station at Vineland, conducting an impartial investigation into the whole business. A statement containing the conclusions reached will be issued shortly.


## Buttons
*Plain and Fancy Pearls*
We are making a very complete line of all Kinds
Write for Samples and Prices
SHULER BUTTON CO.
Brantford, Ont.

## Brantford Felt Novelty Co.
Brantford, - Canada
Manufacturers of
High Grade Pennants, Cushion Tops, Felt Emblems, Paper Hats, Advertising Novelties.
ORDER NOW OUR WOOL FELT TAMS
SPORTS. 10 SHADES
7.50 PER DOZ.
1914 VALUE AND A BIG SELLER

IRISH FIRM OF AGENTS WITH FIRST-class connection open to represent on commission Manufacturers of Fleece Underwear and Ladies' Artificial Silk Hose. Reply Box 980 Dry Goods Review, 143 University Ave., Toronto, Ont.

EXPERIENCED TRAVELLER WITH first-class trade connection is open to represent good line of Ladies' Ready to Wear, Hosiery or Dry Goods Specialty Lines in Western Canada. What have you to offer? Correspondence invited. P. O. Box 391. Winnipeg.

# Dry Goods Review

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The April issue of Dry Goods Review will commence a series of articles on Card Writing, written by "Jalexo," an expert in card writing. It will also contain articles, written by a staff member, of New York styles and methods of merchandising. It will be well worth reading.

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# Why Do Women Buy *Gold Seal* Congoleum?

That question can't be answered in a single sentence, because all women don't buy Congoleum for the same reason.

Many — especially women with small children — buy it because it is sanitary. Children can play on a *Gold-Seal* Congoleum Rug as much as they like without danger of inhaling dust or germs. For this reason *Gold-Seal* Art-Rugs are often used in preference to expensive woven rugs, in homes where *cost* is not considered.

Many buy it primarily because it is economical — because in no other floor-covering can they get such cheerful, attractive patterns and *guaranteed* satisfactory service at so low a price.

Still others buy Congoleum because it is so easy to clean, and so saves much time and labor.

*Gold-Seal* Congoleum is the fastest selling floor-covering on the Canadian market—*not* because of any one advantage, but because it combines many advantages, *some of which* appeal to *every* housewife.

It is attractive in appearance, economical, easy to clean, sanitary, durable—and guaranteed to give absolute satisfaction.

Are you getting your share of the rapidly growing Congoleum sales?

CONGOLEUM COMPANY
OF CANADA, LIMITED
1270 St. Patrick St., Montreal, Quebec

***Made in Canada—by Canadians—for Canadians***



# Puckered and Spoiled!

The unexpected shower never would have ruined this garment—if the seams had been sewn with

**Corticelli** MADE IN CANADA **Spool Silk**

A pointer for your salespeople—emphasize to the customer the use of Corticelli Silk in all seams, regardless of fabric. The difference in cost is more than made up by the extra service and the satisfaction in seams that will not pucker or shrink.

Corticelli Silk is strong—elastic—durable—every color and exact shade to match material.



**Belding-Corticelli Limited**

MONTREAL TORONTO WINNIPEG VANCOUVER

# DRY GOODS REVIEW

Vol. XXXIV. No. 4 THE MACLEAN PUBLISHING COMPANY, LIMITED PUBLICATION OFFICE: TORONTO, CANADA APRIL, 1922



*Showroom or Storeroom?*

# Which Impression Does Your Store Convey?

Badly planned, poorly equipped, and confusingly arranged Dry Goods and Men's Furnishing Stores, convey the unfavorable impression of business indifference, and the lack of modern progressive ideas. This keeps sales at the minimum, and is a standing invitation for enlightened competition to come in and succeed.

The means to better stores, planned and equipped in accord with the latest merchandising principles, is at hand for all Dry Goods and Men's Furnishing establishments in the Kent-McClain Organization; designers, builders, and expert craftsmen in the planning and equipping of really successful stores.

***"INTER-PLACE-ABLE" UNITS***

"Inter-place-able Units" afford the means of beginning a truly modern store, at once, with a small investment. Write for the catalogue, which explains the "Inter-place-able" idea; it will enlighten you.

Kent-McClain Limited
(Toronto Show Case Co.)

183 CARLAW AVE., TORONTO - OFF QUEEN ST. E.



"INTER-PLACE-ABLE" UNITS

# THE HOUSE THAT GIVES SERVICE




## *"EFFICIENCY"* is our motto

Having access to the markets of the world we are in a splendid position to supply you with the best merchandise—seasonable goods that will stimulate your business.

Our organization is composed of eighteen separate departments, each one efficiently equipped to care for your needs. Let us know what you want, and the goods will be on their way the same day that your order is received.

We have now on hand the largest and best assorted stock since pre-war days. We solicit enquiries, and send samples on request.

# GREENSHIELDS LIMITED

***"The Hub of the Dry Goods Trade in Canada"***

17 Victoria Square - Montreal

**Sales Rooms from the Atlantic to the Pacific**



A Chinese Lady

# Chinese Silks and Japanese Silks Swiss Silks and French Silks

## *For Spring and Summer*

IN GREAT VARIETY

*Soft Crepes and Lingerie Silks*

*Charmeuse Taffetas Satins Georgette*

*In all the Newest Bagdad Colourings*

*VISIT OUR WAREHOUSE*

## A. S. King Silk Company

Limited

"The Silk House of Canada"

*59-61 Wellington St. West, Toronto*

*Foreign Offices:*

*Zurich, Switzerland*
*Lyons, France*
*Yokohama, Japan*
*Chefoo, China*

# Lines You Should Have In Stock Now.

For immediate delivery, we offer you the newest and brightest designs and colorings in the following:—

Voiles,
Organdies,
Dimities,
Batistes,
Plain and Fancy Repscords

Ginghams,
Chambrays,
Prints,
Costume Ducks & Drills,
Cotton Crepes and Seersuckers,

Fancy or Plain Colored Skirtings. The latest shades in Sport Flannels. A special range of small designs in the New Cretonne Dress Material.



## John M. Garland, Son & Co., Ltd.

Ottawa - Canada

*Wholesale Dry Goods*

# *AN INVITATION*

Having just completed the renovations to our warehouse, we cordially invite you to inspect our new arrangements for improved service, especially our re-organized

## "Fancy Goods Department"

consisting of

| | | |
|---|---|---|
| SPORTING GOODS | PERFUMES, ETC. | |
| SMOKING SETS | TOILET SETS | In Ebony |
| CARD SETS | MANICURE SETS | and |
| SCHOOL SUPPLIES | DRESSING SETS | Ivory |
| FANCY PAPETRIES | CUTLERY | |

JEWELLERY

and many other attractive lines.

*ALSO*

## Our 10 Dry Goods Departments

---

*"Each one a specialty house in itself"*

# HODGSON, SUMNER & CO., LIMITED

83-91 St. Paul St., West — 21 St. Sulpice St. — 84-92 LeRoyer St.

**MONTREAL**

***Sample Rooms :***

7 Charest St., QUEBEC — Windsor Hotel, OTTAWA

Carlaw Bldg., 28-30 Wellington St. West, TORONTO

Can. Bank of Commerce Bldg., THREE RIVERS — New Sherbrooke House, SHERBROOKE

Empire Bldg., HAMILTON — Grigg House, LONDON

503 Mercantile Bldg., VANCOUVER — 50 Bon Accord St., MONCTON, N.B.

# WAYAGAMACK PURE KRAFT




## Has no Rival.

Because of its strength a light-weight sheet gives as much service as inferior grades of wrapping paper twice the weight.

Therefore it is the most economical paper for wrapping purposes.

Whether used in the form of bags, envelopes, notion bags and paper containers of all descriptions or simply as a wrapping paper, it will give more satisfaction than any other paper used for the same purpose.

Its appearance is so attractive that it acts as a standing advertisement for the merchant who uses it.

## Wayagamack Pure Kraft

**which means**

## Strength and Security

is stocked in standard sizes by all the principal paper wholesalers from coast to coast and can be obtained in glazed or unglazed finish and in plain, fine stripe and broad stripe patterns.

# *For Summer Selling*

Our wide range of color combinations in two-tone silk heather, and our new beautiful weaves and colors in pure silk Winsome Maid, fulfill every hosiery need for Spring and Summer selling.

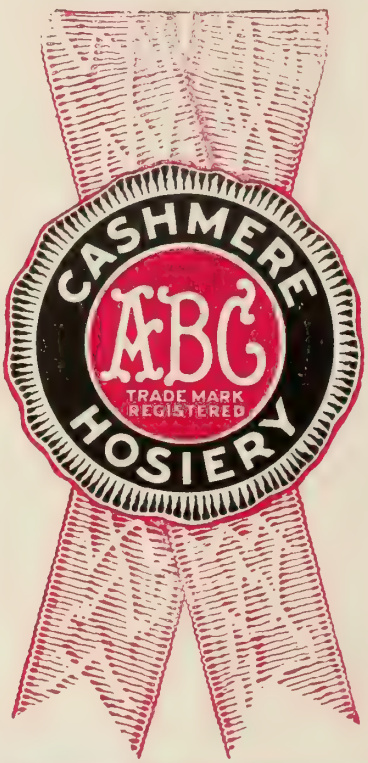
**Write for prices.**

## Allen Silk Mills, Limited

**43 Davies Ave. - Toronto**

***The Finest Trade Buys "Winsome Maid"***




# Heather's the Thing

WHETHER IT'S FOR MEN
WOMEN OR CHILDREN.

## A. B. C. HOSIERY

features heather for everybody

**For Children**—three quarter length heather sock with roll top—and heather mixture in regular lengths.

**For men and women**—silk and wool mixtures, heather effect.

And Cashmere, plain weave, heather effect.

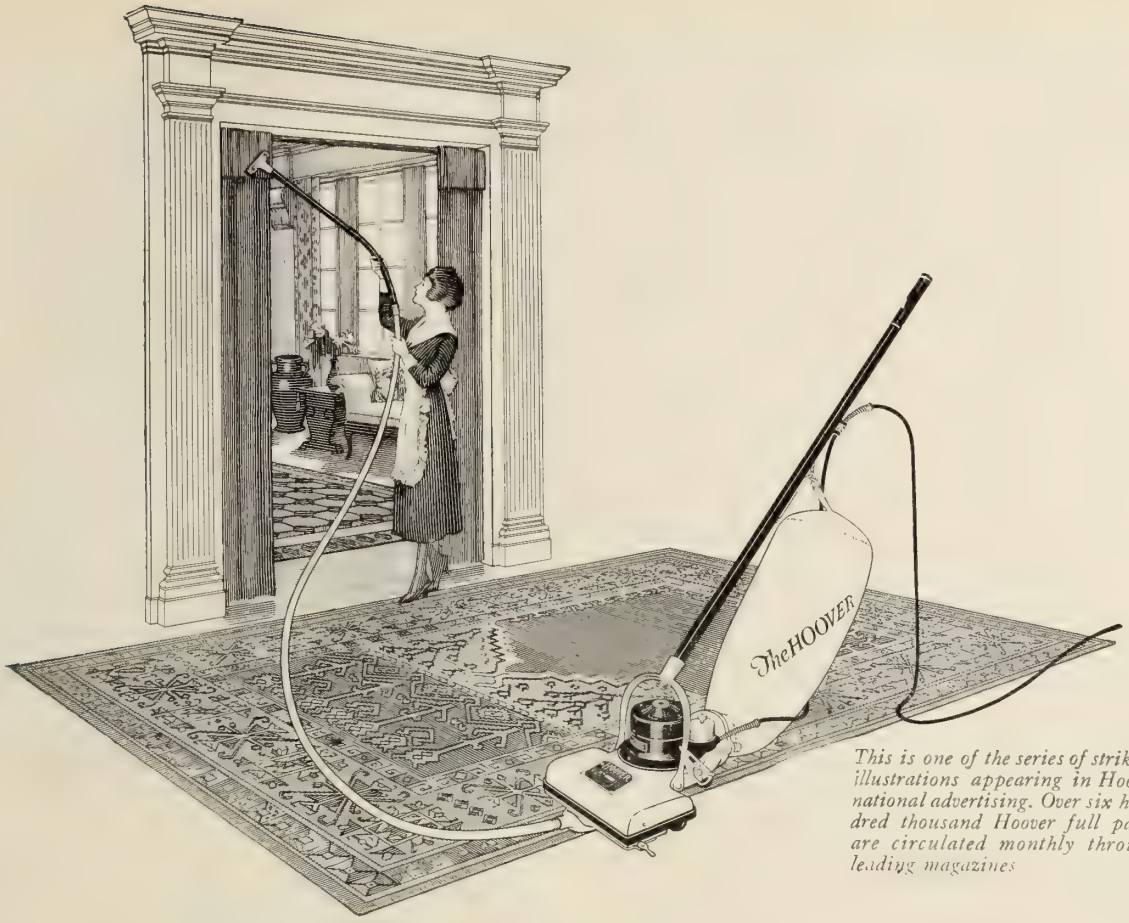
**In children's hosiery we also make beautiful pure silk 1 and 1 rib—and silk and wool 1 and 1 rib.**

**All seamless, with reinforced heels and toes.**

## Allen Bros. Co., Limited

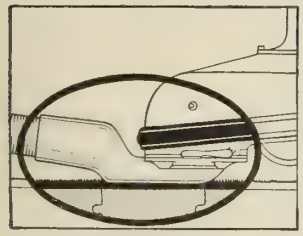
**883 DUNDAS ST. E. - TORONTO**

***A. B. C. is a Hose Guarantee***




*This is one of the series of striking illustrations appearing in Hoover national advertising. Over six hundred thousand Hoover full pages are circulated monthly through leading magazines*

# Spring Housecleaning Time Is a Harvest Time for Hoover Sales



***The HOOVER***
***Converter for Attachments Is Patented***

IN order to make use of the strong suction of The Hoover for those purposes for which the machine itself cannot be used, viz.: for cleaning upholstery, curtains, hangings, books, moldings, mattresses, etc., the front end of The Hoover need only be tilted up a few inches. A converter is then easily slid under the suction opening, the machine is lowered and the converter is clamped in place. The conveniently long suction hose is easily slipped into the outlet of the converter, while any desired air cleaning tool may be attached to the open end of the hose. The dust can then be quickly collected from any location, high or low, without stooping or stretching. This converter is covered by a Hoover patent, granted March 26, 1912. Eighteen other patents protect the salient features of electric cleaner construction. Still other applications for patents are pending.

Practically everyone spends money in the spring in order to have rugs cleaned of the winter's accumulation of dirt—unless a Hoover has been in use.

Ordinarily the cost of such cleaning amounts to as much or more than the first payment on a Hoover. Yet what do people get for that money?

Nothing but a *superficial* cleaning of their rugs! And in a few weeks their rugs will be as dirty and unsanitary as before.

Do you see the favorable opportunity that this situation offers to interest an unusual number of people in The Hoover?

Take advantage of it! We will gladly assist you. For many years the Hoover organization has co-operated with dealers in conducting successful Spring Housecleaning Campaigns.

The plans we will help you to put into effect are therefore tried and proved—plans that many other dealers have tested and found highly resultful.

### *The Time Is Here—Act Today!*

Get into immediate touch with us! While Hoovers are year-around sellers, the spring housecleaning season is an excellent time to make your start.

Send today for a Hoover representative Learn what a fine proposition we have for you as an Authorized Hoover Dealer.

THE HOOVER SUCTION SWEEPER COMPANY OF CANADA, LIMITED
Factory and General Offices: Hamilton, Ontario
MADE IN CANADA BY CANADIANS FOR CANADIANS

# The HOOVER

*It BEATS.... as it Sweeps as it Cleans*

# Visitin' 'Round WITH KELLY CLIENTS



EARLY in 1900 the people of Winnipeg, Manitoba, were advised through their local papers that a new firm had entered the retail circle of the city.

THE firm of McNiel, McLean and Garland had taken over the business of the Glengary Store—then a little building 17 x 45 on Main Street about nine blocks out from the centre of the city.

AT THAT time the store held about eight thousand dollars worth of clothing and the new management, through progressive business methods did a twenty thousand dollar volume the first year.

IT TOOK them just four years to outgrow their small quarters and in 1904 they moved their business to the corner of Main and Market Streets—into a building 60 x 80 in the busiest part of the retail district.

THEIR little stock was multiplied to a sixty thousand dollar investment, in the most modern of clothing establishments and the people of Manitoba have shown their appreciation of the excellent values given by purchasing close to a quarter of a million dollars worth of clothing a year.

SINCE the very beginning of the business, the Kelly Sales System has been identified with this growth—conducting the first sale a few months after the stock was purchased and last January the thirty-ninth sale was completed with extraordinary results.

IN A recent letter, Mr. McLean, the President, said:

> "So long as we are in the mercantile business, we will never forget the most important business connection of our career — our connection with the T. K. Kelly Sales System of Minneapolis.
>
> "This firm has sold hundreds of thousands of dollars worth of merchandise for us in the years we have been in business, and we will never forget to make the connection at least twice yearly."

OTHER evidence of this kind is yours for the asking — evidence that proves our record and ability among Canadian merchants.

A FULL explanation of our methods will follow promptly the receipt of your inquiry, giving the size and character of your stock, and will not obligate you in any way.

T·K·KELLY SALES SYSTEM
MINNEAPOLIS·MINNESOTA
U.S.A.

OTTAWA
111 Sparks St.

CALGARY
ALBERTA
517 Centre St.

St. HYACINTHE
QUEBEC

QUEBEC
Merger Bldg.

# Do You Show a Sufficient Range IN PIECE GOODS?

## Enough Choice to Satisfy Your Customers?

## THE SALE IS BIG

HAILEYBURY, ONT.
Matabanick

TORONTO, Ont.
72 Bay Street

HAMILTON
ONT.
Lister Chmbrs.

## The House of Racine, Montreal

Devotes 6 of its 14 Departments to Piece Goods with Attractive Styles, Values and Assortments

A—Staple Cottons
(J. A. Mitchell, mgr.)

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C—Woolens and Linings
(J. A. Heroux, mgr.)

D—LINENS
(WM. MACKIE, MGR.)

E—Dress Goods and Silks
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SUDBURY, Ont.
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ONT.
145 Carling St.

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## Dept. D. Linen Dept.

### TABLINGS AND TABLE CLOTHS

Unexcelled values. Seventy-inch all Linen bleached Damask to retail $2.25 yd. is a winner, everywhere.

### TOWELLINGS AND TOWELS

Large range. All Linen Crash, heavy weight, to retail at 25c yd., is the best value offered in the trade since 1914.

### WHITE NAINSOOKS, LAWNS AND ORGANDIES, CANVASSES

N.B. Will we send you samples of the two lines, specially mentioned above?

SHERBROOKE
QUEBEC
50 Wellington St.

THREE RIVERS
QUE.

St. PASCAL
QUE.

# *Alphonse Racine Limited*

*Manufacturers and Wholesale Distributors of Dry Goods*

60-98 St. Paul St. West, Montreal

FACTORIES : Beaubien St., Montreal
St. Denis, Que., St. Hyacinthe, Que.

18 PERMANENT SAMPLE ROOMS

CHICOUTIMI
QUE.

EDMUNSTON
N. B.

CHARLOTTETOWN
P.E.I., Queen & Sydney Sts.

ST. JOHN, N. B.
85 Germain St.




# Motor Rugs

Made in a fine quality of Pure Wool in combination colors exactly as shown above. Priced at a reasonable figure. Can be secured through our dealers. Every car owner should have one.

## THE BROOK WOOLLEN COMPANY, Limited

**Simcoe - Ontario**

*Selling Agents:*

**HARVEY BROTHERS & SEMPLE, LIMITED**

**Toronto Winnipeg Edmonton Vancouver**

# STOFFEL & CO., ST. GALL

**The Largest Manufacturers of Cotton Fabrics in**

## SWITZERLAND



*The Var Races at Nice*

**Fine Muslins**

**Jaconas**

**Voiles**

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TRANSPARENT ORGANDIES IN 100 SHADES

**DOTTED SWISSES IN 50 SHADES**

"IT IS STOFFEL'S"

*The finest praise that can be bestowed upon an Organdie or Dotted Swiss*

STOCK CARRIED IN TORONTO IMMEDIATE DELIVERY

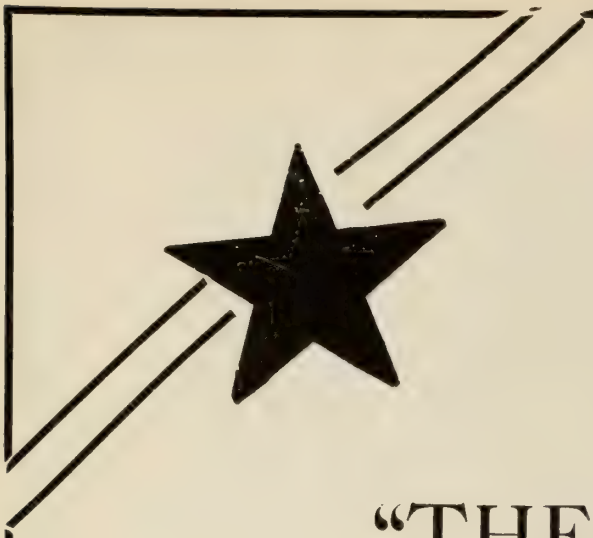
To the Wholesale and Manufacturing Trade only

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# "THE BLUE STAR"

*Will Solve Your Problem of*

## What to Buy for Summer

Our comprehensive assortment of merchandise, from all sources, satisfactorily solves your buying problem. You have a wide range to choose from in our dependable lines of—

| | |
|---|---|
| LACES | RIBBONS |
| EMBROIDERIES | CHIFFONS |
| DRESS TRIMMINGS | BRASSIERES |
| WASH GOODS | CORSETS |
| NECKWEAR | HOSIERY, etc. |

Muser creations are always fresh and dainty, distinctive and sales-compelling. We confine our efforts to these most essential points.

By inspecting our goods, you have the choice of the best the world's markets can offer—high quality merchandise, shrewdly bought, coming to you at most advantageous prices.

**See the Muser Representative.**
**Immediate delivery if desired.**

## Muser Brothers (Canada) Limited

**Manufacturers and Importers of Laces,**
**Dress Trimmings and Embroideries.**
**Importers of Fancy Dry Goods.**

## 12 ST. HELEN STREET, MONTREAL

New York, Boston, Philadelphia, Chicago, Baltimore, Los Angeles, San Francisco,
London, Nottingham, Paris, Calais, Caudry, Le Puy, St. Gall

# Perfection!

## "Peeress" hair nets

Made from the finest grade of real hair, perfectly shaped, large size, carefully inspected and packed in attractive colored envelopes.




This case is adapted for

## "Peeress" & "Vodene" nets

It is the best selling help obtainable. Compact, well finished, substantial. Makes an attractive display in any store.

## Veils are a strong factor just now

Showing a great variety of styles at medium prices

**Veilings, Plain, Fancy, or small dots**

## Fancy Voiles

## "Stoffels" Swiss Organdy

## Cotton Homespun
## Plain and Check Patterns

Extremely New, Very Effective, Washable

**85c**

## "Dynamo" & "Canvelco" Maline

Full range of colors

## Nets and Laces

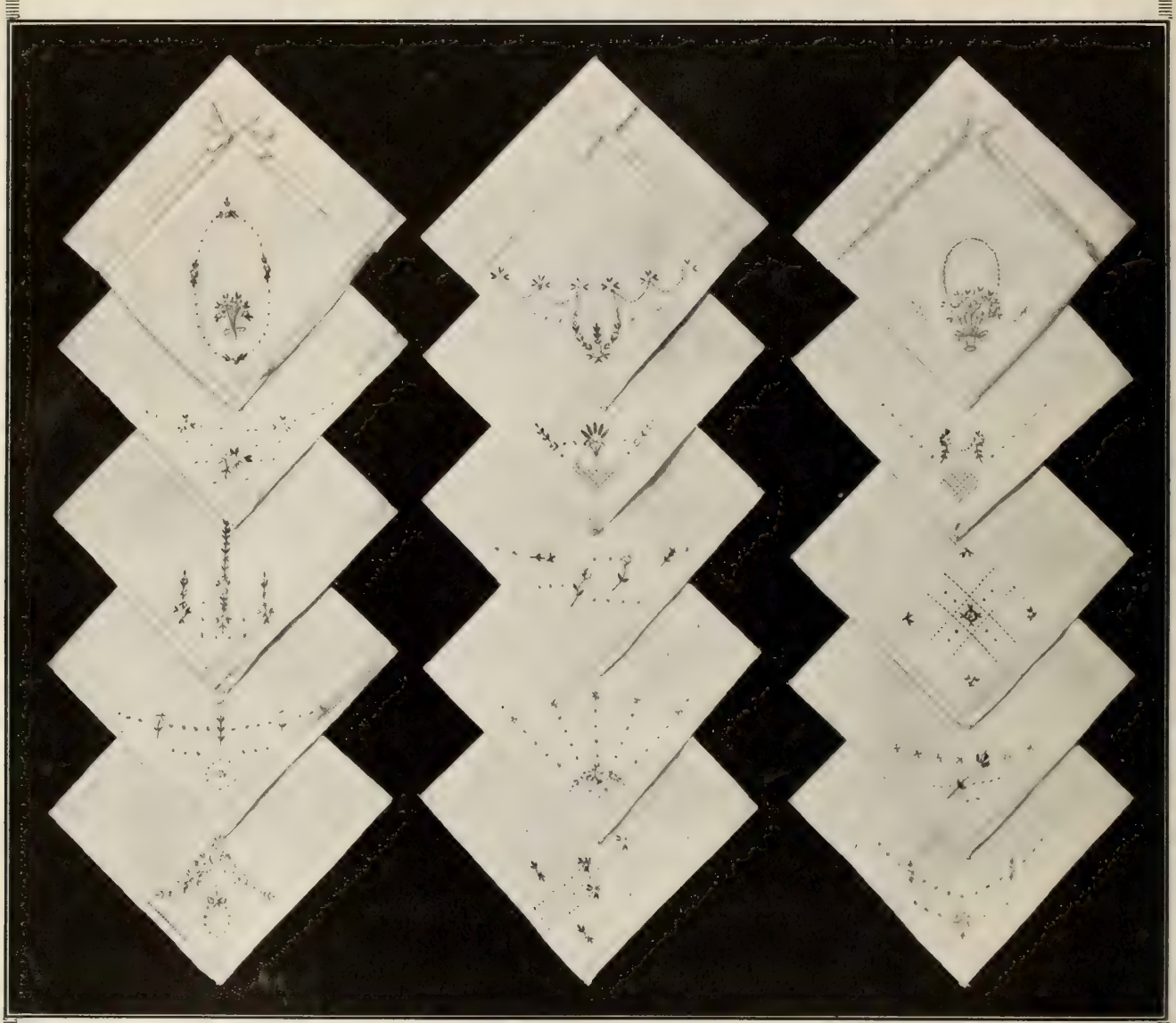
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# CANADA VEILING CO., LIMITED

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# *Handkerchiefs*

## *A Real 25 Cent Leader for Fall Delivery*



**H4525 — $1.60 doz.**

**Number H 4525**—Special assortment of fine Swiss Novelty Handkerchiefs, hand loom colored embroidered corners, 15 patterns, assorted, 5 dozen to box.

## *Special Price $1.60 doz.*

*A real profit maker—Place your order now*

# H. P. RITCHIE & COMPANY

*Manufacturers Metallic Laces, Silk Lingerie, Embroideries, Handkerchiefs, Merri-Maid Dresses for Juniors.*

38-42 CLIFFORD STREET - - TORONTO




# *They Give Greater Satisfaction —Therefore They Sell Better*

BUSTER BROWN Stockings for Boys sell at a reasonable price—wear longer, require less mending—are neat, comfortable, durable.

What stronger representations could you make your customers than these? What more is necessary in creating sales?

Buster Brown Stockings are popular sellers through Canada. They give the satisfaction which brings "repeat" orders. Your wholesaler can keep you well supplied.

**The Chipman-Holton Knitting Company, Limited**
Hamilton, Ontario
Mills at Hamilton and Welland, Ontario

**Buster Brown**
**Three Eighties**
**Little Darling**
**Little Daisy**
**Rock Rib**
**Hercules**

The BUSTER BROWN STOCKING

SUNSHINE HOSIERY REGISTERED

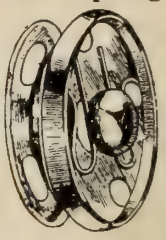
SUNSHINE HOSIERY REGISTERED.

*Buster Brown's Sister's Stockings are equally suitable for girls. They are knitted from a fine two-thread English mercerized lisle, in Black, Leather-shade Tan, Pink, Blue and White. Moderate in price.*

Made in Four Sizes 000 00 0 1




It's all in the Spring



Strong—Durable Made of Brass

*It's a Snap to Snap This Snapper*

# Colonial Maid

## *Wire* Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER. But is MADE WITH HIGHLY TEMPERED WIRE SPRING. . . . . KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS will not rust

ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK ∴ ∴ SIZES: 00-0-1

*To be had of all leading wholesalers.*

Manufactured by

## Colonial Fastener Co., Limited

Montreal, Que.

The Gloves and Hosiery House of Canada

## Griffin ChamoSuede REGISTERED

### Progress in Style

THE diversity of mi-lady's wardrobe demands that the glover who hopes to maintain his volume of business must keep abreast of style. Griffin Gloves excel in this respect. A shade to match every costume and in ever new designs that captivate mi-lady when staple lines would be passed without a second glance.

MADE IN CANADA

**Griffin Gloves Limited**
TORONTO, ONTARIO




## LONDON KNIT HOSE

### Scout Hose

LAST year the popularity of this sensible, comfortable style for boys and girls got fairly started. With the coming of the milder weather the demand will begin and keep increasing. Are you ready?

LONDON LASS LONDON KNIT — LONDON LAD LONDON KNIT — LONDON LADY LONDON KNIT

MADE IN CANADA **LONDON HOSIERY MILLS** LONDON ONTARIO
LIMITED

Sole Selling Agents
Richard L. Baker & Co
LIMITED
84 Wellington St West
Toronto

The Gloves and Hosiery House of Canada




Queen Quality

## Glove Silk Lingerie

GARMENTS of the daintiness that appeals to the eye of discriminating women and the wearing comfort that makes them recommend Queen Quality to one another. And the wear in the pure silk fabric, knitted, not woven, is surprising.

**St. Catharines Silk Mills**
Limited
ST. CATHARINES - ONTARIO

# VENUS

## *At Home*

IN EVERY situation that demands pure silk hose of the finest finish, unquestioned quality and perfect shading, in other words, wherever silk hose are in demand, Venus is at home in every sense.

**Venus Silk Hosiery Mills**
Limited
TORONTO - ONTARIO



Sole Selling Agents
Richard L. Baker & Co.
84 Wellington St. West
Toronto




# Sovereign Brand Dress Goods Are Confined to The W. R. Brock Co., Limited, of Montreal

54″ CHECKED FLANNELS
54″ HOMESPUNS
40″ STRIPED SPONGE CLOTHS
54″ COLORED TRICOTINES
40″ BARONET SATINS
54″ PLAIN FLANNELS
41″ ALL WOOL FRENCH CASHMERE
54″ STRIPED AND CHECKED SKIRTINGS

Goods in stock which you can handle
at a profit

## The W. R. BROCK CO., (Limited)

*Wholesale Dry Goods*

## MONTREAL

OTTAWA SAMPLE ROOM : 415 Booth Building

# Prospect Mills
LONGWOOD ENGLAND




TRADE MARK

## Unvarying Quality & Reliability

During the 50 years in which the firm of Joseph Hoyle have been established it has been the policy to employ only modern plant and highest grade materials. And, so to-day the business stands in the forefront of Woollen Manufacturers with a reputation for Quality and Reliability.

The range of materials manufactured includes:—

GENTLEMEN'S SUITINGS, OVERCOATINGS, COVERT COATINGS, CAPCLOTHS & LADIES' MANTLE & DRESS MATERIALS—also TABLE CLOTHS, CURTAINS & ART SERGES for the furnishing & Upholstery Trades.

***Samples may be had direct from the firm or on application to any agent***

## JOSEPH HOYLE & SON, LTD.

***Woollen Manufacturers***

PROSPECT MILLS, LONGWOOD, YORKS, ENG.

Montreal—Archer Robertson 327 Board of Trade Bldgs. Montreal
Vancouver—G. S. McConnell, 1754 Barclay Street, Vancouver., B. C.

# The W. R. Brock Company (Limited)

## Toronto

Among our exceptionally well-assorted range of dress fabrics we mention in the following list some of the new arrivals into stock for immediate delivery. Buyers will find these goods exceptional value. We are showing a complete assortment of all the latest desirable colorings for the Spring and Summer seasons. Particulars and samples furnished upon request.

### 56 Inch WOOL HOMESPUNS

Sand, Fawn, Brown, Nigger, Lovat Green, Old Rose, Henna, Alice Blue, Helio, Dark Copen.

### 54 Inch WOOL SPORT FLANNEL

Pearl Grey, Cardinal, Royal Blue, Jade, Purple, Slate Grey, Orange, Henna, Hunter Green, Paddy Green, Brown, Canary, Scarlet, Fawn, Turquoise.

### 40 Inch WOOL FRENCH SANTOY

Cream, Sand, Taupe, Pearl Grey, Pekin, Alice, Copen, Cardinal, Wine, Brown, Nigger, Navy, Black.

### 38/9 Inch SILK CANTON CREPE

Cream, Maise, Pink, Sky, (Mary Blue) Silver, Taupe, Jade, Brown, Nigger, Navy, Black.

### 40 Inch SILK and WOOL EOLIENNES

Sand, Old Rose, Silver, Pearl, Stone Grey, Nut Brown, Alice, (Mary Blue) (Peon Blue) Purple, Lavender, Taupe, Navy, Black.

### 40 Inch ALL WOOL FRENCH CASHMERE

Cream, Pink, Sky, Sand, Old Rose, Pearl Grey, Alice, Copen, Crimson, Cardinal, Brown, Navy, Black.

Other lines include *New Poiret Twills, Cream Serges, Nuns' Veilings.*

## Corner Bay and Wellington Streets, Toronto

*Letter Order Department Always at Your Service*

STOCKINGS AND SOCKS OF

# PURE WOOL

**Pure Silk and Artificial Silk as well as Soft Cotton (*Cashmere or Llama Finish*), Mercerised Cotton (*Silk Finish*) and Lisle Thread are now being dyed "Hawley's Hygienic Black."**

Attractive Showcards, Price Tickets, etc., featuring this and other designs are now available and supplies will be gladly sent upon application to the Offices of The Dry Goods Review, 143-153 University Avenue, Toronto, and 128 Bleury Street, Montreal.




To meet the Great Public Demand for "Hawley's Hygienic Dye" upon Hose and Socks in all makes and Materials Retailers should at once place orders for a full range of these goods with their wholesale houses

**Every pair is clearly stamped with the name "Hawley's" and is a guarantee to the purchaser of the Fast and Stainless qualities of the Dye.**

Should any difficulty arise in respect to supplies of any particular line of goods dyed "Hawley's Hygienic Black," names of Wholesalers who are in a position to supply will be gladly given in answer to an inquiry addressed to the Publicity Dept., Sketchley Dye Works, Hinckley, England.

Dry Goods Review

Volume XXXIV. TORONTO, CANADA, APRIL, 1922 Number 4




DISPLAY is one of the most effective means of working up business in connection with spring and early summer weddings. The time is here when merchants should begin to plan for this trade. There is a growing tendency to have weddings take place during the period following Easter. Last year there were almost as many at that time as there were in June. This opens the way to a field of opportunity for the display man. Brides in windows are a great incentive to early buying. These may be used with or without the church setting. The latter usually best.

There are many skilful ways in which church settings may be made to create the impression of the interior of a church or various parts of it. Gothic windows and arches are not hard to reproduce. These may be arranged to take up the entire background for an ordinary window, in which case a three-panel screen could be used. The frame should be of Gothic design and the panels of tinted glass. A single Gothic window is just as effective particularly in combination with an altar.

Tapers are one of the best means of giving a certain amount of impressiveness to a wedding scene. They may be used with or without candlesticks. Smilax vines entwined about them so as to form a green spiral against the white of the candles are the best form of decoration unless the candles themselves have gold designs.

Branched candlesticks of silver holding white candles may be used very effectively if floor candles cannot be obtained. Of course candelabra on tall standards are the best of all. The addition of a censer or lamp of brass hung from the ceiling adds an air of real mystery.

### Wealth of Greens Necessary

However elaborate the rest of the fittings, there must be a profusion of flowers or palms. Large flower pots or urns of a light grey color should be used to hold palms. Nothing creates the bridal atmosphere like a profusion of ferns and vines. They add the detail without distracting attention from the bride or the bridal party where one is used.

A floor covering of white silk laid in puffs with a white cushion shown here and there is about as good a base for the window as any other, unless a great deal of expense is incurred. Outside of the actual requirements in the way of a church wedding, there should be very little else used since the bride is usually the raison d'etre for windows of this type.

### The Bride

The most important thing to remember in this connection is that the figure representing the bride must be good. A beautiful gown or veil with a poor figure and a lifeless looking face are lost.

Another thing which the display man must take into consideration in arranging the wedding window, is whether he wants a merchandising one or a spectacular one. It is usually best not to combine the two. A spectacular window to whet the taste of the consumer followed by another window bringing out the details needed is the best plan. For the first few weeks following Easter for instance, the first kind might be used advantageously. If there are several windows a merchandising window might be shown at the same time.

### Chance for Every Department in Bridal Scheme

There is no reason why the display man should not give every manager a chance to use this idea during the next eight or nine weeks. The ready-to-wear and the dress accessory departments should not be the only ones. The silver and linen departments could combine in having a wedding breakfast display. Again floor candlesticks and vines are the only extra requirements. A doll bride and groom may even be used in such a window.

Last spring a store in Toronto gained a great deal of notoriety by the use of a trousseau window. It was simply a combination of ideas on the part of the furniture, corset and underwear, hosiery, dress, accessory and ready-to-wear. A charming bride sat on the edge of her bed while her maid arranged her veil on her wedding morn. Around her on dressing table, chairs and bed, were the thousand and one things which were to be packed in her trunk.

In these days of kitchen showers, a display of shining and up-to-date utensils for the newlyweds is attractive to every woman at this time of the year. A honeymoon window could show the bridal couple on a boat or a train or at a summer resort in travel or sport apparel.

# The Passing of Sir John Craig Eaton

THE achievements of Sir John Eaton were the achievements of a man who came into a great inheritance, and instead of wasting it as many a man has done before him, improved it. It is a far cry from the modest little store with five clerks, started over half a century ago, and the tremendous organization that to-day has its representatives in every great city of the world, and sends its buyers into every country where merchandise may be purchased for the Canadian consumer. It was a great organization when Sir John Eaton, at the age of thirty-one years, stepped into the president's chair; it is a greater one after he devoted fifteen years of his best effort to guiding its destinies, with the able assistance of directors who, like himself, had risen from the ranks. His was a great heritage; he made it greater by industry, by business statesmanship, by methods which commanded the confidence of the people, by those humanitarian instincts which, assuming practical form, gathered about him thousands of employees who honored and respected him if, indeed, their regard did not go much deeper than that.



*THE LATE SIR JOHN CRAIG EATON*

While it is true that he came into a great inheritance, it is also true that he had worked and prepared for the time when the load of responsibility should fall upon his shoulders. He had a great admiration for the traditions, the business principles handed down to him by his father, the founder of the vast interests which were to be his especial care during fifteen years of strenuous life. To understand business, to appreciate the viewpoint of the person behind the counter and in front of it, to feel the throbbing pulse of the great organization which his father had founded, Sir John Eaton believed that he must be a cog in this great machine, rather than merely being the piston rod. His first association with the business, therefore, was in the capacity of the man who drew his weekly envelope as hundreds of others were doing at that time. He worked in the boiler room and knew what it was to go home with blackened hands and face that came from shovelling coal. He worked in the employment office where he came intimately in touch with those who were to uphold the Eaton name in courtesy, salesmanship, and in the assurance that was part of their policy, that unsatisfactory merchandise might be returned without question. He worked in the mail order department, in the dress goods department, was a floor walker and finally a manager of the smallwares department. At the age of twenty, he engaged in a buying trip that took him around the world; at twenty-seven, he was a director of those interests which through work and preparation, he now fairly well understood. Five years later—at the age of thirty-one years, he became president of the T. Eaton Co. Limited.

**His Work Goes On.**

Up to this point in his life, his work is an inspiration to every man who has a vision to succeed. He worked, he prepared, he studied, he applied himself, he got to understand every detail of the business. He scanned the business horizon for new opportunities, and, two years before he came into the presidency, had found a new opportunity for business development in the western field. The Eaton interests in the city of Winnipeg are the tangible results of Sir John's vision, his business statesmanship. And after the presidency, his work went on, getting bigger and bigger, ever expanding. Since then he has been a worth-while asset to the business life, not only of this country but of others. His achievements during the last fifteen years are such that every man can learn from them, can gather lessons that will make his own a better and bigger business.

**Welfare and Service.**

He was a man of broad, humanitarian views. He not only believed it to be good and right to initiate policies that would make the lives of his thousands of employees brighter and happier, but he believed it was good business. Educational courses, physical training courses, made for better salesmanship, for better minds and better bodies. Shorter hours, earlier closing, a minimum wage, made for happier dispositions, brighter homes, rested bodies and minds following strenuous hours of work. It was both right and good business. Honor and respect were his from all his employees; business expanded under these liberal and humanitarian policies.

**Had Faith In Canada and Men.**

Sir John Eaton had great faith in Canada and in men. It is known that he gave instructions to his buyers to give the preference to Made-in-Canada goods. He believed that Canadian industry could, if it earnestly applied itself, equal the product of any country in the world; and the great purchasing power of his organization was directed to the encouragement of Canadian industry. He had faith in men, men who rose from the ranks—like himself. Practically all of the directors of the Eaton Company are men who worked their way upward by sheer industry, ability, application.

**Well-merited Tributes.**

His death was the occasion of well-merited tributes from business men from all parts of the world, men who sold the Eaton Company merchandise, men who were competitors of his business. On the afternoon of his funeral, the majority of stores on Yonge Street were closed. Many of the wholesale houses closed their doors and so paid their tribute to him who has been called the Merchant Prince.

---

Seamless stockings are knitted in tubular form, instead of being made up in the piece and then sewn together. They are shaped in the Knitting then stretched and pressed.

# Demonstrations Have Actual Value

## If Wisely Conducted Can be Made Fruitful in Profits—Essential That Customer's Attitude Should be Thoroughly Understood—Should be Conducted by Experts in That Line—Demonstrations Have Failed and the Reason

CO-OPERATION with manufacturers who are frequently willing to place a demonstrator of some line of merchandise in your store may easily prove to be profitable these days when search is being made for aggressive methods of merchandising to increase turnover. Women to-day are "shoppers" as never before; they are looking for values as well as appearance and price.

The merchandise manager of a store in Montreal is of the opinion that demonstrations," said another man, "I do certain lines and should be featured more or less steadily. In such lines as labor saving devices, electrical conveniences, food products, toilet goods, etc., the demonstration is essentially the only satisfactory method of promoting sales. In other merchandise which is essentially unusual or quite new to the market, a demonstration serves as an excellent publicity agent combined with printer's ink.

### An Advantage to Store

The opinion of other retailers confirms this statement. "Without demonstrations" said another man, "I do not think we could have introduced all the new lines which we featured last winter at our store. We found it very satisfactory to receive any demonstrators sent to us by the manufacturers and their visits were generally a week in duration on account of the size of this city. I understand, however, that demonstrators vary the length of their visits according to the population and often visit more than one store in the larger centres. Such demonstrations cost the store absolutely nothing unless the announcement in the daily advertisement be counted in. But to become really effective and worth while the store must follow up the demonstrator's work by consistently and perseveringly emphasizing the product until it stands upon its own legs so to speak. I consider that three months to six is the time required to familiarize the public with a given product which is new to the locality and I consider the 'follow up' publicity decidedly worth while, for without it the good work accomplished by the demonstrator would be entirely wasted."

This authority holds the opinion that everything in a store can be demonstrated if desired, in some form or other, but the most successful demonstrations are those which have a strong personal appeal to women from a vanity standpoint or from that of increased comfort or efficiency. Anything which will make a woman more attractive personally, or beautify and modernize her home, will prove a successful basis for a demonstration. Furthermore, goods may be demonstrated from an educational aspect to show how they are manufactured and the various steps incidental to the process. This style however is not so profitable from a selling point of view.

### Consider Customer's Attitude.

From the retailer's standpoint there is nothing new about the foregoing remarks, nor is there anything left to be said on the subject which cannot be picked up quickly after the first experience, but there is another side to the question of demonstrations which is not so well known, namely, the customer's attitude towards it.

There is a very strong objection in the average woman's mind against being forced into taking something for which she has no real desire, and this is just where many demonstrators make their greatest mistake. They are inclined to bring every influence to bear upon a helpless customer in the store, until she buys out of sheer desperation. Such demonstrators are not content with a customer's simple statement that she is not prepared to purchase at the moment, but they urge her to leave a deposit, to have the goods sent C. O. D., or charged—anything to make the sale. Although the customer really is under no obligation to such a saleswoman who may talk endlessly upon the merits of a certain article, yet the latter always manages to instil such a feeling in the mind of her victim, who buys in order to escape.

### Knowle'ge of Product Essential.

Another objectionable aspect about demonstrations is the fact that they are often undertaken by persons who are not actual specialists in the given line. In most cases of world-wide known products, demonstrators are required to take a course of instruction varying from one to three months in order to understand thoroughly the product which they are to introduce throughout the country. They are trained to know the process of manufacture from the initial stages to the final, to know all about its possibilities and its uses, its practicability for various types of service, and most important of all, they learn how to present all this scientific information in an interesting and original manner. The are taught something of the psychology of salesmanship, how to analyse customers and size them up quickly, how to get their viewpoint and see matters from their angle instead of always from their own. All these things are essential if a demonstration is to be conducted with really successful results and as can be imagined, a demonstration held by a man or woman thus trained, is one of the most educative and informative object lessons available to the public.

### Where a Demonstrator Failed

Unfortunately, the majority of demonstrators do not boast such a comprehensive course of training and as a result their efforts are marred by many faults which antagonize and irritate customers instead of impressing them favorably. In a store visited (every day during one week) by a staff member of Dry Goods Review, there was a demonstrator of a well known food product. This girl was an enthusiastic saleswoman but she lost many more customers than she gained because of a habit of following customers round asking over and over, "Have you tried Blank's Soups?" As many of the customers of this store were every day visitors it is easily seen that this invariable query got on their nerves. Several of them ignored her, while others snapped out "No, and I don't want to," while one or two others almost implored her to leave them alone till they had been attended to by the regular clerks.

This girl had no originality and no sense of the fitness of things. She wearied people by her monotonous repetition of one single question which was worded in such a way as to be readily refused. A customer was even heard to remark that she would not go back to the store until that "awful girl had gone."

Another such case comes to mind in connection with a new electrical appliance which was somewhat costly. The man in charge knew his product but his methods of demonstrating resembled the fastening of a spider upon a helpless fly, and as a result several customers went to the store management and asked to be relieved of the purchase of this product which had been literally forced on them.

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Some of the larger bedding manufacturers recently petitioned the Ontario Government with a view to having a pure-bedding law enacted and it was hoped that action would be taken at the present session along these lines. When this law comes into existence retailers and the general public will know beyond doubt that only new sanitary fillings are going into bedding. Under conditions where manufacturers are not using entirely new stock, competition is unfair to those whose costs are higher because they insist on only pure raw material.

# Essay Contests Create Wide Interest in Your Store
# Subject Chosen Should Deal With Retail Problems

## An Essay Contest is Economical Method of Directing Attention to Your Store, Its Problems and Services—What People Expect From You as a Retailer—The History of Retailing Goes Back a Great Many Years—Lives of Retailers Inspirational

ESSAY contests are growing in favor amongst retail merchants. One of the first steps in successful merchandising—if not the first—is to create an interest in your store. If through advertising methods, window displays, or contests of various methods you can create merely an interest in your store—without regard to a class of merchandise you sell—you have taken an important step toward a bigger profit sheet at the end of the year. At the present time, there are two things about the essay contest which commend it to the average retailer. It creates a wide interest, providing a suitable subject is chosen. Second, it can be run with little expense. It would be difficult to find a method better suited to getting a retail establishment talked about than this method of essay writing by children, or young men and women attending high schools or colleges.

### Selection of a Subject

It seems to us that the selection of a subject for an essay contest is one of the most important things about the whole enterprize. A number of Canadian retailers have conducted essay contests but, so far as we can judge, they have been along lines that do not contribute either to the improvement of the service of the retail store or a better understanding on the part of the public of the problems of retail merchandising. The essay contest that will prove of the greatest benefit to the store and to the community at large will be a contest which throws light upon retail problems, whether it be from the standpoint of the retailer himself or the consumer who enters his store.

For instance, many retailers this year are specializing on various store services that make the buying hours of the consumer more pleasant or that directly contribute to his ease and convenience in buying. Does this not suggest a probable subject for a contest? What does the consumer expect from the retailer? Would not that make a good subject for a contest? To answer it would require a good deal of soliciting of information on the part of contestants of men and women who were patrons of your store. It would mean that dozens of contestants would go to dozens of men and women, asking them what they expected in the way of service that gave satisfaction and convenience when shopping at Mr. A's store. It would create a great interest in your store. And when the essays were read by you, you would have a very good idea of what the entire community wanted and expected of you as a retail merchant.

### History of Retailing

There are, undoubtedly, many people who believe that retailing is merely renting a store, buying a few lines of merchandise, doing a little advertising, putting your name on a board which you hang out in front of your store, and then waiting for people to come in to buy. There are some merchants whose aggressiveness in merchandising begins and ends about there. But that is being a clerk, not the proprietor or salesman in an aggressive organization. What is retailing? When did it commence? How far back into history does the custom of trading go? And what was the medium of exchange when trading first began? What developments have taken place in retailing, what, indeed, is the whole evolution of retailing? And what are some of the essentials of successful retailing today? These are questions little understood by the general public. To answer them is to go deep into history and to unfold some of the most romantic pages of history.

Do not these questions suggest the subject of an excellent essay contest in which the whole history of retailing could be gone into by the contestants. It would be most educative to those who participated and most informative to those who read the essays when you printed them.

### Merchant Princes

Some one has said that the history of any country is only the biographies of its great men. That is, undoubtedly the case, for around the lives of these men gather all the important events which are woven into the history of any country. It is only now, perhaps, that more than a passing interest is being taken in retail problems and men who have made a pronounced success in the retail field are looked up to as merchant princes. The names of Wanamaker, Marshall Field, Timothy Eaton, Selfridge—and many others—are names known to every household in the world. Does not the retail field, therefore, offer golden opportunities for an honorable and eminent career? Is there not in the lives of great merchant princes cause for inspiration and encouragement? Have they not made a definite contribution to the history of their country in bringing to the doors of many consumers a real service? And are there not thousands of merchants all over the country who are doing same thing every day of their lives? Does not the retail field offer an inviting field for the services of young men and women of to-day? Can they not serve their fellow-men in this way as the doctor, the lawyer, the professional man serves his fellow-men?

Is there not in this consideration a good subject for an essay contest? If contestants were to place themselves in the shoes of the average retailer—as they would have to do to participate successfully in such a contest—they would get a new light on the life of the retailer, they would see something of his desire to serve his fellow-men as the professional man seeks to serve his fellow-men when he equips himself for his life's work. They would get to understand some of the intricacies of the retailing merchandise that comes from the four corners of the earth and which, by the enterprise of one man, is placed on the counters in every town, city and hamlet throughout the length and breadth of this country. Napoleon said in scorn that England was a nation of traders; the world is finding out to-day that to be a trader requires not only the trained intelligence of the professional man, but carries with it that same desire to serve as is usually associated with other walks of life.

Perhaps, one of these three subjects will be particularly suitable to your community. It might pay you to try this kind of a contest.

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### SAYS CONDITIONS IMPROVE

Capt. Gilbert Nobbs, formerly manager of Holbrooks, Ltd., of Vancouver, and now foreign and colonial director of the company, recently arrived in Vancouver from Australia.

"Business conditions in Australia," he said, "are showing some improvement. The country is recovering rapidly from the slump. While there is no appreciable difference in prices, which went to rock-bottom about eighteen months ago, and short buying is prevalent, the panic has been short-lived and the pendulum is swinging in the opposite direction.

"Wool, of course, is the all-absorbing topic. It is like the lumber industry in British Columbia. I believe the wool manufacturers are obtaining better prices. The industry shows signs of stability and Australia soon should get back into her stride."

# Five and Ten Cent Syndicates Made More Money In 1921 Than in any Former Year — Why?

## Because You Cannot Sell a Big Article is no Reason Why You Should Not Try to Sell a Number of Small Ones—Big Stores Concentrating on Sales Because They Know Many Cannot Afford Big Purchases—Micawber Was a Poor Business Man Because He Waited

MICAWBER—the less well-known Dickens character in David Copperfield—was a poor business man. He was always waiting for "something to turn up." He felt that the hand of every man—almost—was turned against him, that an unseen combination of events transpired to prevent him from getting the living, which, he believed, the world owed him. What energy he had was seldom used to good purpose; most of it was expended in tirades against the prevailing conditions that robbed him of those creature comforts which he believed were his by eternal right. And because he was always waiting for something to turn up instead of trying to turn things up himself, he spent a good portion of his time either in misery or in jail.

### Micawbers of To-day

There are Micawbers in business to-day. Men who are waiting "for things to turn up," for business conditions to improve and for people to come into their places of business and spend their money. Micawber, the Dickens character, was a type, not an individual—and the type still lives. Said a manufacturer to Dry Goods Review the other day—a man who had just negotiated an order for his products which would necessitate night work in his factory—"Like a lot of other manufacturers we could have sat down and waited for business to come to us, or for conditions so to improve that we would, in the natural course of events, get our fair share of what was going. But we didn't. We got out and hustled after business—and we got the business." The policy of this firm was not the policy of Micawber, it was not the policy of many business firms that are following the lines of least resistance and letting other houses grab business from under their very noses.

### Business not all Big Business

Business is not all big business, that is, all sales checks are not checks of large denominations. In the course of the year there are bound to be a lot of small ones. During 1922 there are bound to be a lot of small ones—as well as large ones. Because there are a lot of people out of work does not mean that they have stopped buying absolutely. And because the fact of their being out of work influences others to be more economical is no reason for supposing that they are not buying, either. And the "idle rich" keep on buying just the same. People must live and to live they must buy. Their purchases must, of necessity, be small. The wise merchant therefore, should not overlook the possibility of getting these small purchases. Said the advertising manager of one of the large department stores in Toronto to Dry Goods Review a few days ago, "We are trying to keep the people buying, buying just a little, but buying. The saving habit is a very easy one to get into and so we feel that we must do something to induce small purchases. That is why we are using a good deal of advertising space these days to push the sale of little things, inexpensive things. We know there are a lot of people who haven't much to spend, but they have something and so we are advertising those things which their limited means can afford to purchase."

### Get After Small Sales

The time is opportune, therefore, to get after small sales, the sale of little things. Not every woman who is a probable customer of yours can afford to buy a new suit, a new dress, a new Spring coat, a new fur piece, or a new hat this Spring. A little renovating, a few new trimmings, and the presser's irons will convert the old ones into garments or articles of dress that will have to do another season. But that is no reason for supposing that she is not in the market for one of a thousand other little articles or accessories that are sold over your counters. Or because every woman cannot buy some expensive new furnishings for her home this Spring is no reason for supposing that there are not a dozen little household articles she will need and can be tempted to buy within the next few months. If conditions in your community are such that the majority of people are incapable of large expenditures, concentrate on small things. There is a margin of profit on these that should not be overlooked. We know of some very large stores that are getting big sales on small articles. Are they getting them at your expense?

### A Lesson in Profits

Butler Bros. of Chicago, in the April issue of their catalogue, scent a useful lesson in the sale of small things. They ask a question that might well be considered by every merchant. Why should the five and ten cent syndicates be the only ones in America, they ask, wholesale or retail, who made more money in 1921 than in any former year and continue to show large gains in January and February? "Why should this be so when you and every other retailer," they continue, "are having trouble to make both ends meet? It is exactly for the same reason that the five and ten cent business got its start forty years ago. Now, as then, the people of this country are hungry for goods which they can buy at small prices. America is now undergoing the same sort of wild fire demand for ten-cent and other popular-priced counter goods as swept the country four decades ago. The very condition which now cramps the demand for high-priced goods creates a multiplied demand for five, fifteen and twenty-five cent goods. You can, if you will, harness this fact to the business as the five and ten cent syndicates have harnessed it to theirs."

### Suggested Method

Butler Bros. then give several suggestions to retail merchants as to how they can get after this business.

1. Let the first thing inside your store door be a variety of quick-selling, popular priced goods such as people throng into syndicate stores to buy.
2. Lay the goods on the counters so they can be seen and handled—group them at uniform popular prices—5 cents, 10 cents, 15 cents, 25 cents, etc., and put a price ticket on every article.
3. Sweeten your bargain counters every few days with new specials which will keep interest alive, and tell your world about them in every way in your power.

And the net profit per $100 on investment in counter goods will be greater than from any other like investment in your store. This is not guesswork. This is not theory. We know what we are talking about because it is being done to-day in thousands of stores just like yours.

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Two Toronto detectives recently uncovered thousands of dollars' worth of silk dresses and other articles lifted from Toronto stores.

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H. E. Beney of London, England, states that cotton manufacturers are turning their attention to China in view of the boycott by India of cotton materials.

# Dry Goods Review

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## Ban "Sale" From Advertising

A large wholesale firm in Chicago, Carson, Pirie, Scott & Co., recently issued a circular to their customers in which they strongly advocated dropping the word "sale" from all advertising copy and less use of adjectives and more worthy description of the article advertised. The reason behind this advice is known to every Canadian retailer; the word "sale" has been used to death to the detriment of better business. Certain stores there are that run "sales" all the year round; day after day they advertise merchandise at such-and-such a price which was formerly such-and-such a price. Consumers have begun to wonder how a man can stay in business and, at the same time, always sacrifice his profit to the "dear public." The simple fact of the matter is that this is not done by reputable firms that stay in business. The whole practise throws discredit on the whole retail trade and has been a disturbing factor in business for many months. There are many firms that have their regular sales, known to the public and appreciated because of their regularity and because the consumer has faith in them.

This circular makes a strong plea for more description and fewer verbose adjectives in advertising copy. Manifestly, they would drop such a phrase as "this is the most wonderful, stupendous and value-giving event in the history of the retail trade in this country." The sooner the better. And they would substitute for it a simple little description of the various articles advertised so that the reader might know something about the merchandise and less about the advertising managers opinion of himself and the firm he works for.

It is evident that there is a stir amongst advertising men for a different style of advertising, a breaking-away from useless verbiage and a seeking-after that kind of advertising that conveys something intelligible to the reader.

## Interesting the Shopper

Women to-day are shoppers as they have not been for some years back. The purse strings have tightened and purchasers do not hesitate to go from store to store to compare values. If three minutes or five minutes walk will save them a few cents or a few dollars they will gladly take that walk. "Women to-day," said a merchandise manager to Dry Goods Review a few days ago, "are better judges of value than some of our buyers."

This very store, recognizing this fact, has made plans to meet it. If they put on a special selling event in any one department, they take it for granted that it will induce many buyers to come into their store—more than usual. Unadvertised and unticketed (in the sense that it calls attention to a "special") they display on the counters of other departments merchandise which they believe to be particularly good value. They believe there is such a thing as "mouth to mouth advertising," that is, that Mrs A will tell Mrs. B that she saw some unusually good values in certain lines of merchandise at Blank's store to-day. Further, they believe this to be one of the best kinds of advertising at the present time. It is an impartial opinion and it is on a subject which weighs heavily with the consumer to-day, namely, value.

It so happens that this store is seeing the actual results of this policy in the numbers of transactions recorded from week to week. Their sales checks tell them that they are serving more people than a year ago. That being so, they have no cause for complaint.

## Hustling

A manufacturer in Galt recently said to Dry Goods Review, "We could have sat down like a lot of manufacturers and said that business was rotten if we had wanted to. But we got out and hustled after business and got it and we are now very busy."

"The only way to decrease overhead," said the managing director of a large retail house to Dry Goods Review recently, "is to decrease the ranks of the unemployed; in other words, create more business." By aggressive methods, by lively advertising, by stressing value, this firm is increasing its volume of sales over last year.

Dupuis Freres of Montreal in their annual financial statement show that their actual increase in business during 1921 over the previous year ran up to nearly half a million dollars. That being the case, their volume of merchandise disposed of must have been much heavier than the previous year because of the decreased cost of merchandise to the consumer.

The Selfridge Co., of London, England, in their recent financial statement showed that during the last year they increased the number of their transactions by 1,700,000. That means that they served hundreds of thousands more customers during the year, made new friends and probably increased their cash returns for the year.

There is always something to be learned from the man who hustles. There are none so blind as those who will not see.

# The Markets At a Glance

## Easter Business Creates Extra Flurry in Trade but Lateness of Seasonable Weather Dulls Business Generally—Some Houses Report Better Placing on Fall Merchandise Than a Year Ago—How Various Lines Are Moving

WHILE THERE has been an extra flurry in trade in Easter lines of merchandise, business on the whole has been quiet for a few weeks. The lateness of Easter and the apparent indisposition of Winter to relinquish its hold upon Mother Earth have combined to make retail business rather slow; this is the report that reaches the wholesalers of Toronto. A couple of days of warm, Spring weather would make an appreciable difference in business in retail circles, and wholesalers believe that continued Spring weather will give a very favorable turn to trade in general. They tell us that merchants whose merchandise is for the female of the species may be glad that it is so, for their men's wear lines are moving much slower than the other. Among the best lines moving are silk hosiery and silk underwear; the demand for these lines seems to be indefinite.

At this time of writing, Fall placing with some of the wholesale houses is much better than it was at this same time last year. One wholesaler stated that they were over seventy per cent. ahead of last year's record of this date. He pointed out, at the same time, that this might not represent more than a fair business because last year's placing for Fall was very light. Generally speaking, the commitments for fall have been light; some lines have hardly moved at all as yet. Travellers have been out with a number of lines, and while retailers are interested, they are too uncertain of the future to place any quantities at this time.

### Fabrics

An interesting article which we use in the Fabric Section of this issue throws a good deal of light on the linen situation and the outlook. Briefly, it is what we have said all along, namely, that the raw material is becoming scarcer and scarcer because the acreage devoted to flax growing in the flax-growing countries is decreasing in an alarming manner. This condition must certainly be reflected in linen prices sooner or later; the quantities of distress merchandise still to be disposed of will also be a factor.

Lack of rain in Italy is, in some quarters, said to foresnadow increases in prices to some extent. Spot business in some lines is very good. For underwear pongee and crepe de chine are selling well, while crepe materials for outerwear are in strong demad. While some of the wholesale houses have done very well with their organdy and muslins lines, others do not report as good business. The inclement weather may have momentarily delayed the buying for Summer. Homespuns and tweeds are still good and retailers are very interested in the Fall lines of sports materials. They are picking up some of the novelty lines but are not so eager for the staple lines. Poiret twill and tricotines seem to be gaining ground to some extent, and wholesalers report better sales.

### Millinery

By June 1st milliners are of the opinion that the large hats will be very popular. At the present time sailors both in roll brims and straight are very good. A good deal of visca straw is seen just now. The demand for feathers for trimmings is steadily on the increase both in the glycerined and burnt feathers, particularly the better hats. Orders far ahead are running on white. The Canadian trade is quickly reflecting the Paris demand for red.

### Knitted Goods

In the knitted goods, hosiery in silk is still in strong demand. In all lines there is a lack of demand for staple lines. The slip-ons in very bright shades and the tuxedos in navy, black, sand and white are best. Some delayed placing for Summer bathing suits is giving some good business to some manufacturers. On Fall lines of hosiery, the retail trade is said to be interested in heather and lovat mixtures.

### Accessories

There was a good deal of activity in accessory lines around Easter and the opening of the Spring trade has further helped to popularize these lines. Retailers, however, buy only from week to week and this keeps the wholesalers guessing wondering on what they will concentrate. The handbag and girdle business is keeping up well, laces are fair and collars and cuffs are said to be better than separate collars. In neckwear, wash materials are reported to be very good.

### Corsets and Lingerie

Some of the new French hand-made lingerie is being shown by some of the exclusive underwear houses in Toronto and good sales are being made of it. Retailers who have handled these lines state they are doing exceedingly well with them. There is, however, no diminution of the demand for the various lines of silk underwear; this, in fact, is one of the very best moving lines in the dry goods trade. In corsets, most of the manufacturers are still concentrating on their established lines rather than bringing out new lines. The demand for brassieres is still strong and some of the corset houses report better business than last year.

### Fancy Goods

Some of the wholesalers are showing new imported toys from the United States and Germany. There is no denying the fact that there is a demand for the German dolls again and good sales are reported of these. Among the latest arrivals in fancy goods lines are some beautiful dishes from Czecho-Slovakia which are proving to be very interesting to the trade. Appliqued work in fancy sewing is being featured in nearly all lines such as table linen, bed linen, ladies and children's dresses and cushions.

# Further Methods of Cutting Overhead

## Willingness of Sales Staff to Co-operate Under Present Conditions Simplifies Problem—Firms Are Loath to Cut Salaries of Productive End of Organization—Where Bonus System Obtains —Wrapping Parcels—Other Suggestions

THERE is not a dry goods merchant in the country who is not facing the problem of cutting down his overhead expenses and is figuring on it. If his monthly business in dollar and cents returns is maintaining the level of 1921, he is a lucky man, indeed, and the problem of overhead may not give him any great concern at the present time. And if this is the case, it means he is selling more merchandise than he did a year ago. If he has sold more merchandise without adding to his selling expenses then he has cut down, to some extent, the percentage of his overhead expenses. Some months ago we urged that one method of cutting down overhead expenses was by decreasing the percentage of selling costs by increasing the volume of business. Many stores are doing this. They have not assumed, as too many merchants have, that because the industrial situation has caused a good deal of unemployment, there must of necessity be depressing times, that there is no money in the country and that only the barest necessities are being bought. They know there is still a good deal of money in the country, that the salaries of the "black-coated gentry" as clerks are called in England, are still substantially the same as two years ago, and that the vast majority of the wealthy are still able to buy all they want when they want it.

They are getting out after business in a very aggressive manner and are securing it, manifestly at the expense of other merchants whose methods are less aggressive and effective.

### Are Watching It

At the same time, even these stores are watching their overhead expenses very, very carefully. Of a certainty, they are not adding to their overhead. If, for some natural cause, a member of the staff leaves, his work is divided amongst other members of the sales' staff. Heads of firms with whom we have talked during the last two or three months are agreed that their sales' staffs realize their employers are justified in asking more of them under present conditions if their scale of wages is to remain the same. They, therefore, are quite willing to undertake the extra work so entailed. Again, while it has been the custom to engage extra sales' clerks for the busy days during the week, this is being abandoned an members of the regular staffs are taking on this extra work; they would rather do it than have their own salaries reduced. During busy hours of the day in some departments, sales' clerks from a department less busy are switched to these busy departments to help out; withal, the efficiency of the selling organization and the service given to the customer are not impaired.

### Loath to Cut Salaries

Heads of most firms are extremely loath to cut salaries if it is at all possible to avoid it. They feel that a living standard has been established in this country which they do not want to break down if it can be helped. This refers to the entire sales' staff of the organization, or the productive portion of the organization. Where possible, the non-productive end of the staff is being cut down; this refers to the office staff. But in the case of the sales' staff, extra work is being placed upon them, or the staff is being relayed either by a daily or a weekly method.

### Where there is a Bonus

The merchandising manager of one store stated to Dry Goods Review that they had cut down the percentage of the bonus given to members of their sales' staff. "We gave every employe" he said "one per cent of everything sold regardless of what they sold. We have now cut this down to one-half of one per cent. and if the percentage of selling is low enough we increase their salary. This applies to the departments where large sales are made, such as in the furnishings, rugs, ready-to-wear. In other departments, such as notions, jewellry, etc., we have continued the one per cent. and we think this evens up the chances for the girls in these departments so far as the proportionate earnings are concerned." This manager said there had been no resistance from the members of the staff at this inauguration because they realized what conditions were and were willing to co-operate in every possible way.

### More Sales Checks

That the sales' staff are co-operating is evidenced by the number of the sales' checks turned in each day, week and month. These are watched very carefully and the actual number of these checks shows an increase over corresponding months of last year. This is convincing proof to the management that the sales' staff is working harder and that the consumer is satisfied with their merchandise—two facts that are very gratifying to the management of this particular firm.

### Wrapping Parcels

Another method of cutting down overhead expenses adopted by this firm is in connection with the wrapping of parcels. Formerly, there were wrappers and inspectors who attended to the wrapping of the parcels. It was their duty to check up the merchandise with the sales check before wrapping it and then they sent the money down the tube. Now, this is being done by the salespeople themselves. This merchandise manager felt that while checking and wrapping were desirable and necessary in some departments, a good deal of it could be done away without impairing the service given to the customer. "This has not cost us anything in losses," said this manager, "and it has saved us a good deal of money."

In view of the fact that the local newspaper increased its rates a few months ago, this firm felt that their appropriation for newspaper advertising would have to be cut down to some extent. Formerly, they tried to refer to nearly all of the departments in their daily advertisement. Now, they are concentrating on four or five departments and are using less space.

### Would Like Suggestions

The question of overhead is an outstanding one of this year. We should be glad to hear of any methods adopted that are proving successful and are not impairing the efficiency of the entire organization.

### *SIMPSON'S TRIBUTE*

*The silent tribute of the Robert Simpson Company, Limited, to Sir John Eaton was one worthy of the noblest traditions of an honorable rival. In their northeast window was a large picture of the dead Merchant Prince, with drapings of purple and black velvet as a background and on the floor. A beautiful wreath of roses stood in the window. And on a simple, well-executed card, a few words expressing the profound sympathy of the members of the company and all their employees at the loss of a great Canadian.*

It is reported that an arrangement has been made between France and Germany whereby the latter will divulge all secrets in connection with the preparation of dyes to France in exchange for which Germany receives fifty per cent. of the profits of sales which will be confined to France and her colonies.

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Miss Irene Sinden who has been in Detroit for two years has returned to her former home in Tillsonburg and will open a millinery establishment in that town.

# "Positive Selling" and Collar Sales

## Brooklyn Authority Says More Sales Lost and Sold at Collar Counter Than Any Other Department in the Store—The Psychological Effect of Positive Selling—How Collar and Shirt Sales Have Been Increased

A NOTED authority on merchandising methods, E. H. Van Name of the R. W. Bennet Co. of the Brooklyn section of New York, said recently that more sales were made and lost at the collar counter in the men's wear store than in any other department in the men's wear shop. "You can't estimate what else has gone out of the door when a collar customer leaves dissatisfied," says this authority. "One of the greatest mistakes a salesman can make," he continued, "is to ask the customer 'Do you want one collar' and even to inquire 'How many can you use' is almost as bad. At our shops the salesmen are instructed to make the visitor feel that he is regarded as the type of man who buys his collars by the box. If adroitly done, the customer is flattered and the sale of a box of collars instead of one or two frequently results."

### "Positive Selling"

While a good deal is being heard these days about suggestive selling, based on the theory that the psychological effect of suggestion is, in many cases, action, the general manager of these stores referred to believes that there is one better type of salesmanship than this. He has tried it out in his seven stores and calls it "positive selling." In explaining this system, Mr. Van Name says, "Our salesmen have been taught the psychological advantages of saying to a customer 'Buy that' instead of 'You ought to buy that.' Results to date have proven that there is a great deal of difference between those two ways of handling prospective customers. Many a sale is lost because the salesman is not positive enough in his manner and speech. Politeness, of course, is an essential of retail merchandising, but it is possible to be both firm and polite at the same time, and we are training our sales organization to be assertive without being discourteous or obnoxious.

### Selling Collars

"In selling collars," said this authority, "the salesman should be instructed never to permit the customer to select his own style if the latter is uncertain as to just what he wants. In a good many cases when the customer asks for a collar and confesses that he has no particular type in mind he is referred to a show case on the counter and asked to pick out what he thinks will suit him. At our stores this is not done. Our salesmen are instructed to go to great pains to help the visitor in the selection of a type of collar that will be most becoming to him. This service is greatly appreciated and frequently leads to a good customer being made for our other departments.

### Selling Shirts

"In our shirt departments we impress upon our sales force the fact that the customer will not appreciate our goods any more than we do ourselves, and that therefore each shirt must be presented individually as though it were worthy of special attention and detailed consideration. This is in decided contrast to the methods employed by some salesmen who, when the customer asks to see shirts, take three or four piles and put them in front of the visitor as though they were so many pieces of meat. Our salesmen are taught that the customer must be impressed with the fact that every individual shirt in our stock has individuality. Emphasis must be placed on the color of the garment, the perfection of its neck-band, the workmanship evidenced in the shirt, or some other good selling point. And, incidentally, we go to considerable trouble in the matter of sleeve lengths. Our salesmen try to get as near to the customer's measurements as can possibly be managed—and especial care is taken to at least see that all the sleeves of shirts bought by an individual are of the same length instead of widely diversified.

### Selling More Suspenders

"We find, too, that it is a good thing to keep a rack of suspenders near our belt counter. Suspenders are not a thing of the past. The medical profession has agreed that a belt worn without pressure on the abdomen is beneficial for the back, and by employing this argument our salesmen are frequently successful in selling a belt to the man who has just bought a pair of suspenders, while the argument reversed even more frequently leads to the sale of a pair of suspenders to the purchaser of the belt. In the latter case our salesmen point out that as a cure for indigestion an investment in a dollar pair

(Continued on next page)



*Above is the reproduction of a window arranged by W. M. Docker for Cecil Gower of Kamloops, B. C. It will be noticed that every article in the window has a price ticket, a system carried out in all the window display work. Windows are charged twice a week and a different design used in window tickets with each display.*

# Increasing Your Underwear Sales

## Knowledge of Merits of Different Kinds of Underwear Will Prove to be Good Selling Points—Suggested Classification of Weights and Sizes to Carry—The Three Classes of Purchasers—Making More Out of Display

A MANUFACTURER of men's underwear has issued some interesting data on the relative merits of different types of fabrics used in the making of each range of garments which is helpful to the salesman who is unable to visit the factory to obtain such information first hand.

### Merits of Wool Garments

"A woollen garment conserves the heat of the body and keeps out the cold. Wool is more absorbent on the body than any other fabric. It enables you to adjust yourself to a quick change of temperature and protects the vital parts of the body—the chest and back. Garments made up with 25 per cent. or 50 per cent. wool, or quantities in between these percentages, have found great favor with many groups of customers. Combinations of wool and silk, which are naturally more expensive, have found a very wide sale among wealthy or more particular customers. Any man who is not physically strong, and who is subject to colds and slight ailments should be told that a woollen garment is better for him than a cotton one. Dozens of sales can be made by using this one argument alone.

### Silk Underwear

"Silk underwear has never achieved a big sale or wide popularity among men wearers, while women's silk underwear is now sold in tremendous quantities. Possibly the national advertising done by the marketers of women's lines has been responsible for this condition of affairs, but an analysis of an investigation made indicates that the feel of the silk on the body and the design of the garment are the points which account for its wide sale. These features do not appeal to men who say that silk is not as cool as a light nainsook garment. Many knit goods manufacturers now make union suits and two piece suits with a certain percentage of silk combined with cotton or wool and there is no question about the luxurious feel of these garments and their appearance value.

### Cotton Underwear

"There are hundreds of different ways of spinning cotton into different types and styles of materials, and many salesmen state that the wide popularity of athletic garments is due to the fact that they have patented features which are incorporated in many different styles of cut underwear, and also because their appearance is neat. In the past ten years the athletic type of suit has become the leader for summer wear preferably in union style and doctors are agreed that there are many advantages in such cotton underwear for spring and fall wear as well."

### Three Classes of Buyers

The same manufacturer points out that purchasers of underwear should be classified into three divisions, namely, young men, middle aged men, and elderly men. According to reliable information it appears that group one is inclined to wear "cut" garments most of the time and except in very cold climates, does not buy much all wool underwear. Group two, on the contrary, demands the athletic style in summer only and in cold weather buys knitted garments of either wool and cotton mixed or silk and wool, depending upon his income. Group three prefers knitted underwear the year round, generally in full length styles as a necessary protection against drafts and sudden changes of weather.

Recognizing the difficulty experienced by the average retailer in buying the correct quantities of each style of suit for his needs, the same authority advises stocking lightly on sizes 28, 32 and 34 but fairly heavily in each range from 36 to 44, then decreasing the amount from 46 to 50. Furthermore, the retailer is strongly urged to recommend the habit of wearing a fresh suit every day instead of longer as is usually done, for the reason that underwear thus worn will last much longer and will give greater physical comfort. The underwear should be laundered daily according to the directions herewith quoted, which are guaranteed to ensure increased wear and no shrinkage whatever.

### How to Wash Union Suits

Soak in fresh, warm water half an hour.

Dissolve white soap in the same temperature of water, and squeeze suds through the garment by hand. Repeat this operation until the garment is clean.

Rinse thoroughly in lukewarm water and run lightly through wringer.

Stretch lengthwise before drying and iron while slightly damp. Follow these simple instructions and underwear will not shrink or become prickly.

Incidentally, it might be pointed out that many retailers can increase the sale of underwear by emphasizing this point. It has been found that the greatest number of men buy two or three suits at one time when underwear is under consideration. By pointing out the advantage of the daily change, it should be possible to sell four, or even half a dozen suits. Every store should have these directions printed on a slip and included in every sale made, as it has been found that nearly 50 per cent. of customers complain of shrinkage in their underwear or other minor faults. Every man expects to get at least two seasons' wear out of such undergarments but by means of careful laundering he may be assured of three or more seasons, provided the suits are changed daily.

### Displays Sell Underwear

The difficulties of displaying underwear with good effect are fully appreciated by the makers, who have felt in the past that not enough window space has been accorded to this line by the majority of men's stores in Canada. Yet it has been proved that nearly all men who buy underwear do so because of a display which caught their eye and reminded them that they needed such garments. There is no reason why a good display should not be featured with the advent of each season, priced plainly, and announced by a statement emphasizing the need for the right weight for spring, or fall, or summer as the case may be. Window displays to attract athletes or busy office workers who demand the utmost in coolness in sweltering weather should be attractively worked up with as much attention to detail as is afforded to the straw hat window. Never forget to play up the right weight of underwear along with new styles of shirts or other dress accessories shown at the beginning of a season. It is only natural that the line that is not given prominence will fall behind in demand, yet of all stock carried, underwear is the most intimate and the most needed from the standpoint of personal comfort and good health.

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### "POSITIVE SELLING"

Continued from previous page

of suspenders may be more effective than a visit to a high-priced stomach specialist. It frequently works."

Another constructive thought offered by the general manager of the Bennet stores is anent the lack of wisdom in "hearing everything at the door" when a customer enters.

"Hear half of his or her story, and then steer the customer to the spot where the merchandise is sold before giving the visitor a chance to say any more," is this authority's advice. "Our own experience has taught us that this is a policy which leads to stimulation of sales, whereas sales are frequently lost by hearing everything at the front of the shop."—From Retail Merchandising Service, New York.

# More Aggressive Merchandising Through More Efficient Salesmanship, Advertising and Display

## Suggested Methods of Lessening the Burden of Overhead Expense —Not Impossible for Small Store to Instruct in Salesmanship— Advertising Department Should be Checked For Results—Importance of Equipment and Display

OVERHEAD expense, as we have said before, is one of the outstanding problems of the retailer dealer during 1922. It can either be decreased in actual dollars and cents by the doubtful method of cutting salaries, or by the unwise method of cutting the advertising appropriation. These are the productive ends of the organization and to impair their efficiency by creating dissatisfaction or by striking at that arm of the service which creates consumer demand, largely, might be suicidal.

The better way to decrease overhead is by decreasing its percentage proportion by increasing the volume of business. Manufacturers to-day are increasing production of their output by increasing the production of the individual. It is generally agreed that wages can be maintained only on the basis of securing increased efficiency from the staff; and this can apply not only to the manufacturer but to the retailer as well. Not only the size of the average sales check must be increased but the actual number of the sales checks must be increased as well. If, by the decline in prices, the average size of a check has decreased from $1.60 to $1.20, or 25 per cent. and nothing is done to prevent a continuance of this, the entire volume of business must suffer proportionately. On the other hand, if the retailer can devise ways and means of increasing his individual sales checks, he can hold the volume to its normal level and possibly make an actual gain.

### Merchandising Knowledge

Many ways of doing this might be suggested. Among them the Grand Rapids Show Case Company of Grand Rapids, Michigan, suggests in a valuable report a more definite knowledge by the sales' staff of the merchandise sold over the counter. The consumer at large prefers to deal with the salesperson who knows his own line just a little bit better than the average salesperson knows it. Knowledge is power and one of the first essentials of good salesmanship is a thorough knowledge of the merchandise handled. Merchandising instruction, therefore, is being given a more careful attention even by the smaller stores to-day than formerly. Many of them may regard it as an added expense, and in one sense of the word it is. On the other hand, if this knowledge opens the road to larger turnover it becomes a productive expense well worth the undertaking. Even though this department may not be justified as an independent department, it can be organized in the smallest store very successfully and handled without added expense by the head of the organization, if some thought is directed along this line.

### Incentive or Reward

Another great factor in the productiveness of salespeople in general is the incentive or reward for increased production. This is handled by various stores in various ways. The bonus plan is gaining ground very fast and with the great variety of bonus plans being used to-day, the retailer should have no difficulty in selecting one that would readily adapt itself to his particular conditions.

### Advertising

The store's advertising and the store's windows are also among the most important factors in the situation to-day, because they are factors that arouse the interest of the customer and then bring him into the store. Advertising should not suffer at this time, considering the small percentage it bears to the overhead. On the other hand, the efficiency of the advertising should be looked to very carefully and should be increased in proportion to the other increases which are in contemplation. The present waste in advertising is due largely to an utter lack of fixed policy behind the advertising, the lack of any definite personality which it might reflect for the store. Advertising without personality or without being founded upon any specific fundamental is likened to the water which has already passed over the wheel. Its effort is spent and nothing particularly constructive is left behind.

### Principles of Advertising

Perhaps the greatest thought to-day in connection with retail advertising is to get down to the principle of forgetting the thought that advertising is intended solely for the purpose of bringing a lot of people into the store. Advertising should be thought of more particularly with reference to its effect upon these people who do come into the store; if this be done, benefits will be increased because something is being built in this manner which is not being built if the advertising is shaped only for the purpose of bringing people into the store. There is no reason why the store should not demand more intensive work from its advertising department. Results can be checked and should be analyzed very carefully. The advertising department should keep in very close touch with the store staff to lay before them plans and receive from them suggestions.

### Display

The factor of display is an increasingly important one in merchandising. In stores where provision has been made for elaborate and artistic displays, this element is responsible for great increases in the average sales check because of the power of suggestion. The more merchandise open to the inspection of the customer, the more opportunities of increasing the number of sales checks. Attractive merchandise in an attractive setting becomes a well-nigh irresistible combination, and it is the part of wisdom to-day to have very attractive settings for the merchandise in the store. Working with the obsolete methods satisfactory ten or fifteen years ago, the merchant cannot possibly compete with the workers who have at their disposal the more modern devices for the presentation and selling of merchandise now being employed by efficient merchandising institutions.

A limited showing of merchandise naturally means a limited sales check. Yet with the system employed by so many merchants it is almost impossible for the salespeople to show a variety of merchandise because the facilities do not lend themselves to the possibility. Lost motion in presenting merchandise and keeping stocks in order not only limits the volume which the salespeople are producing but raises the cost of selling very materially. Stores well equipped are getting the maximum of efficiency from the sales' staff and thus increase not only the size of the sales check but the number of them as well. In doing this they are increasing the total volume of the store's business very materially.

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## FREDERICTON MERCHANTS ELECT OFFICERS

At the annual meeting of the Fredericton branch of the R.M.A., the following officers were elected for the ensuing year:—President, Wm. R. Fraser; 1st vice-president, W. L. Jennings; 2nd vice-president, Jas. Mavor; secretary, R. W. Lindsay; treasurer, J. H. Flemming. The Advisory Board is as follows:—J. J. Weddall, Robt. McCunn, C. H. Burt, A. Murray, E. E. Cameron, D. E. Crowe and C. W. Hall.

The annual report of the secretary, C. W. Hall, and the report of the retiring president, Mr. Murray, were read and adopted. A hearty vote of thanks was tendered the retiring officers.

# Another BDA Triumph

# An Absolutely Fadeless Cotton

This is "SOLPRUFE"—the cotton goods dyed by the "Solprufe" process which insures colours that are fast to sun and wash tub and will outlast the fabric.

"SOLPRUFE" Cottons command a ready sale on account of the charming shades and the unconditional guarantee of fadeless colours.

"SOLPRUFE" Cottons are suitable for Curtains and Furniture Covers, and Women's and Children's garments.

Think what it means to have a complete line of Cottons that you can guarantee to be unaffected by sun or wash-tub.

"SOLPRUFE" is the absolute and satisfying answer to the wide demand for fadeless colours in cottons.

All genuine "Solprufe" Cottons bear these distinguishing marks:

"Solprufe" BDA

**on the Selvedge**

GUARANTEED BY FAST TO SUNLIGHT "Solprufe" THE BRADFORD DYERS ASSOCIATION LTD FAST TO WASHING

**on the end of the piece**

THE
BRADFORD DYERS' ASSOCIATION, LTD

MANCHESTER
6 OXFORD ST
ST PETERS SQ.

BRADFORD
DEPT. 43
39 WELL ST

LONDON
128 & 129
CHEAPSIDE, E:C2

BDA

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***The Velveteens*** that give real pleasure and complete satisfaction in wear are those dyed by J. & J. M. Worrall, Ltd., the Premier Velveteen Dyers of the World. Whatever the make—or the colour—you should always ask for a guarantee that the cloths are in Worrall's Fast-to-Rubbing Dyes.

**J. & J. M. WORRALL, Limited, MANCHESTER,**

are not merchants. All inquiries for velveteens in their dyes should be sent through the usual wholesale channels.

# Crepe Will be in Favor With the June Bride; Lasting Vogue for Crepe Creates Precedent

## Fabrics Not All-crepe Will Have Crepe Back—Artificial Silk Has Undergone Remarkable Change in Fourteen Years—Sports Goods in White—Looking Ahead to Fall Silks—Silks Being Used For Lingerie

A FRENCH writer has recently made the remark that a miracle has happened in the world of feminine styles. This miracle, she says, is the lasting vogue for crepe. Two seasons usually exhaust most fabrics as far as the ultra-fashionable world is concerned but such has not been the case with crepe. All the well-known crepe materials will be here this summer. Even the satin fabrics will have crepe backs because women want the soft clinging lines which only this material can give.

As for the bride of this June and her bridesmaids, there will be so much crepe selected that grandmothers will wonder what has become of the girls who used to walk decorously up the aisle in stately Duchesse or brocaded satin.

Even when a fabric is not of all-crepe, it has a crepe back this season. There are some very high grade satins on the market just now which have the added feature of being easily draped because of their crepe backs.

To add to their collection of names for crepe cloths, the French fabric houses have recently sent over here several other lines named as follows: Milbourg, Beaute, Ravissante, Guernesey and Florissante. Most of these may be used on either the right or the wrong side.

### Artificial Silks Greatly Improved

A Toronto importer who remembers the first time that artificial silk goods were brought into Canada, slightly over fourteen years ago, says that these have undergone a remarkable change during that time. The early silk would not stand washing of any kind and the dyes were rarely fast. Moreover, the colors used were only the primary ones as it was very difficult to obtain good shades. Nowadays artificial silks are often shown in better colors than real silk and there is no limit to the washing they will endure. For this reason he believes the trade should not be averse to telling their patrons when fabrics are made from artificial silk. People should know the truth about a material of which manufacturers are justly proud.

Artificial silk and wool are being combined more and more especially for summer wear. Two of the most important of these are: marquise satin and crepe soie de laine. They should be well favored because they combine warmth and a certain amount of body not always obtained in the all-silk materials.

### All-White Sports Goods Best

Several Toronto wholesale houses declare they are depending on one color rather than on contrasts for most of this Spring and Summer's business in sports wear. When white materials are asked for, a stripe, check or other design of white is also wanted. The same applies to colors. These patterns moreover, are mostly broken. The striped cantons which are shown are oftenest of one color—usually white. A recent shipment of crepe brought several pieces with a beautiful ratine stripe but this also was of the same color as the crepe. There is practically no multicolored material offered for early summer.

One buyer says that he feels certain contrasting shades will return for fall and that the very high tones will disappear. This is the third time that the vivid hues have been accepted and so great has been their prestige this spring, that he believes they have reached their peak.

### Two Other Favorites

Baronette satin though not talked of as much as some materials, is still in very good demand. The texture has improved since last season and retailers are placing large supplies of it on their shelves.

The other material which has already been greeted with delight by a few of the buyers who have visited Toronto is a very high-class fabric which may not be used for gowns until the fall because of its weight. It has a sports satin face with a duvetyne back. The two fabrics are of entirely different colors both being very vivid. The resulting shade is a rich and brilliant hue somewhere between the two. Those who are responsible for its importation are featuring this material for the better class of millinery.

### Various Lingerie Silks Shown

Pongee will probably be featured strongly for medium-priced undersilks. In better garments heavy crepe de chine and crepe back satin are probably best. Georgette is not very good except in novelty shades. All the wash silks are selling in good quantities. As to color, there is a feeling that there will be a return to white this year. The high shades are still very good of course and black is gaining instead of losing ground as was expected earlier in the season. Retailers are being pressed for black materials for pajamas and for bloomers. The Princess slip trade still keeps up in this color and a great many Toronto specialty shops are showing step-ins in black.

### A Glimpse at Fall Silks

The brocaded materials are promised again but they will be confined to silver. In fact it will be a silver season for gold metallic and gold brocade will be seen very little. Metal velvet brocades with a fine velvet foundation making them very light are among a recent French shipment. Moire will be strong again both in millinery and dress goods.

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### FAVOR CANADA TRAIN FOR FRANCE

The Montreal Chamber of Commerce at a meeting held on Wednesday of last week, adopted a resolution to be sent to the Federal Government, strongly recommending the organization of a Canadian Exhibition train to travel throughout France, in acceptance of an invitation of the French Government. As Canada did for France, the Republic offers to pay the cost of transportation and warehousing and to furnish the buildings for an exhibition of "Made in Canada" goods in Paris for the space of six months. This resolution came before the Chamber of Commerce in the form of a report signed by Henry Laureys, Chairman of the Committee for the Trade Expansion. The Montreal Chamber of Commerce invites the Chambers of Commerce and Boards of Trade of other cities to join in the support of the project.

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### CANADA GOOD CUSTOMER

Canada has developed during the last 15 years to one of the largest customers of Swiss silks. It is interesting to follow the rise since 1905 and to ascertain that until 1916 the export of Swiss silks to Canada has constantly risen. In 1916 it attained 370,000 kilos with a value of 22 million francs. The years 1917, 1918 and 1919 brought a reaction, whereas the year 1920 showed again an amount of 350,000 kilos with a value of more than 50 million francs. Canada is today the second largest customer of Swiss silks and is surpassed only by England, which alone takes up more than half of the total production.

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The annual financial statement of the Holt, Renfrew Co., Ltd., shows a profit for the year of $164,063 as against $171,592 in 1921 and $403,592 in 1920. The profit and loss accounts for the last three years show that the contingency reserve of $100,000 established at the end of 1919-20 is still intact while the surplus, apart altogether from this reserve, stood at $197,076 on January 31st, 1922.

# Novelties Predominate in Cotton Fabrics: Striped and Checked Gingham Very Popular

## Voiles and Ratines Battle for First Position—Tiny Check Ginghams and Stripes Gain in Favor—Striking Checks or Stripes in Coarse Weave Ratines—Brocade Effect on Voile—Tub Fabrics for Midsummer

MONTREAL wholesale houses are experiencing one of the best seasons in cotton goods in several years this Spring. Demand for many different lines for mid-summer wear has reached a pitch characterized as "extremely satisfactory" by various buyers. On the whole, however, it is an uncertain season in some respects, for the reason that the sudden and heavy demand for novelty goods makes buying exceedingly difficult. There is undoubtedly more risk in seasons when novelty goods predominate because buying is usually done in smaller quantities though more frequently. Hence, the wholesalers vary in opinion a good deal as to what is selling most freely, one maintaining that voiles are the spring's best offering while another upholds ratines. Still another speaks of ginghams and even organdies and so any definite comparison of volume can scarcely be arrived at.

### Gingham Still Ahead

The only staple that seems universally popular this month with all the wholesalers is checked or striped gingham. The latter effect, it is said, is growing stronger with every repeat order, and seems peculiar to the Canadian trade only. However, tiny checks are still very strong and in navy blue and white particularly, it is impossible to procure all that retail buyers say they can dispose of. The better class trade calls for tissue ginghams or "Ginghamette," which have had and still enjoy a heavy demand.

Gingham effects are being called for in many different drapery fabrics, and it is said that much of the insistence upon tiny checks is due to the fact that women are using them to make handkerchiefs or to edge lingerie or trim blouses, besides using them as facings upon curtains, for pillows and neckwear.

In the heavier class of tub fabrics, the leader is ratine, especially in the coarse, rough weaves with striking checks or stripes in the boldest colors.

One leading wholesale firm told Dry Goods Review that their shelves were now completely cleared of the heavy stocks of colored ratines received last month, and they cannot promise to fill any more orders until late in the summer, so great is the demand from the mills. Some new arrivals in this range are rather open in weave, exactly resembling string, and are unusual if somewhat striking. Ratine has the faculty of fringing out well and consequently these coarser weaves possess smart possibilities in this regard. Another wholesaler, however, spoke less emphatically of ratine but stressed the unpredecented call for cotton voiles, saying that it was unexpected and unaccountable but was nevertheless the back-bone of business this Spring.

### Metal Print Voiles

The printing of voiles has become a fine art this year and with the tendency to depart entirely from the large and sprawling floral pattern, women have once again recognized the practical value and becomingness of the newest design. The neat, small geometrical patterns and dark grounds are essentially suitable for wearing by all types of women and these varieties, it is claimed, outsell the high colors in voiles. A late development however, is the creation of a brocade effect upon a cotton voile ground, the pattern being somewhat more elaborate and printed in several colors, then overlaid by a gold or silver design, which has all the glint and sparkle associated with silk fabrics. This material will prove exceptionally popular as a blouse or overdress fabric for summer wear and later on will be largely used to create entire frocks for formal wear. Its inexpensiveness renders it an ideal proposition for medium priced trade, the wholesale price quoted being 75 cents a yard.

### New Designs are Delicate

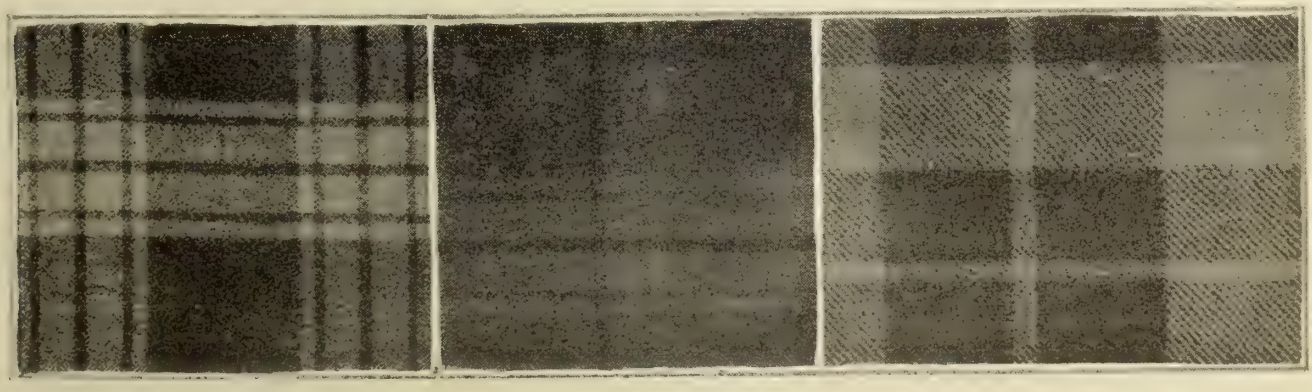
In ordinary printed voiles there is a new design offered which exactly reproduces chain stitching in various patterns, both scroll like and scattered and also developed in small "object" motifs.

The delicate tracery work is usually done in a dark contrast upon a light ground and as many as a dozen different colors are offered. On the whole, it is said that three times the amount of voiles are being sold this Spring as were disposed of last year, and the improvement in design and greater variety in color is held responsible for this satisfactory condition.

### Sheer Tub Fabrics for Mid-Summer

The call for all white goods has not registered an appearance as yet, but wholesalers expect that it will come up to the demand of other years. In this connection however, it should be noted that white skirtings are quiet this season, even the staple gabardines being slow in demand. White organdy is said to be the leader for graduation frocks, while dotted Swiss is quieter. Embroidered organdie in dot effect stands first in favour this month.

Apart from white, the pastel shades are by far the best in organdy which is being sold for trimming purposes in enormous quantities already. Sea-foam green leads, with maize and coral next in favour. Yellow is considered to be the coming favorite, and all shades which approximate Periwinkle blue are wanted, although the exact shade cannot be had in organdie as yet.



*Here are three of the range of homespuns in tweed patterns, which the Mitchell Woollen Co., of Mitchell, Ont., are offering for late spring and early summer business.*

# Sports Materials for Trousseaux

## Belief That Vogue For Sport Costumes Will Prevail in the Bride's Going-away—Homespun Tweeds Very Strong at Present—Knickerbocker Flakes in Evidence—English Manufacturers Showing Contrasting Stripes and Checks

"WHAT will be the best materials to feature in going-away suits for the spring and summer brides this year?" This is the question that Dry Goods Review asked the dress goods manager of one of the oldest fabric houses in Toronto. "I believe the trousseaux will follow the general vogue for sports materials very closely. With all women interested in these lines, brides, who usually select novelty things at any time, will be certain to favor suitings and skirtings of sports materials. At present 90 per cent. of our total business is in this class of goods and there is every reason to think that this demand will increase rather than decrease as the warmer weather comes."

### Homespun Tweeds

Of all the woollen materials which the trade are handling for suitings, the homespun tweeds are probably the strongest. Some wholesale houses call these sport homespuns to distinguish them from the plain homespuns. The name homespun tweeds seems however most appropriate, since the color combination suggest the tweeds very easily. These are usually two-toned, one color being much more prominent than the other much as in the heather mixtures. Those of the trade who have seen these are very enthusiastic and this enthusiasm is not local but felt in every part of Canada from Vancouver to Halifax, with the exception perhaps of parts of Quebec which have not been heard from to any extent.

One firm has given its own names to this material, believing that the regular shade card names are more suited to plain colors than to these mixtures. The special names are given herewith together with the color which predominates in each case:

Briar, mauve; clover, rose; lark, tan; apple, greenish-blue; dawn, blue; bramble, brown; jay, blue; magpie, blue; mulberry, henna and purple; meadow, green; robin, henna; plum, blue; thrush, brown.

### Other Spring Fabrics

Besides this material there is a great variety of checks and stripes, plaids and herringbones on the market as well. There is a feeling that the demand in this country at any rate will not be so much for contrasting stripes and checks as formerly but for one-color materials. Thus the stripe or the check will be the same color as the ground.

The knickerbocker flakes are being featured by one or two wholesale houses in Toronto in novelty homespuns, and Oxford grey, light silver mixtures and rough Scotch weaves are also very pronounced.

There is no reason to expect that the plain homespuns are losing ground. They are very good especially in the light pastel shades in a few vivid tones, in henna, and in tan. Tweeds too are getting a ready market. One buyer believes that the demand for homespuns did much to help tweeds in this country. From plain homespuns to tweeds was only a step for our women who did not fancy the big change last season from tricotines and poiret twills to tweeds, such as took place in the United States.

### Skirtings a Puzzle

While English manufacturers are still making and selling a great many materials with contrasting stripes and even more with contrasting checks for skirtings, wholesale houses in this country are in a quandary about them. They say that for the moment tweeds and homespuns have monopolized the attention of the trade. When checks are asked for, they are not of the usual staple patterns but in natural effects and sometimes broken with stripes.

Tricotines are still the very best for the better class of suits and poiret twills are coming back into their own. By the time the trade are ready to listen to fall news, manufacturers say that these two materials will receive more favor than any of the others.

### Cotton Demands are for Ratine

Just at present, ratines are the outstanding feature of the cotton season and many think that they will continue into the summer. While the organdy business does not compare with last year so far, when it is taken into consideration that several other materials of practically the same texture have been added to this year's style demand, the trade have no reason to feel discouraged. Dotted Swiss for example and printed batiste are both selling well. The plain organdies, particularly in the high colors are going to the millinery houses while for sale over the counter for dresses, printed and embroidered as well as dotted organdy are favored.

Printed voiles are receiving a great deal of notice and fancy boredered handkerchief cloths are promised. Linen cloths are being featured in the United States for dress goods and present indications are that they will go well here in about six weeks time.

Chambray and checked nainsook of the finest type are two other materials which wholesale houses are feeling optimistic about. The latter is sold especially for lingerie in colors even more than in white. Mercerized batiste is selling and plain and fancy bloomer cloth is very good but long cloths are losing ground. Pajama cloth in both small and large checks is in demand.

John Catto, the Yonge St. dry goods man, celebrated his eighty-ninth birthday on April 12. Mr. Catto is one of the few business men in this country to-day, who, on the threshold of ninety, is a fit and active man of affairs. He came to Canada from Aberdeenshire, Scotland, about 1854 and has ever since conducted his own establishment in Toronto.

### MAKES PERSONAL SELECTION FOR CUSTOMERS

F. K. Hardy of the F. K. Hardy Co. of Toronto has recently returned from a trip to the Motherland. Mr. Hardy is the head of the tailoring firm of the above name and his object in going to England was to select, first-hand, materials for his customers. He believes the the best service can be given his clientele, so far as materials are concerned, by going in person to the great woollen markets of the world to make a personal selection.

In conversation with Men's Wear Review, Mr. Hardy stated that he believed most of the distress merchandise in piece goods had disappeared. Manufacturers he said, were eager for business but they had nothing in their warehouses and could not give immediate deliveries. He believes that manufacturers will not again make up great quantities for their warehouses, on account of the great losses they have had to take during the last eighteen months because of the great quantities of distress merchandise. In future, he thinks, they will only make up according to orders placed.

### WASHING HINTS

All silk, artificial silk, or woollen material, should be washed in tepid water with castile soap.

Silk should be rinsed in clear water to which has been added a tablespoonful of wood alcohol to a quart of water.

Flannel material should be rinsed out in fresh suds, leaving a certain amount of soap in the cloth.

Silks or woollen cloths should not be allowed to become perfectly dry before ironing, but should be ironed when damp.

The G. W. Robinson Co., Ltd., Hamilton, Ont. held an important semi-annual Manufacturers' Sale during March, featuring particularly Made-in-Canada merchandise.

# Decrease Acreage Devoted to Flax

## Raw Material for Linen Products Shows Alarming Decrease in Nearly Every Flax-Growing Country—Little Hope That Russia Will Export for Years—Decreased Acreage in Baltic Provinces, France, Belgium, Russia and Canada—The Outlook

MENTION has very frequently been made in Dry Goods Review of the fact that, except for such merchandise as was thrown on the market by interests forced to dispose of it through one cause and another, all indications pointed to increasing prices of linen products. W. H. Steley of Toronto who has just returned from an extended trip to the United Kingdom and European countries, in discussing this phase of the question with us recently, stated that this distress merchandise was, for the most part, now cleaned up and that manufacturers were back to a basis where they would make up only at a profit. That, of itself, seems sufficient reason for assuming that prices, at least, would remain at present levels. But behind this is another question, still unsolved, which seems to bear out what has been said with regard to higher prices for all linen products. This question is the question of the raw material, the flax. Russia, formerly the great producer of flax, has been unreliable for some years and the outlook is not yet bright. The production in Ireland has decreased during the last year or two because the guarantee of the British government for a fixed price was withdrawn and farmers have, apparently, not found it profitable to grow the flax under other conditions.

### Improved Buying But—

In a very interesting and instructive review of the linen situation during 1921 with an introspective view of 1922, the Belfast News-Letter furnishes some food for thought for every retailer of linen goods. This review refers to the first three months of 1921 when there were radical drops in yarn prices in the Belfast market, resulting in little buying either for immediate or from New York. Rapid changes in prices did not lead to confidence. This unhappy condition of the linen trade did not improve during the next three months when there was a coal strike, compelling many of the mills to close down. During this time, however, conditions began to improve in other respects and early fall saw a resumption of demand, with depleted stocks in nearly every market. Looms were restarted and, by the end of the year, definite improvement was manifest. The review then goes on to state, "the steady revival in trade during the past three months gives hope for 1922 but it must be pointed out that a resumption of demand for linen goods on a large scale will reveal the seriousness of the flax position. In every other textile industry with the exception of the linen trade there are ample supplies of raw material. At any rate, sufficient supplies are in sight to ensure the covering of a normal demand for goods without fear of inflating the cost of the raw material. These conditions do not obtain in the linen industry and that fact must be borne in mind by all connected with the trade when reviewing the outlook for 1922." It is pointed out that the export of all piece goods during 1920 amounted to 93 million square yards, whereas this fell in 1921 (first eleven months) to 34,539,600 square yards.

### Flax Outlook

This review deals with the foremost flax producing countries in trying to arrive at some conclusion with regard to the outlook.

The acreage under seed in Ireland in 1921 was 40,000 as compared with 127,198 in 1920 and 95,610 in 1919. The yield was less, also, for taking the 1921 crop to at least equal that of 1919 as regards yield, there is an estimated production of 6,000 tons against 16,652 in 1920 and 10,270 in 1919. The prospects for 1922, says the review, are doubtful. Much depends on the action taken with regard to the Linen Industry Research Association's pedigree flax seed. It is understood that about five tons of this seed are available which it is hoped to keep under control for a few years until it is definitely established. The reports on the seed state that the yield is about 80 per cent. better than the yield from ordinary commercial seeds and the quality is estimated at about two grades better than the ordinary Dutch and Canadian seed. If these two factors are realized, it means that the return from such a seed would be double that obtained under the old conditions. The effect of the establishment of such seed upon Irish flax growing is too obvious for comment, but some years must necessarily elapse before the great benefits which are expected to acrue from the Research Association's work can be fully realized by the extensive sowing of the new seed and the increase of the acreage devoted to flax cultivation in Ireland.

### Russia

Russia, the great flax producing country, does not afford much encouragement to linen interests. In 1913, the acreage was four million acres with a harvest of 800,000 tons. The war and the Soviet government combined to wipe out a large part of this work. Peasants, under a state monopoly system, were forced to sell to the government at a fixed price which did not cover the cost of production. While a reliable figure is imposible, it is stated that the acreage has decreased to 800,000 in 1920 with a crop barely sufficient for the home industries. So confused are reports that it is almost impossible to get much that is definite with regard to the exportable quantities at the end of 1921, but the nearest that careful investigation can come to anything definite is 108,500 tons, figures which do not lead one to believe that Russia will be any mainstay as regards flax supply for some years to come.

### Other Countries

The report, in dealing with other countries, shows a decreasing acreage and yield in most of them. The Baltic provinces will yield about the same, 25,000 tons. In Belgium, the acreage decreased from 125,000 in 1920 to 37,000 in 1921. In France it was cut down to two-thirds of 1920 and the quality was poorer. Canada's is cut down to about one-fourth of 1920. Germany, alone, shows some slight increase in the yield of 1920 over the previous year.

### The Outlook

In conclusion, this review says, "In our last review we wrote that so far as flax suplies are concerned it looks as though there will not be sufficient available to keep the spinning mills running more than three days per week for the years 1921, 1922 and 1923. This statement might have been considered alarmist in character but, so far as 1921 is concerned it has been borne out, though mainly due to bad trade. With the prospects of still reduced acreage, the position becomes worse. As a matter of fact, flax is the only textile raw material that can be positively stated to be short, and if any revival in demand comes during 1922 we shall know it. The amount of flax exported from Russia in 1921 bears out our contention that the supposed vast quantities are mythical. The question for the linen trade is:—Where must flax be obtained in view of the very doubtful recovery in Soviet Russia?"

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The Orillia Worsted Co., Ltd., Orillia, Ont. has enlarged its premises, making way for the employment of 50 additional workers.

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Col. Robert McEwen, of London, Ont., again heads the Canadian Co-operative Wool Growers, Ltd., in the capacity of president.

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It is reported that the Hudson's Bay Co., Vancouver, B.C. is contemplating the opening of a big fur-clearing depot at Wrangel Island shortly.

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# Red Dominates Paris Millinery

## Dry Goods Review Correspondent Says She Has Not Seen Such a Craze for Many Years—Shapes are Very Diversified—Feathers Preferred for Trimmings—Parisians Prefer Shoes to Boots—Boots More Pointed

**Written specially for Dry Goods Review by our Paris Correspondent**

DEAR Sir,—
This letter, as announced previously, will be devoted to Millinery and Footwear for Summer.

I cannot remember having seen such a craze for red in millinery as this Spring. Everybody has, if not an entirely red hat, at least one trimmed with a red feather motif, some red flowers, or a bunch of red currants. One is dazzled with that shade, and it is likely it won't last very long, as women get soon tired of what becomes common. In fact, some milliners already start other shades, amongst which saxe and fuchsia seem to prevail.

### Many Shapes

As it is usual for early Spring, the shapes are most diversified: feather toques, made of down and trimmed with wings of the same shade or different, or all kinds of fancy feather motifs, are seen.

Satin hats are in full vogue: they cover medium size shapes, sometimes with drooping brims, but more often with turned up brims of irregular shapes: marquis style is favoured, but it is much bigger than the real one, and in various instances, there are 4 corners irregularly displayed. We use in millinery at present a new kind of satin, called "satin cloque," which is kind of zenana, in all colors, to make pretty hats whose crown is supple, and draped. These need no trimmings but fancy hatpins, which are most fashionable just now: most of them have tiny pins, and huge flat heads, plain or cut in every fashion. These are sometimes made of worked steel, or galalith, in red, green, blue. They are very effective.

### Large Dressy Hats

Crepe Georgette, crepe de chine, dull, also come in fairly extensively in millinery for dressy hats, which are then rather big, with brims drooping either all round, or only on one side, the other side being turned up and slit on the side to allow a feather sprig to pop out. Here, all hats meant for weddings or very fashionable meetings are always trimmed with valuable feathers: bird of paradise, crosse, "aigrette." The style of the hat may change, but the trimming, although diversified as to the motifs, is always made of these valuable feathers.

### Hats Match Suit

It is customary this season to have a hat matching the tailor suit as follows: supposing the said costume is black with saxe embroidery, that hat will be devised in crepe Georgette, for instance, black on the top and blue under the brim, and the trimming will be say two wings in black and blue, or a big flower all blue.

Crinol, tagal straw are also very much in demand. Net hats will also be seen later on in the season, and the shapes will gradually change to become the regular capeline, that is big drooping brims, with ribbon bridles, and flowers, just what is suitable for Summer wear. Besides net and lace which every year are worn at the time of races, that is in June and July, we shall see plenty of Italian straw, and also embroidery. The two latter will certainly suit our young ladies and little girls, but they are quite pretty for women, with white dresses.

### Feather Trimmings

The trimmings mostly favoured now are, as I said before, feathers, for very dressy purposes, unless they are cock feathers which come in for more ordinary millinery. Flowers and fruit very showy, are extensively seen: bunches of grapes, currants, partake of the present favour for red trimmings, together with big poppies, geranium flowers, etc. However, it is to be supposed that, as we go along, these gaudy red or blue crazes will gradually subdue, and we shall come to softer colors, and I should not be surprised to see quite a lot of mauve, and fuchsia (which by the way is nothing but a mixture of red and blue), and which was already started last season for evening gowns. Then we shall see nicer flowers, fuchsia, being favoured on account of its lightness, and probably roses too, especially for children, who always look pretty under a capeline hat with a garland of tiny moss roses.

For them, we always use ribbons, which are so graceful to see flying behind the ever-running child. The shape mostly adopted for them is the old fashioned bonnet, with a large brim framing the face. These are dainty, but not very practical, I think, in these days of sports.

In my next mail, I shall tell you more about children's Summer dressing.

### Prefer Shoes to Boots

As usual, in Summer, shoes are worn preferably to boots. The fashion for long skirts has not yet stepped in sufficiently to allow footwear to be indifferent, and, consequently, this Summer at least, we shall still enjoy the sight of a well made ankle with a perfect silk stocking and pretty shoes.

For evening wear and ball rooms, the fashionable footwear is a dainty pump made of silver or gold cloth, or lamé with a tiny buckle and preferably a gold or silver net motif, representing either a butterfly or a rose. Satin shoes are also worn, with steel beads spread all over. There are not many strass buckles seen on evening shoes.

For daily purposes, we have the regular Richelieu shoe, made of glaze kid or yellow, or brown leather. Also some shoes with straps: one or two across the foot, or several mingled together, or fancy motifs of straps, plaited, or circles intermixed, etc. All kinds of designs are devised, but as a rule, the foot is entirely set in the shoe, while last year, we had quite a number of patterns that looked more like sandals, where only the tip and the heel were made of leather, the remainder of the shoe having disappeared, and the foot being bare on the sole. Ordinary pumps with a turned up fringed stripe are also seen extensively as well as the leather covered buckle, square or oval.

### More Pointed Boots

Here, all boots are more pointed than they were some years ago, but they are not as sharp as they are in America. They are still very comfortable, and nobody needs take a size or two above one's regular size to be able to wear our shoes.

Our children are still blessed with the square heel-less shoes, with straps, like those of sandals. For dressy purposes, their shoes are made of black patent kid, worn with white socks, and for everyday's wear, they are made of yellow or black leather. In Summer, they, as well as their mothers, will have white suede or canvas shoes, which are always so much wanted with light frocks.

Next month, I will tell you about the latest novelties in Summer materials, and children's wear.

Yours very truly
Jeanne Gsell

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The Western Canada offices of the Department of Overseas Trade have been removed to 703 Union Bank Building, Winnipeg, Man.

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Nerlich and Co., Toronto, have just completed their new summer catalogue featuring some interesting novelties in fancy goods and sporting lines.

# Two Classes Successful Milliners

## First Class Believes in Turnover at All Costs—Second Class Made up of Artists Who Love Their Work for Art's Sake—Those Who Fall Between Not Successful Milliners—Beginner Should Make Early Decision as to Class

THERE are only two kinds of successful milliners according to the head of one of Toronto's wholesale millinery houses—a house which has had many successful years in selling to the trade. One class is that which believes in merchandising first and last. It is made up of those milliners who believe in turnover at all costs. They buy what is new and will sell for that reason to a certain class of clients. These people usually have a great many customers, among whom are included transients and bargain hunters. Such milliners usually buy at a price and go therefore to wholesale houses where the same method is caried on. High wages are paid to saleswomen rather than to designers and trimmers in stores of this type. The essential thing is to obtain women clever enough to convince the public that what they are selling is right. As a rule, the matter of becomingness plays little part and price and novelty everything. Naturally these milliners do not build up a very high class trade although they usually have a fair number of patrons who will pay well because they get quick service. This kind of business has many attractive points. Little or no knowledge of millinery from the artistic stand-point is required but a keen insight into human nature is essential. The risks are often great and so are the profits. Ingenuity, daring, optimism and shrewdness are needed for such trade.

### The Artist

Then there is the other kind of successful milliner—the woman who looks on her work as an art. And it is an art. Millinery requires a knowledge of proportions, of colors and color combinations and of technique just as surely as painting does. Only the woman who is artistic and who loves her work can sell on this basis. She builds up a clientele which follows her not only to different parts of her own town but to other towns. The successful milliner of this kind cannot, however, depend on her regular patrons alone these days. She must learn to look for a certain amount of business from the passing throng, but must rely on the confidence she inspires and which comes from real study of her profession, rather than on clever merchandising methods. This is the reason why milliners who, because they were known to be artists, could in the past afford not to cultivate a good manner. Not so to-day. These women must learn a pleasing manner just as much as the other type, with probably the difference that they should not develop their selling powers to the point where they destroy their own innate ideas of the artistic in millinery. Such milliners are by all means the most to be envied for their business is steady, it brings them happiness and they are the backbone of the millinery trade.

Those who fall between these two classes are never successful milliners. The day-in and day-out plodder cannot hope to obtain anything but a fair living. Such women are in the same position as dressmakers who "make over" the garments that others have designed the season before. To this in-between class belong the milliners who are afraid to introduce novelties because they may not go. Of all the characteristics essential to success in the millinery business, undaunted and enduring courage is the most important.

### Beginners Should Decide

Our informant, who has been for many years the confidant of many milliners, says that every woman who wants to make more than an ordinary living out of her work, should decide before going into business which kind of trade she prefers. She who is not naturally artistic should not venture into the second class unless she is prepared to give years of study to it. The woman who understands business methods and is a shrewd bargain hunter will do better in the first.

A milliner's method of selling will also determine her method of buying. She who likes the exclusive business, will patronize the exclusive wholesale houses. This means those which sell one hat of each kind to a town and which import rather than manufacture their models. The woman who puts turnover first should go to the house which is essentially a manufacturing concern and which can therefore turn out quantities at a price. Wholesale houses like to know the kind of business their clients do, because it is the only way in which they can estimate how to sell them.

### One Trade Should be Related to Another

This wholesaler has for many years acted in the capacity of adviser to the millinery trade. When manufacturers and wholesalers allow credit to run for any length of time, this becomes a necessity because in many cases refusal to do so would entail great losses. He believes that one of the chief faults with milliners is that they do not follow carefully enough the allied trades. For example, this year with the vogue for homespuns and tweeds, milliners should keep in mind in buying as well as in selling, the important relation of these to their business. There are three kinds of ornaments which will find place on hats worn with suits of these materials. These are: quills, wings and fruits. Quills are the best but they are only good when cleverly adjusted, wings come second and fruits follow for the hats which are not expensive enough to warrant the first two but need a touch of color to brighten up the suits and coats.

The sport idea in costumes has by no means spent itself. Our informant says that a large percentage of the milliners who come to him with grievances have not yet grasped the opportunities this vogue has given them. They are afraid to take a chance on specializing in such a line and as a result they have only mediocre hats, suited to mediocre tastes, which are essentially conservative when it comes to buying.

One woman who owes this firm five hundred dollars came in the other day completely discouraged. Her conservative methods she admitted had been a failure. Within a short time from some very small towns one meets other small towns where milliners sell smart hats all the time? It is just a case of training. In the former, the well-dressed people go to the city to buy and in the latter they have learned that their milliners are as good as those in the cities. The milliner has it in her power to mould the taste of her clients, for people nowadays like to dress well whether they live in New York or in the smallest Canadian village. Moreover, there is no one who can dispense optimism like the milliner. The smallest shop displaying hats which delight the eye, will do more to encourage general business than an army of preachers.

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### OPERATING NEW FACTORY

W. E. Wright & Sons Co., of Orange, N. J. are opening this month a new factory for the manufacturing of bias tapes. On account of the clean and orderly process of manufacturing this article, their new factory is in a very restricted district where no other factories are located. In a statement with regard to the opening of this new factory, Mr. Wright says that the increased demand for this article is due to the fact that women are doing more home sewing than they have ever done before.

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L. R. Steel Co., Limited has opened a new 5c to $10.00 store at the corner of Colborne and Queen Streets, Brantford, Ont.

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Harry Nielson has been appointed assistant general manager of the Empire Cotton Mills, Welland, Ont.

# Paris Uses Velvet for Bride's Hat

## French Chapeaux Mostly Very Large—Breadth Greater Than From Front to Back—Red is Favorite April Shade—Close-Fitting Hats Better Than Medium-Sized Ones—Rich Golden Brown a New Shade—Mushroom is Only Favorite Sailor

"PARIS women have adopted a very ingenious method of being always well-dressed without spending as much money as formerly," say a buyer for a wholesale millinery house in Toronto. "They borrow and exchange hats and gowns to such an extent that some of the firms are feeling the effect very considerably. French women will be well-dressed at all costs and unlike Americans and Canadians who are ikely to go shabby during hard times, they can dress at much less cost."

The buyer who reports this condition among French women, has just returned from a six weeks trip to Paris. "The story that designers are throwing open their doors to newspaper reporters is true," he says. "They are having their own troubles in getting business. They have the same high prices, expensive labor and general depression that we have and added to this they are really much more short of money than we are."

### Immense Hats Are Best

Most of the French chapeaux in the shipment this Toronto man has brought over with him are extremely large. This is the case, he says, in almost every establishment he visited. Hats as big as the old-time Merry Widows are shown. The size consists of breadth from side to side rather than from front to back, in fact the majority are very short in the back. The poke is a universal favorite in these wide brims or in other words, the brims droop gracefully on each side.

After the big hat comes the close-fitting one. There are very few of the medium-sized ones such as we see here. This is of course due in part to the lack of development of the sporting instinct on the part of Parisiennes. Even when a smart French women wears sport togs, she does so for the appearance and not for actual use. Milliners in this country must look to London and New York for their sport hats.

### Red Best Now—All White For Summer

The first few weeks of April found more of the bright red shades, particularly lip-stick and flame than any other bright color. These should be very good here until the end of May at least and even well into June unless the weather becomes very warm. Long before then, however, the French houses will be showing white, which, by the way, is to be the smartest color for summer.

Hair-cloth is still one of the smart materials shown over there. This is good in all colors and for brims, crown and trimmings.

Timbo is one of the new millinery cloths. It derives its names from that country famous in fiction and nowhere else—Timbuctoo. It is a straw-like material, loosely woven.

One of the most popular trims on the better hats consists of different flowers combined with ostrich and the whole veiled in malines. The effect is very charming, particularly when banked on the crown or made into a roll as an edge for the brim.

Cirèd visca is liked as much in Paris as it is here, this buyer says, and there is every likelihood of its lasting all through the summer. There is a preponderance of transparent brims on almost every type of hat.

### Velvet Throughout the Summer

Particularly for the bridesmaids' and dressy hats, French houses are stressing velvet. It is used in crowns and occasionally for trimmings with a brim of some light material. Pastel shades only are shown. These relieve any suggestion of weight which usually goes with velvet.

As for all black hats, Dry Goods Review was told that these are good particularly in satin. There are not very many models in black and color. Navy and white is promised as better than black and white.

One of the lovely shades shown in the



*For the bride who prefers a hat or for the bridesmaid, this beautiful hat has been designed. It is from the house of Madame Germaine, Paris, France. The color is the new dahlia shade—a soft mauve. The crown is of velvet in the cloche or mushroom shape. The brim is crinoline and the flowers are of different shades. Imported by the John D. Ivey Company, Toronto.*

# Pleasing Child Please the Mother

## Unique Policy of Juvenile Millinery Department of McCreery's of New York—Methods of Selling and Displaying Headwear—Diminutive Fixtures Have Strong Appeal for Little Folks

**By A Staff Member**

IT WOULD appear that a valuable opportunity of adding to profits in the millinery department is neglected or overlooked by many Canadian stores which have not as yet installed any special conveniences for serving children between the ages of eight and fourteen. This period as every milliner knows is a trying time for parents, for clothes and hats have an aggravating habit of wearing out quickly or being outgrown by their youthful owners, and new purchases always bring up the same old problem of how to pick out the most practical and becoming things without sacrificing a certain degree of style that every little girl instinctively longs for.

On the other hand there is no need to install expensive equipment or in any way detract from the regular policy of the millinery department in the endeavor to build up a greater business in juvenile millinery. The secret of successful selling in this direction can be traced directly to the atmosphere created by the sales staff and the good-will that will build up.

This theory was explained by a successful millinery buyer in a New York store to a staff member of Dry Goods Review. The store was that of McCreery's on Fifth Avenue and the buyer was Miss Lewis, who feels a greater sense of pride in her juvenile section than in almost any other branch of her large department.

### Display Hats at Right Time

"A most important thing to bear in mind in selling children's millinery," said Miss Lewis, "is to have all your stock in at the right time. Mothers are not very much interested in new hats for little girls until just about three weeks before Easter and thereafter and so it is well to be prepared for the big demand at that time. A wonderful display of different types of hats just then will result in many sales which were not contemplated, the kind of sales we call 'impulses' which can only be made if the stock is good and well shown."

Miss Lewis was also emphatic on the point of selecting saleslades carefully. They must first of all love children and have plenty of patience and common sense. It is no use whatever to consider the saleslady's appearance as must be done in the adult section, because a nice manner, patience and just enough sense of humor to enter into the child's feelings, are far more essential in Miss Lewis' opinion. These qualities are needful for the reason that a large proportion of youthful customers are inclined to be spoiled, captious and self-willed, and the work of the sales lady is by no means easy. Many mothers actually allow children to pick out hats for themselves, apparently exercising not the slightest effort to guide them. It is a most difficult problem then for the sales lady who finds herself compelled to try on hats quite unsuitable in every way, just to satisfy whims of childhood. A safe rule to follow is to classify the hats on display in groups according to price and age, so that the child can be guided to the proper group quickly and consequently is less prone to pick out a model that is too old for her.

### Discourages Special Orders

"Show the best hats first but keep a careful eye on the mother's appearance," is another of Miss Lewis' maxims. It is not advisable to enquire what price is desirable, at the outset, but gradually introduce the question as the sale advances. The average price of a girl's hat this spring in the McCreery department is about $3.95, but they may be purchased at any figure above this amount, according to the style selected. Special orders are discouraged in juvenile millinery, for the reason that there are only a few really suitable shapes adapted for these ages and the manufacturers have more than anticipated all requirements. However, it is found advisable to keep on hand a few plain but pretty summery shapes together with some dainty wreaths of field flowers which can be put together in a few minutes time. Many mothers feel that this type of hat is quite ideal for the growing girl and will purchase no other kind.

Miss Lewis is showing practically all fashionable colors in this department including browns, henna, navy, rose, copenhagen and sand shades, as well as fabric hats developed in tweeds and other sports materials similar to grown up models. Simple straw shapes with a plain bow or streamer of ribbon are the preference of smart New York children and either mushroom or rolling brims are chosen.

### Special Fixtures Attract Kiddies

The equipment of this department is typical of the care exercised throughout. A convenient corner by the entrance to the lingerie section is utilized for the juvenile millinery which is well displayed in wall cases on two sides of the section, as well as on tables ranged in the space between the cases and the main aisle. A pillar which is placed at this point is cleverly utilized to form the background for a diminutive trying on table equipped with triple mirrors low enough to be suitable to quite small folk. Little chairs to match the mirrors are set in front, and charming little glasses are furnished, so Miss Ten-Years-Old may see herself from all angles just as her mother does. In fact, it is a common happening for the small daughters to amuse themselves in this way while their parents are buying for themselves. And thus a double sale is frequently effected with little loss of time. Children love to sit down at this table and thoroughly enjoy themselves. There is no confusion or trouble to anyone in serving and the child does not wander round handling the hats. Such a fixture as this is one of the most important assets to a juvenile millinery section that could be devised and is often instrumental in promoting sales.

"Pleasing the child, pleases the mother and so goodwill is bulit up," was the final dictum of Miss Lewis.

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### PARIS USES VELVET

(Continued from previous page)

models which have just arrived is known as blonde or plain brule—which is equivalent to toasted bread. The shade is a rich golden brown, very similar to toast made on burning coals.

#### From Madame Le Monnier

A creation which comes from the famous house of Le Monnier is a wide brimmed hat of the mauve family—the shade "afterglow" seems most appropriate. It is made of georgette crepe with a Milan crown. The only trimming consists of "swirls" of metal threads and silk floss.

There are several hats with a trim of that stiffened georgette-like material called here areoplane but by the French, crepe francais. Sometimes there are flanges of it, often it is pleated and occasionally there are several rows of it piled one on top of the other with the edges cut.

#### Only One Type of Sailor

So far the mushroom sailor is the only one seen on Paris streets. These are very small. Periwinkle blue is better in sailors than in the dressy hats although it comes next to red even in these, if there is any second place just now.

Pom-poms are very good on French millinery. These are made in ostrich, burnt goose and hackle.

In the sports' line, felt strips are used rather than all-felt which was so good last summer. It is also said that dark colors in these will be better than the pastel and bright hues of 1921.

# Individuality Grows in Garments

## Woman May Now Have Wide Variety of Styles for All Occasions —Dyers Have Developed Number of New Shades—Growing Popularity of Shorter Coats—New Styles for Young Girls—More Expensive Linings in Demand

THE past year has been a remarkable one for fur fashions. A woman can now be as individual in her choice of furs as she is accustomed to be in the choice of a hat or gown. She may adopt many types of costuming in pelts that are particularly becoming to her and in styles that conform perfectly. Realizing too, as every woman does, the flattery of furs, she has this past year eagerly sought the newest modes following the art of fur fashion and the inner workings of its development. Women have kept retailers "on their toes," thus bringing the retail fur trade up out of stagnation and abolishing many dishonest practices of former years. Gone are the days when a scarf and a small round muff were sufficient furs for milady's wardrobe. Now she is receptive, just as far as her pocket book will allow, to the soft harmonious new peltries which will emphasize her charms or conceal discouraging lines.

The art of fur designing is new in comparison with the number of years that furs have been worn either for warmth or symbol, but because of the recent demand for something finer, there is now an entirely different atmosphere noticeable in the fur industry. Development in the art of dressing and dyeing furs is every year making possible to the trade at large the extensive use of a greater variety of pelts. New dyes have on several occasions in the past few years given real value to articles which were neglected because there was no call for them in their original condition.

### Improved Dyes

With the tendency to light and colored things for Spring and Summer wear, the leading dyers have developed of late a number of new shades. White foxes, for example may now be dyed platinum or pearl, natural blue, Greenland and slate. Kitt fox can be dyed imitation silver, natural blue, sable and baum marten. Red fox can be made natural blue, light taupe, sable and light brown, while Japanese marten are being dyed Hudson Bay sable or Russian sable.

The greatest fashion point in the development of furs for future seasons is believed to be the importance of developing a slim silhouette in furs which is not inclined to make a woman look stout or bulky. Whether this may be done by a new style or a new fur remains for future developments. The next fall season will probably develop some new pelt of its own, but caracul will probably remain another season. Any new fur that will take suitably to a more fitted line in coats, with a flat finish and light weight will be assured instant success.

So many women have been having their fur garments remodeled in Montreal that that, in itself, should augur a better business in fur coats for next year, for there is a limit to the possibilities of remodeling old wraps.

### Short Coats Grow More Popular

There has been a tendency in favor of the inexpensive furs this year, as the season has not been one of heavy spending, and the short coat has become more popular, especially for walking and all winter sports. The greatest emphasis is placed on the belief that styles will take a fitted tendency rather than the wide loose informal lines which have prevailed in the recent past, but capes are predicted as likely to be better than they were last year, both with and without sleeves, for day or evening wear.

This is a most difficult season to develop furs that are distinctly new, designers complain, on account of the unchanged silhouette. Furs, therefore, depend much upon details to give a touch of distinction. A new sleeve is a clever adaption of the peasant type which is shown in blouses and gowns. The "peasant" term however, is not suitable in connection with furs, since such garments are not used by peasants, therefore this sleeve will probably be named the Russian sleeve. A vestee front is a decidedly new pointer in fur styles and many new capes show either a decided vestee or a vestee effect. The popularity of "chin" collars was disputed last year, only the very fashionable women preferring this type of neck. But the new chin neck possesses a flattering line and does away with the rub of the skin on the fur.

### New Styles

The "flapper" and "collegiate" styles so much in evidence have inspired designers to create furs in the 16, 18 and 20 year old sizes. This is another new field the fur trade is entering as the growing girl was formerly neglected by furriers. There is every indication that there will be a heavy demand from this class of trade in the fall of 1922 and manufacturers are preparing with muskrats, raccoons and similar pelts in anticipation of a good business on these types of coats in small sizes. In women's garments the classic Grecian lines, pre-eminent in the new spring cloth creations, are to be carried out in furs with long waist-line, side drapes and flowing sleeves all reflected. The present uncertainty as to whether women will accept long or short skirts is an issue that the fur designers are still considering. Should the long skirt return, which seems probable, fur coats will also wend their way downward as women prefer fur wraps to be a cover-all.

### High Grade Crepe Linings

It is reported by a silk firm that caters to the fur trade that more expensive linings are being bought generally, and there is a vogue for pastel colored linings in sports shades, such as periwinkle, rose and jade in crepe weaves, for satins and sombre shades seem to have gone by the board. Such linings are as much a part of a fur creation as is the selection of the skins, and more attention is being given to this phase of fur manufacturing than ever before.

### NEWEST DICTATES
### Fur Linings

Crepe weaves most desired.

* * *

Periwinkle blue, jade and rose favored.

* * *

All-over design silks bought for borders.

* * *

Self block and stripe silks used.

* * *

In solid colors fuchsia and tan shades featured.

* * *

Buying jade color to line squirrel and mole, blue, rose and henna for Hudson seal and other dark furs and American beauty for ermine.

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### SWISS VISE UNNECESSARY

Mr. Carl P. Huebscher, Swiss Consul-General for Canada, announces that Canadian travellers proceeding to Switzerland will not require a Swiss consul's vise on their transports after April 15. Steamship men welcome the change stating that it should result in an increased amount of travel to Switzerland.

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The operations of the muskrat trappers in the Rice Lake District have been handicapped by the late Spring weather.

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The Ontario Flax Company, which has been operating at Thedford, Parkhill, Ailsa Craig and Dashwood for some time, is discontinuing operations for some time. The plant at Exeter will sow a small acreage.

# To Prevent Use of Misleading Names

## Fur Men Would Like to Give Better Protection to Names of Furs —Would Standardize Names—History of Some of the Fur Names —Many of the Cheaper Furs Masquerade Under Names Other Than Their Own

EVER SINCE the world began, furs have been an important article of industry. A fur pelt in the early centuries when the world was young must have been a necessity, as well as a luxury, to our ancient cave men. No doubt they were crudely tanned and made up, and when we consider the output of the skilled furrier of today, I think we have reason to be proud of the progress and success which our business has attained.

Nevertheless, it must be admitted that the names by which we call a great many of the furs used in the present day, are more or less misleading. Many countries, notably Great Britain, have legislated this matter, and it is today an offence to advertise an article made of fur by any name but that by which it should be called.

### Action Two Years Ago

Two years ago I had the honor of giving an address on a similar subject including the wide range of accessories before the Fox Farmers' Convention, held in Montreal, under the auspices of the Commission of Conservation, and Mr. White, who was then chairman of this commission, was impressed with the facts placed before him so much that a committee was appointed to endeavor to have the government pass legislation which would prevent the mis-naming of furs.

Several meetings were held, and it may be of interest to know that the committee considered that such an article as skunk, which of course we all know is called Alaska sable by courtesy, and which possibly sells better under this name than it would under the plain English name of "skunk," was better to be known by its second name, and it was decided to standardize the word "Persian lamb, as our grandmothers before us probably called these furs "Persian lamb," or "Alaska sable," and it has become so fixed in the minds of the people that 99 per cent. or even more, would not recognize Persian lamb under its proper name of "Bokharon sheep."

Unfortunately, the Commission of Conservation was dissolved by the government before the House sat again, so that nothing further could be done.

### Proper Names of Furs

I suppose the proper technical name of Persian lamb should be Bokharan sheep. These lambs or sheep are presumed to be the oldest breed of sheep in the world, and unlike all other lamb skins, it is the only fur which takes a brilliant dye.

"Shiras" are often sold as Persian lamb, and as they are much cheaper in price, it follows that the merchant who is trying to sell Persian lamb cannot compete with the one who sells Shiras as Persian lamb. Therefore, should there not be some law to prevent the buying public from being imposed upon?

The word "Persian" would lead one to believe that these skins originated in Persia, but such has never been the case The story goes that before the days of railways, these skins were brought overland by caravans and some clever merchants, thinking that they could perhaps buy cheaper at the source of supply, tried to find out where the skins came from, the caravan leaders telling them "From Persia," which of course did not help them very much in finding out where the real source of supply was. Bokhara is their real home.

Hudson seal is another name which should be standardized. There is, of course, no such animal as Hudson seal, and in England it is called "Seal-dyed musquash," but as the name Hudson seal has been familiar for a generation to our people, it would be as well to standardize seal-dyed muskrat under the name of Hudson seal.

Electric seal is another name for a seal-dyed rabbit, and this name certainly covers many sins. How the ultimate consumer can possibly know what she is getting when she buys Electric seal, French seal, near seal, and the many names by which it is sometimes called, is a mystery.

There are many different makers of this article and many different qualities, so that some standardized name or mark should be adopted so that the buyers would know what quality they are buying. Therefore, this article would be much benefited by a standardized name.

### Masquerade Names

Among the cheaper furs, many kinds masquerade under other names than their own. The wallaby could be dyed and called a fox. This can only be a deception to the public, as of course practically none of the buyers could tell just what the fur is, and if the salesman tells them it is a fox, they, of course, in most cases, are apt to believe the statement, and the salesman himself sometimes would be quite innocent, the fur having been sold to him by the manufacturer as a fox of some kind.

Many other instances could be cited. I have mentioned only a few of the misleading names (there are many others) and I think that every furrier present would agree with me that there should be legislation somewhat along the lines of that used in England, where one is not allowed to advertise an article by any other than its proper name. This would be a great benefit to the fur trade as well as to the buying public. It is a matter, of course, for deep consideration.

*The accompanying address on "The Trade Names of Furs," was given at the February convention of the Hatters and Furriers, by J. P. Tweedell of Holt-Renfrew Co., Toronto. It is, perhaps, the beginning of a movement among fur men to weed out the dealers who misrepresent furs when they sell them to the consumer; in other words, reputable fur men hope to so standardize the names of furs, that it will be impossible to call them names other than their own. This matter is being taken up by the in-coming executive of the Association.*

### SALIENT FALL FASHION FEATURES

Square or so-called Bishop sleeves.

* * *

Narrow turned back cuff.

* * *

Wide chin collar, standing off from neck.

* * *

Vestee effect front.

* * *

Panels on capes and coats.

* * *

Long sides falling in points.

* * *

Straightline rather than circular capes.

* * *

Cape coats modeled for practicality.

* * *

Most talked of model is cape coat.

* * *

Cape models most seen in early fall collections.



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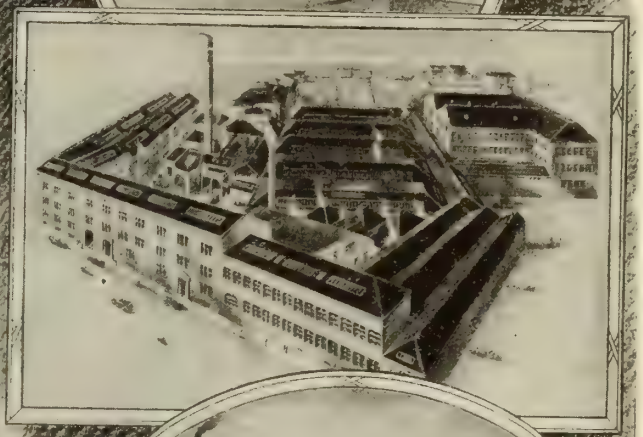
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No. 11







It is nothing to know that "Pesco" is produced in the largest Hosiery factories in Scotland. It is much to the point that the "Pesco" factories themselves are spacious, lofty, clean, well ventilated and provide the ideal conditions for the production of quality goods.

Situated in Hawick in the South of Scotland as these factories are, Pesco has, moreover, many natural advantages. Workers are skilled in their craft and jealous of the reputation of their productions, technical instruction is free and taken advantage of by many, chemical research is proceeding apace, the water supply is pure and plentiful, and even the atmosphere is fresh and favourable. And amongst a hundred other contributory causes must surely be mentioned a sturdy local patriotism which visibly influences character, and through character work.

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Mr. R. C. Poyser, 416 King's Hall Building, St. Catherine Street W., Montreal

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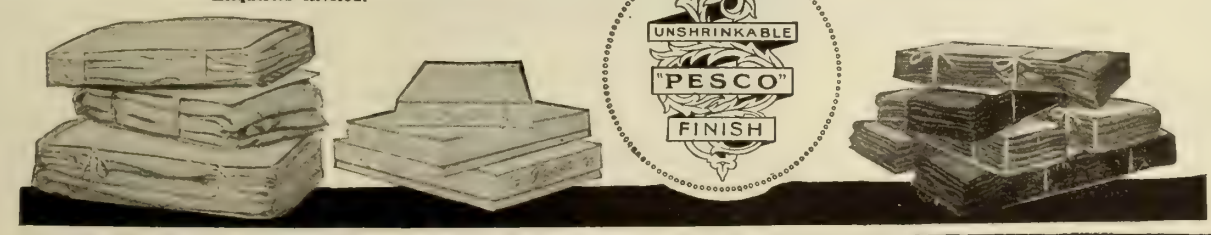
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Pesco Hose and Half Hose in Black, Colours and Mixtures

and

Pesco Sports Coats, Jumpers, Undervests, Sweater Coats, Scarfs and Caps in the latest styles and colour effects.

***Guaranteed Unshrinkable***



# Lively Demand for Staple and Fancy Hosiery; Most Active Department In Dry Goods Lines

## Montreal Wholesalers Say Hosiery Demand Better Than Average and Leads all Other Departments—Costume is Determining Factor in Colors—Wide Rib Effects—Black Cashmere for Fall Selling

"THE HOSIERY business is better than average at the present time, and is about the best of all the dry goods departments," said a prominent wholesale representative to Dry Goods Review this month. This man pointed out that the demand for staple black cotton hosiery was still very heavy with country trade and certain city stores but that better class trade is ordering more heavily than ever on fancy hosiery in all the new colors. "Both our staple and fancy hosiery sections are overworked at present," he concluded.

Touching on the trend of demand in novelty hose, this authority spoke of the vogue for silk and mercerized sports stockings in two tone effects which have only recently been received, yet are completely sold out of stock. Browns, both dark and light, and nude, gray and almond are the leading shades this spring, while silver gray and beaver are also very strong in the lighter shades. There is a good demand for cordovan and all black in the ribbed and two-toned effects in pure silk especially.

The determining influence in regard to hosiery this season is the shade of the costume with which they are to be worn. It is no longer necessary to consider the color of the shoes worn with the hosiery and one sees nude hose worn with black or brown footwear, in equal numbers.

### Wide Ribs on Smart Hose

The really smart thing in hosiery for summer and fall is the wide rib effect—in fact, the wider the smarter. 28 x 10 is a popular rib in a line of hose that is perfectly shaped and widened at the top to conform to any leg, the ribs being carried to the sole of the foot. Clusters of ribs are also shown which look like stripes from a distance, and the usual richelieu rib is again found this season but is shown in new effects such as the mercerized socking. Heavy heather hose for next winter are now offered in these wide ribs in such colors as greens and browns which are considered the safest choice. These are full fashioned all the way up, and are of course, British made. Clox are again a much wanted trimming feature of both sheer and heavy hose, especially the latter where the hand made clock is successfully employed in an exceptionally good quality full-fashioned make in bright contrasting colors.

### Heavy Demand for Children's Socks

The demand for roll top hose or plain cuffed styles made to stay up is not heavy now, it is said, as this fad was not expected to be of any duration. However, in children's ranges, there is a greater variety and better showing of styles than for many seasons past. Plain colors are more in demand than are striped effects, it was said, and the three quarter length with jacquard lace tops or plain are completely sold out in most sizes. Children's ribbed socks in light weight are also called for, and often the ribbing is used only on the top. Among the leading colors in socks is romper blue, cordovan, tan, rose, buttercup, reseda and gingham red. It is said that the tremendous vogue for gingham frocks has had a corresponding effect upon the sale of children's hosiery. All the above colors are shown in fine mercerized lisle hose with a double turnover cuff, which are priced to retail at 60 cents a pair.



*A summer weight combination made from a finely combed English cotton. Note the low neck and strap top. It is neatly trimmed with a circular tubing. The wide knee and closed crotch are comfort affording features. Shown by the C. Turnbull Co. Limited Galt, Ont.*

The retail trade will be interested to hear that there will be plenty of the old reliable makes of fine black cashmere hose for fall selling. A Montreal wholesale house has just informed Dry Goods Review that they have received large shipments of Indiana, Botany and Llama cashmere hose which are now priced at the lowest levels.

There is also a fine range of strong and serviceable hose for boys' wear now on hand in the wholesale show rooms, including the diamond knee ribbed hose in all wool English rib, which has been off the market for years and once again may be obtained in black only. The peculiar construction of the knee section is practically indestructible and is guaranteed against the hardest wear.

### Gauntlets Preferred in Wool Glove Styles

The display of winter guantlets and short gloves for the season of 1922-23 is now complete. Angora effects appear to be most numerous and are both heavy and smart in appearance. The depth of cuff is even longer than in past seasons allowing for even more effective color trims. Colored borders are cleverly utilized upon plain color gauntlets. Camel's hair gauntlets and short gloves are also plentiful in a larger range than usual, while the usual range of plain woollen gloves is shown, priced to sell from 75 cents a pair.

The absence of British hosiery and gloves from this market has been felt keenly by the trade for many seasons and it is satisfactory to report that the demand for these is greater than ever from the retail trade, while the qualities are better even than the old standards.

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Messrs Holt, Renfrew and Company, Limited, Toronto, have been appointed furriers to their excellencies, Lord and Lady Byng of Vimy. Their business stationery now carries the crest and appointment phrases of His Majesty King George V, His Royal Highness the Prince of Wales, Queen Alexandra, and the late Queen Victoria.

# Publicity Campaign for Knitted Underwear

# Botany Wools Advance 10 to 20 Per Cent.

## Novelties Still Very Strong—Retailers Find That Displays of Novelties Help Sale of Staple Lines—Activity in Sweater Business—Three-piece Suits on the Market—$150,000 For Publicity

CONDITIONS in the knitted goods market are perplexing to both retailers and makers these April days. In and around Toronto there is a feeling that business will be larger if anything this month than in April of last year. One agent who represents several of the biggest knitting houses, is already behind on his Spring orders. This impetus to buying has only sprung up during the last three or four weeks, because early in March, he and his manufacturers were doubtful whether they would be able to keep their mills working at full strength very long. In other districts there is less enthusiasm about orders. Staple manufacturers in other sections of the country are quiet while those which make novelties are doing fairly well. Some mills are working but they report that orders are rather slow and usually small.

**Novelties Silent Salesmen for Staples**

From retailers comes the secret of the knitted goods business this season. A recent survey made of several departments carrying knitted wear, was made by Dry Goods Review. In each case, where the manager reported that business was good, there were several novelty lines displayed on the counter and in showcases, while in all but one department where buying was noticeably small, only staples were carried.

That manufacturers are following the activities of dealers very closely, is evident from the way in which they are doing everything to please their customers. It is moreover a fact that the houses which usually deal in staples and which have added novelties, are selling more of both as a result. They say their travellers are demanding attractive and new things. The trade wants to see the novelties first. As a rule, even the most adventurous makers are not stocking any of the latter, because they do not depend on them in promoting regular lines.

**Botany Wools up April 15**

Most of the spinners of Botany wool, including all the fine counts, have announced a rise in prices, effective April 15 or in a few cases earlier. This applies to English as well as American mills. The increase runs from 10 to 20 per cent. It will of course affect cashmere hose more than any other lines.

One manufacturer in Toronto says that he finds more demand for silk heather hose than for any other Spring line. A Montreal retailer is stocking several thousand dozen of these in several shades. The homespun and tweed vogue is no doubt responsible for this tendency toward two-toned hosiery. The best colors shown are: violet, canna, cornflower blue, and the brown tones. Most of these hose are in a combination that has a red or gold silk thread as well.

**Sweater Business Growing More Interesting**

Ready-to-wear houses report signs of life in their blouse departments. This is always hopeful news to the sweater man because the wearing of suits with light blouses necessitates sweaters when indoors. There is little interest so far as the most expensive sweaters and neither are the cheap lines moving fast. Slip-over models of wool in the bright shades retailing at $3.50 and $4.00 are probably best and silk and wool combinations as well as fibre silk Tuxedo styles are wanted at not more than $18.

Whether silk or wool will be the most prominent is a difficult question to decide just yet. There is always a fair amount of certainty in stocking wool lines for April and May and relying more on silk for midsummer business. As long as the craze for bright colors continues, there will be a good proportion of wool sweaters on the market. Manufacturers seem inclined to make their silk garments up in the pastel shades and in navy and black.

Practically all of the novelty styles are in bright and pastel shades, the staple sweaters coming in black, navy and white. Peter Pan collars add a touch of youthfulness to many of the models and a sweater that does not have one is often featured with a blouse which has.

There are now three-piece knitted suits on the market modelled after the homespun and tweed costumes. These consist of skirt, cape and slip-over or coat. Dresses, long capes, scarfs, and hats are promised in kitted lines too. In many of the costumes heather mixtures are seen while contrast in color in three-piece outfits is quite popular; that is one piece is of a different color from the other two. In most of the knitted garments there is a noticeable liking for solid color. When bandings and stripes are used, they are usually for older women. So great has been this cry for one color and for very bright shades of one color, that several manufacturers believe the fall will see a return to contrast in trimmings. Certainly they expect this vogue to be here next winter at any rate.

**Knitted Underwear**

American makers of knitted underwear have started on a campaign to educate the consumer to the advantages of wearing knitted underwear. The secretary reports that manufacturers are showing an active interest in this. It is proposed to spend $150,000 for three years advertising the virtues of knitted underwear. This has been found necessary because of the growing tendency toward using woven materials. Cottons, nainsooks, and long cloths are now worn by a large percentage of women all the year round and men who adopted them recently for the summer months are now wearing them in increasing numbers all year.

The bloomer business has kept the knitted underwear people busy for the last year and in fact, were it not for bloomers many mills would have been in a bad way. Women seem to favor this garment when knitted more than they do the ordinary cotton and silk bloomers.

With the first Spring days, there has been a revival of the athletic type of knitted garments and manufacturers are expecting good business in the plain combination for wear with the sport suits. If the knicker suit becomes at all prominent in this country the retail trade will have to carry these athletic garments more than they do now.

Glove silk is still favored for the better types of undergarments not only in the bloomer but in the step-in drawer.

The petticoat is reviving in and around Toronto in the glove silk. The very bright shades are seen in these, particularly yellow and pumpkin.

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New heads have been appointed in the various departments of the Duncan Ferguson Co., Stratford, Ont., bringing the staff back to normal. Mr. T. G. Cayley, of Hamilton, will be in charge of the dress goods and silks department. Mr. John C. Smith, late of the Hudson's Bay Co., Winnipeg, will head the ready-to-wear department for ladies and children. Miss Maude Booham of Windsor, will be in charge of the ladies' underwear and corsets section, while Miss L. Bearss, who has had wide experience with the Parisian Co., of Detroit, will assist in the ready-to-wear department.

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Mr. G. W. Plow, buyer for Wingate and Johnston, Montreal, and Mr. A. D. MacDonald, of Greenshields, Ltd., Montreal, were passengers on the "Metagama" returning from Liverpool and Glasgow, last month.

# Homespun Tweed Demand Helps Sweaters

Prominence of Two-Toned Mixtures—Vertical Stripes in Red and Gold—New York Stresses Navajo Sweater—Knitted Dresses Good in Bright Shades—Three Piece Suits Sell Well in Toronto

SOME OF the Canadian manufacturers are stressing the slip-over sweater to the exclusion of the Tuxedo. They say that the light weight wools which are to be stronger than ever this year lend themselves to the slip on styles best. Shetland floss, alpaca, mohair and mixtures of silk and wool are all good in these. There are several knitted goods men who still hold to the conviction that the demand for the Tuxedo will be all that can be desired. This will be especially strong when the all-silk sweater is wanted, which is not usually until the middle of June.

### Two-Toned Mixtures

Two-toned mixtures are prominent in every style. They are good in the all-silk and in the all-wool. As to which combinations are best it is difficult to say. An attractive number of silk and alpaca has stripes in red and gold running vertically. The Tuxedo styles are usually plain with collars, cuffs and bandings of mixtures. Beige and brown mixtures are very good and so are the blues.

New York is now stressing the navajo sweaters. They are beginning to appear in and around Toronto. These come in all the bright, multicolored shades. They are not two toned but have four or five shades knitted separately. Many of the slip on styles have the whole sweater of navajo stripes while the Tuxedos are usually confined to girdles or collars of this.

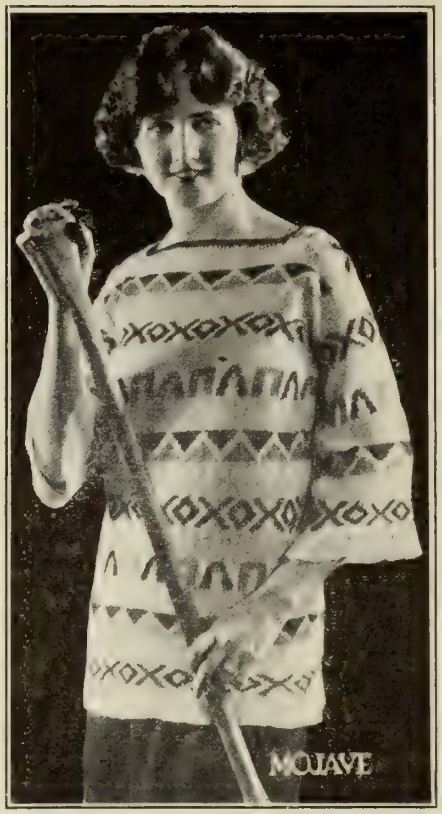
The alpaca sweaters, particularly the chiffon alpacas, are beginning to interest the trade. They come in the lace and in the cobweb stitch. Both of these are very appealing to those women who are attracted by sheer and dainty styles, rather than by the sports type of garments.

Scarfs of pure silk are shown in delightful color effects, with stripes running the length of the scarf. Some of the imported models have drop-stitch stripes and others have cross stitches of fibre. Other importations include scarfs in fibre silks and selected wools in red, green, blue and maize. Mixed and self fringes are both very good on these scarfs.

### Capes Probably Not So Strong

There will be a good demand, manufacturers say, for the capes which form one of a three-piece costume, either of dress and cape or of knickers, coat and skirt. But the call for separate capes is not quite so promising as last year. The brushed wool capes will be just as good as ever for they fill a need in motoring and are a really worth-while covering in boating.

Knitted dresses are especially good in the bright shades, particularly jade, dent de lion, periwinkle blue and lilac. Browns and tans are promised in almost every garment in the knitted line. One Toronto firm which handles silk and wool yarns believes sand will be particularly good a little later in the season. Paris is stressing it now and New York favors it.




*A NAVAJO SWEATER*
*One of the designs which are attracting the attention of New York these days. This model is of two-ply light weight yarn. The color combination is poppy, jade and black on a white ground. It is made in the tuxedo style as well, the girdle, collars and band at bottom being of the navajo stripe. Shown by the Belding-Corticelli Co., Toronto.*

### Homespun and Tweed Knickers Wanted in Toronto

Nearly all the ready-to-wear and department stores in Toronto say that they are selling three-piece suits every day. Not many women want the knicker and coat alone but a small percentage like the coat or cape, the skirt and the knicker. Others ask for the dress and knicker.

Knitted wear men believe that the homespun and tweed demand will help sweaters considerably. The knickers especially will assist the sale of both Tuxedos and slip-ons for sports' wear.

It is a remarkable fact that the bateau neckline is probably stronger than ever in the slip-over styles shown so far. This is probably due to the vogue for Peter Pan collars to the exclusion of others with this style of sweater.

# Why Reductions Are Offered

### Goodwin's of Montreal Give Frank Explanation of Reductions

There is always a reason for every reduction that is made on any merchandise whatsoever. That is the belief of Goodwin's of Montreal as expressed in a recent advertisement which they ran in the Montreal papers. It is somewhat of a refreshing change from the too frequent advertisement which one sees in which claim is made that the management is desirous of sharing his profits with his customers in a gigantic "profit sharing event." No doubt, there are cases where this is actually done, that is, where profit is actually shared with the customer, but is it not true that there is another reason behind this desire?

### Reductions and Reasons

In the advertisement referred to, Goodwin's devote a good space to editorial advertising in which they make an explanation under the caption, "Reductions and Reasons." "There's a reason for every reduction—anywhere," they say. "What with the changing whims of fashion, the freaks of weather and the unsettled conditions of markets —and what with the quantities and varieties of stocks we have to keep for personal choice of a city full of people, it stands to reason that nothing but careful and forceful efforts on our part will keep all the stocks moving in and out of the store with any degree of uniformity. Reductions and reasons is something of a change in the public announcement of these efforts. There's a reason for every reduction—anywhere. what is it? That's the question."

### Some of the Reasons

Then they proceed to give some of the reasons for their reductions in a number of lines of merchandise for women. In the case of some veilings, reductions are made because the mesh is wiry and hard or because the mesh is too close. Some shopping bags are reduced because smaller bags are more popular; while bag tops come under the hammer because larger size frames

(Continued on Next Page)

# Incompetence Leads as Cause of Business Failures; Personal Attention Still Big Factor of Success

## Report Shows That There Were 2,395 Failures in Canada During 1921—Lack of Capital no Longer Principal Cause of Business Troubles on This Continent—Liabilities in Canada Show Increase of 130 Per Cent. Over 1920—Causes Due to Fraud Show Decrease

IN A MOST useful and illuminative little booklet called "A record—not a prospectus," Bradstreet's deal with the failures in Canada and the United States during the year 1921. Not the least interesting feature of this record is, not the actual number of failures recorded with their liabilities and assets, but the causes of these failures that strew the shores of business activity from one year to another. While the actual words are not used, one is given the strong impression from this record that the old-time industry, frugality, and self denial of the individual in business is a most important factor to be reckoned with in the conduct of business. Lack of capital is not the only thing, it is not even the first cause of failures in business; incompetence with its many ramifications is the principal cause. And incompetence is the great human element that writes "failure" across so many business ventures.

### Why Men Fail

Bradstreet's claim that they established statistically the fact many years ago that business success or failure was largely personal—in other words that the individual himself was chiefly responsible for failure to succeed. In 1918, the proportion of failure credited to causes which are classed as originating within the individual himself arose to its highest point, 86 per cent., while outside influences were credited with causing 14 per cent. The 1919 returns were almost identical with this, 85.9 per cent. being credited to the individual and 14.1 per cent. to all other causes. In 1920 the proportion due to personal causes fell to 83.1 per cent. but even this was higher than in any year prior to 1917. In 1921, however, the failing trader, comparatively speaking, became a child of circumstances, many of them beyond his control. Thus only 74.8 per cent. of the 1921 failures were due to causes inherent in the individual, while 25.2 per cent. were beyond his control. The groupings of the causes of failures proceeding from or inherent in the individual as compared with those outside his control are listed under two headings as follows:—

A. Due To Faults Of Those Failing.
- Incompetence (irrespective of other causes).
- Inexperience (without other incompetence).
- Lack of capital.
- Unwise credits.
- Speculation (outside regular business.)
- Neglect of business (due to doubtful habits).
- Personal extravagance.
- Fraudulent disposition of property.

B. Not Due To Faults Of Those Failing.
- Specific conditions (disaster, floods, war, etc.).
- Failure of others (of apparently solvent debtors).
- Competition.

### What Causes Failure

It is pointed out that investigation has shown a steady diminution in the importance assigned lack of capital as a cause of failure. In the years from 1890 to 1911 inclusive, this cause stood first as a producer of business failure, from 39 to 30 per cent. of all failures being thus variously credited. In 1912, however, incompetence assumed first place and except in 1913 and 1914 it has since held first position. In 1919, incompetence with 38.2 per cent. of all failures credited to it as against 30.3 per cent. credited to lack of capital, closely approximated the latter's highest record percentage of 39.2 reached in 1891. In 1921 incompetence accounted for 32 per cent. of all failures and lack of capital furnished 29.3 per cent. as against 32.5 per cent. and 32.3 per cent. respectively in 1920. The decline shown in lack of capital as cause for failure should give food for thought to those who glibly talk of banks refusing aid to solvent debtors in the past year of strain. Incompetence and lack of capital combined in 1921 accounted for 61.3 per cent. or over three-fifths of all failures. Inexperience is credited with 5.7 per cent. of 1921 failures; fraud 4.7 per cent.; and specific conditions such as war, floods, disasters, etc., to 23.2 per cent.

### Canadian Failures Number 2,395

Canadian failures in 1921, like those in the United States, expanded greatly, numbering 2,395, the highest recorded since 1915, an increase of 144 per cent. over 1920 and nearly four times the total of the record low year 1919, when only 626 were recorded. Liabilities were $51,064,079, 130 per cent. over 1920 and five times those of 1919. Personal causes are credited with bringing about 72.6 per cent. of the failures in that country in 1921, as aginst 79.3 per cent. in 1920 and 77.3 per cent. in 1919. Lack of capital, with 34 per cent. against 34.1 per cent. in 1920 and 35.8 per cent. in 1919, was, as always in past years, the leading cause. The second moving cause was, however, the non-personal specific conditions, which claimed 25.6 per cent. of the failures in 1921, against 18.6 per cent in 1920 and 35.8 per cent. in 1919, Incompetence with 23.2 per cent. of all failures in 1921 compared with 20.8 in 1920 and 20.1 in 1919. Fraud, the fourth cause, accounted for 6.9 per cent. in 1921, as against 9.9 in 1920 and 8.9 in 1919. Lack of capital is credited as being the controlling cause also in the production of liabilities in Canada, 45.3 per cent. being attributed to this, as against 52.8 per cent. in 1920 and 45.5 per cent. in 1919. Specific conditions created 25 per cent. of the liabilities, as against 22.3 per cent. in 1920 and only 11.5 per cent. in 1919. Fraud claimed only 5.2 per cent. of the liabilities, against 6.3 per cent. in 1920 and 21.3 per cent. in 1919. Incompetence with 23.2 per cent. of the failures accounted for only 14.8 per cent. of the liabilities.

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### EXPLAINING REDUCTIONS

(Continued from Previous Page)

are more in demand. Suede Oxfords undergo a big cut because the heels are too high; while some pumps are reduced because they are plain and have high heels. Women's belts are sacrificed because girdles are taking their places and the buckles are too large; and because human hair nets are preferred there is a big cut in the price of silk hair nets.

Style, of course, is a big factor in "reductions and reasons." For instance, some girl's silk dresses are offered at low prices because French models have the long waists; and some silk underskirts are to be sold off because they are too long. Some cotton wash goods must go because they are "dark colors."

### Old and New

The advertising manager, in this novel advertisment does not forget in a few instances to call attention to some of the newest things when speaking of the old. For instance, in offering a reduction in some wash fabrics, the reason is given that they are shepherd's check and in brackets is inserted, "See the homespuns and flannels at $1.95 and $2.95"; or in the case of some fibre hose, "See the heavier tops now in at $1.50 a pair." This occurs in several other items throughout the advertisement.

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William Alfred Hart, formerly commercial traveller with the Nerlich Fancy Goods Co. Toronto, and the Reid Company, London, Ont., died recently at his home.



# BATHING SUITS

Easter comes and goes, trailing Spring in her going, and leaves in her wake promise of the glad warm days to come. And thoughts of men and women everywhere turn first to the lure of the water, and the choice of an appropriate Bathing Suit.

We are featuring a distinctive line of Men's Ladies', Boys' and Children's bathing suits.

Knit of the finest worsted yarns, artistically styled to add grace to the body, comfortable in their warmth, and abounding in the wanted colors of the season, these suits will excite admiration wherever displayed.

We draw special attention to our Men's Athletic two-piece style—bound to be a winner.

**Write for Prices and Samples**

## Albion Knitting Co., Limited

Peterborough, Ont.

Indispensable to
The Sports Costume

## GOLF HOSE

**For Men, Women, Boys and Children**
**In all the Wanted Shades**

***Write for samples and prices***

## Lavoie Knitting Co.

**Peterborough - Ontario**

## Profit-Makers

Misses' and Children's Combination Jumper Dresses in bloomer effect

IN

**JERSEY CLOTH,**
**HOMESPUN**
**or FLANNEL**

**Colors: Brown, Copenhagen, Navy and Fawn**

Sizes: 4 to 16 years.

We will gladly forward Samples and Prices on request.

**WRITE US NOW**

## Mitchell Woollen Co., Limited

**Mitchell Ontario**

Turnbulls

GUARANTEED UNSHRINKABLE CEETEE PURE WOOL

PERFECT Turnbulls FITTING

THE BEST INSURANCE OF
HIGH CLASS UNDERWEAR TRADE
APPRECIATED BY THOSE
WHO WEAR THE BEST

MADE BY Turnbulls OF GALT, CANADA



## *Habitant Homespuns*

Your Spring displays will not be complete without a full line of the new Habitant Homespuns, both the fabrics themselves and the made-up garments. These new fabrics have been eagerly taken up by Canada's leading designers and some of the more exclusive Fifth Avenue, New York, shops. For beauty of coloring and draping qualities they are unsurpassed.

Women of fashion are learning their worth through the full page color advertisements now running in the leading magazines and are looking for the Hawthorn label in the garments they buy.

**Hawthorn Mills, Limited**

**Carleton Place, Ont.**

**HAWTHORN FABRIC**
CANADA PRODUCT

**The label of dependability in garments made from Hawthorn Fabrics.**




# The Book That Brings Business To Your Yarn Counter

# Have You Ordered Book 8?

**The Monarch Knitting Co., Ltd.**
**Dept. D.G. DUNNVILLE, ONT.**

Please enter my order for dozen copies of Instruction Book No. 8 at $2.10 per dozen, F.O.B., Dunnville.

Name .....

Address .....

Over one hundred new styles, beautifully illustrated from photographs, each style accompanied by concise, clear instructions for knitting. This is the book the knitters want—the book that causes them to buy more yarns. You can sell a great many copies at 25 cents each. Every copy you sell will bring profitable business to your yarn counter. Send your order now—please use the coupon.

**The Monarch Knitting Co., Limited**

**Head Office : Dunnville, Ontario**

**Factories at: Dunnville, St. Catharines and St. Thomas, Ont.**

**BRANCH OFFICES:**

| Vancouver | Montreal | Toronto |
|---|---|---|
| 408-409 Mercantile Block | Dubrule Building, Phillips Square | Cor. Bay & Wellington Sts. |

# Monarch Yarns




## A Yarn for Every Purpose

Above are illustrated the labels of our well-known Monarch Floss, Monarch Dove, Monarch Down and Monarch Butterfly, and our latest yarn productions, namely; Monarch Alpaca, Monarch Silvertwist, Monarch Starlite, Monarch Kurly, Monarch Fairy and Monarch Art Silk. With an assortment of the popular shades in this range of yarns you will have the right line for every customer. Send us your order for an assortment of each for immediate delivery.

## The Monarch Knitting Co., Limited

**Head Office : Dunnville, Ontario**

**Factories at Dunnville, St. Catharines and St. Thomas, Ont.**

***Branch Offices :***

VANCOUVER
408-409 Mercantile Block

MONTREAL
Dubrule Bldg., Phillips Square

TORONTO
Cor. Bay & Wellington Streets.

**MONARCH-KNIT**
THE MONARCH KNITTING COMPANY LIMITED

# *"Do You Honestly Think*

*that any other Canadian Hosiery can stand up to Circle-Bar for quality?"*

## *"No, I Don't!"*

CIRCLE BAR
REGISTERED
HOSIERY

Such was the verdict of a representative Canadian hosiery dealer who has handled Circle-Bar for years.
And it's quality that gets the best and the lasting custom in hosiery.




Other selling points of Circle-Bar Hosiery which excel competing makes are: the tapering toe, deeper heel, narrowed ankle, elastic top.

We make all styles in silk, wool, mercerized, lisle and cotton, for men, women and children.

***See our representative or write direct to***

**The Circle-Bar Knitting Co., Limited**
HEAD OFFICE—KINCARDINE
**Mills at KINCARDINE and OWEN SOUND**

# "Craftana"

Registered No 262,005




THE HALL-MARK OF

**Maximum Comfort and Durability at Minimum Co**

**FIRST IN THE FIELD AND STILL LEADING.**

Manufactured on THE GRADUATED PRINCIPLE, and Commencing with TWO THREADS in the TOP, it increases in WEAR-RESISTING PROPERTIES as it descends.

Thus THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR, and the HEEL and TOE FIVE, making it essentially

**A HALF HOSE FOR HARD WEAR.**
**ABSOLUTELY SEAMLESS**
**PERFECT IN FIT**
**GUARANTEED UNSHRINKABLE**

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods House

# Ritchie




# HORROCKSES
*Famous*
# COTTONS

Revised price lists have been mailed, deliveries are coming forward regularly. Please send your order now to ensure prompt shipment from Montreal stock or import.

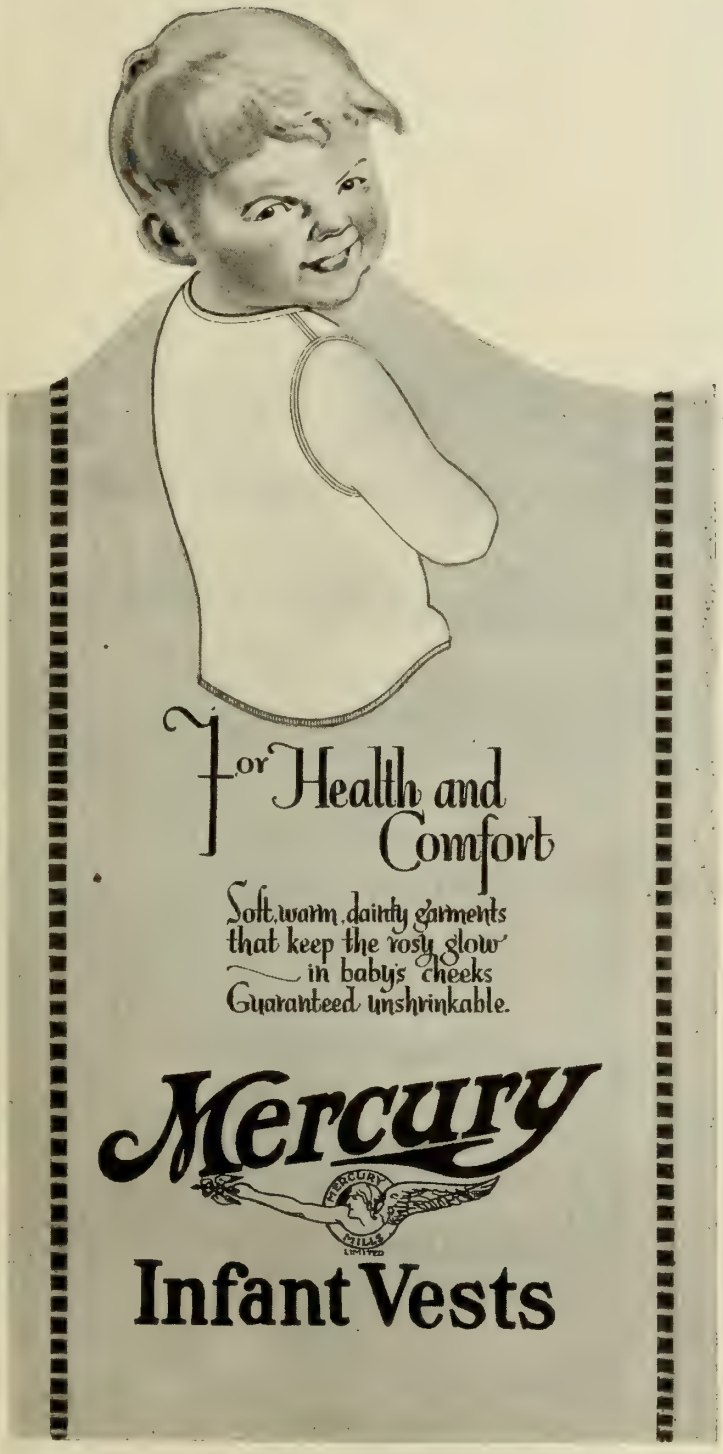
**JOHN E. RITCHIE** Dry Goods Commission Agent
591 St. Catherine St. W., Montreal
Branches:
64 Wellington St. W., Toronto
615 Pender St. W., Vancouver, B.C.,
29 Minshull St., Manchester, Eng.

## J. & J. Taylor Safes for sale

One J. & J. Taylor Safe, inside dimensions 15 inches deep, 2 feet 6 inches wide, three feet 11½ inches high and fitted with a built in compartment. Price $250.00.

One J. & J. Taylor Safe 18 inches deep, two feet 6 inches wide, four feet 5 inches high, fitted with a steel compartment. Both safes in good condition and can be bought at a price that will save considerable money to the purchaser. Price $200.00.

Box 105, Dry Goods Review
153 University Ave., Toronto




YOU can confidently recommend Mercury Infant Vests to your customers. The little garments are made from the finest of Australian wool, or silk and wool and the seams are all flat locked. There are no knots or roughness to irritate the tenderest skin. They are unshrinkable and retain their original softness and comfort after many washings.

Made in tie-over style (no buttons) or coat-style buttoning down the front.

No. 1280—Light weight Australian wool.
No. 2280—Heavier weight Australian wool.
No. 2100—Silk and wool.

MERCURY MILLS, LIMITED
HAMILTON - CANADA

*Makers of Hosiery and Underwear for Men, Women and Children*

# The Last Word in Underwear Quality

Combined beauty and elegance of texture, neat appearance, durability and popular price make *Peerless Underwear* supremely popular with discriminating Canadian women.

Your profit, too, is something to be considered. Place your order to-day.

*For Women—Children—Infants*

**MOODIES'**

**Peerless**

UNDERWEAR

**Peerless Underwear Company, Limited**

*Controlled by*

**J. R. Moodie & Sons Limited**

**Hamilton, Ont.**

THE COMMONWEALTH REG. HOSIERY

*Established over a Century-and-a-half*

**WM. GIBSON & SON LIMITED**

*Hosiery and Underwear Manufacturers*

Head Office and Warehouse:
THURLAND STREET, NOTTINGHAM, ENG.
Telegraphic Address: "Wigibson, Nottingham"

**Factories:—**

**Lincoln Street, Nottingham. Cromford Street, Nottingham. Castle Donington.**

Gent's, Ladies' and Children's Underwear in Cotton, Lisle, Union Mixture and All Wool, in weights to suit all climates.

Plain and Fancy, Striped and Embroidered Hose and Half Hose, Seamless and Fashioned.

*Registered Brands:*
ACTÆON, COMMONWEALTH, HOMANCOL

**Agents for Canada:—**

**Allan & Macpherson, 31-33 Melinda St., Toronto**

## Could *you* retire in 20 years?

**Perhaps you don't want to—but all the same it is a very pleasant feeling to have enough gilt-edged securities tucked away that if business does get troublesome you haven't the slightest worry.**

**The big point is this—profit is not profit until it is safely invested and bearing interest. There is so much of the average merchant's earnings that are frittered away in non-essentials, when he might create an estate separate from his business load.**

**THE FINANCIAL POST points the way to safe, sane investment in sound securities. Through the Investors' Enquiry Service you get the bed-rock facts behind any and all investments. Before you buy—write.**

**The $5.00 invested in THE FINANCIAL POST service for a year will mean hundreds of dollars to you, if you follow the hints, tips and suggestions in the investment of your profits. When so many merchants have found its pages valuable to them, will you not fill in the coupon and find out for yourself just how valuable THE FINANCIAL POST can be to you?**

**THE FINANCIAL POST,**
**143 University Ave.,**
**Toronto, Ont.** .....1922

On the understanding that THE FINANCIAL POST holds just the facts I need for safe investment, you may send me a recent issue. If I decide not to take it, I will write you within five days—otherwise you may bill me for $5, subscription price for one year.

Name .....

Address .....

## The Beauty of Simplicity

is evident in this Burritt Blouse, designed to appeal to the more conservative element in your trade. The usual Burritt quality and finish at an unusual price.

Made in the Season's most fashionable shades—

**Sand, Chinese Blue, Pink, Salmon, Navy, Nile Green, Mauve, Yellow, Rose.**

We make a complete line of the finest

| | |
|---|---|
| **Mitts** | **Gloves** |
| **Scarves** | **Toques** |
| **Wool Hose** | **Silk Hose** |
| **Sweaters** | **Ladies' Knit Blouses** |

***Send in your orders to-day. We'll vouch for the re-orders***



# A. BURRITT & CO.

**Mitchell -:- Ontario**

# CELTIC

## SILK HOSIERY

We are now showing the latest novelty in silk hose, i.e. the embroidered anklet, which promises to be the craze of the season. Also our line of CELTIC HOSE, with hand-finished embroidered clocks in a variety of original designs, is an attractive and profitable one. If our Salesman has not called upon you, drop us a line and we will instruct him to do so.

*Selling Agents*

HARVEY BROS. & SEMPLE Ltd.

224 Empire Bldg. TORONTO | 313 Fort St. WINNIPEG | 325 Howe St. VANCOUVER

## THE CELTIC KNITTING CO., LIMITED

**14 Turgeon St. Montreal**

PURE WOOL

TRADE MARK

REGISTERED

# O.V. BRAND

## PURE WOOL UNDERWEAR

***For Men and Boys***

An old favorite made in an up-to-date mill. The latest in machinery and years of experience back up our guarantee of every O.V. Brand garment.

SOLD THROUGH WHOLESALE TRADE

## BATES & INNES LIMITED

**Carleton Place, Ont.**

Agents:

H. J. FOX, 152 Bay St., Toronto | C. E. WINKS, 44 Aiken Bldg., Winnipeg | W. R. MILLER, 807 Mercantile Bldg., Vancouver

General Sales Office: 35 St. Nicholas St., Montreal


ATLANTIC
UNSHRINKABLE
The UNDERWEAR
that Overwears
ATLANTIC UNDERWEAR, Limited - Moncton, N.B.



STYLE 386

# Don't Lose Sales!

In your sweater department just because you haven't the sizes required by your

**"STOUT" CUSTOMERS**

Keep stocked up with the Fainer line of

## Knitted Sweaters

**FOR STOUT WOMEN**

They are as smart and well-fitting in every detail as those designed for smaller women. Quoted to retail at popular prices.

**Sizes 41, 43, 45, 47.**

$48.00 Dozen

Made in **Black, Navy, Fawn and Cadet**

We are also showing the latest style of Silk and Wool Tuxedos, Bramley Sweaters, Middies and Tuxedo Waists.

**at popular prices.**

## The Fainer Knitting Mills Limited

**399 St. Lawrence Blvd. MONTREAL**



# JEM KNIT GOODS

***Made in Canada***

**For Infants and Children**

Back of our goods stands an enviable reputation built up by honest service, unimpeachable quality and true value.

An interesting assortment of beautiful garments for Spring and Summer wear.

Come in and see them.

**PROMPT DELIVERY**

CANADA'S BEST JEM KNIT GOODS J.M. ROBERTSON KNITTING CO.

## J. M. Robertson Knitting Co. Limited

**35 BRITAIN STREET, TORONTO**

**Sales Rooms 66 Wellington St. West**

# New Spring and Summer Novelties

## Gauntlet Glove Strong and Likely to Continue so for Fall—Washable Lines are in Demand and Silks Good All-Year Glove—Fancy Ornamentations on Back of Gloves—Waiting for Rain—Washable Neckwear Good

THE late date of Easter this year has some advantages. Dress accessories houses have had a splendid chance to work on their novelties and as a result have now some lines on hand which should work in for both late spring and summer showing. Summer business usually means wedding business and this season especially, manufacturers who have kept the Canadian bride in mind in making up their stock.

Novelty gloves are very much stronger than staple ones this spring. The gauntlet is best of all and will continue next fall, more than one maker informed our representative. It is said that the kid is asked for in the glace much more than in the suede. Long gloves especially in the 12 button length are very good. In fact the latter seem to have taken the place of the 16-button glove for two reasons: they are lower in price and they suit the length of sleeve worn this spring. The mode shades are probably best for all-round business. Bobolink, maple sugar and sand tones combined with beaver and the dark browns are strong. Some grey gloves are asked for and black is very good. Black and white are good only when black predominates. It is a little early to talk about white though present indications are that they will not be very prominent in kid.

### Silk and Washable Gloves Sell.

There is every indication that silk gloves will be the best all-year round glove the retailer can feature. There are great possibilities in these for novelty designs. All the washable lines are in demand also, particularly washable suede in two colors. The flaring cuff and one clasp with stitching in a darker shade than the glove are good.

Recent visitors to Europe, say that Paris is very fond of fancy ornamentations on the backs of gloves instead of stitching. This is not the case either in Canada or the United States, doubtless due to the vogue for the more mannish sport styles. The cuff slashed on one side which is a distinctly French idea has met with more success over here.

### Heather and Lovat Again for Fall

Travellers who have shown their fall lines are feeling very optimistic about wool hose and others declare that silk lines are going in both heather and lovat mixtures.

For summer wear, the very fancy hose are selling. Vivid colorings both in stockings and embroidery are being bought for window display. Whether the hose of the ultra-fancy type such as is now being displayed in New York, will go here, is a very uncertain problem. The mouse idea for instance is a little extreme for women on this side. The shades called over in Paris "blonde," are strongest, that is nude, camel's hair and the yellowish sands are best after the high colors and grey and biege are having their usual devotees.

### Umbrella Makers Looking for Rainy Day.

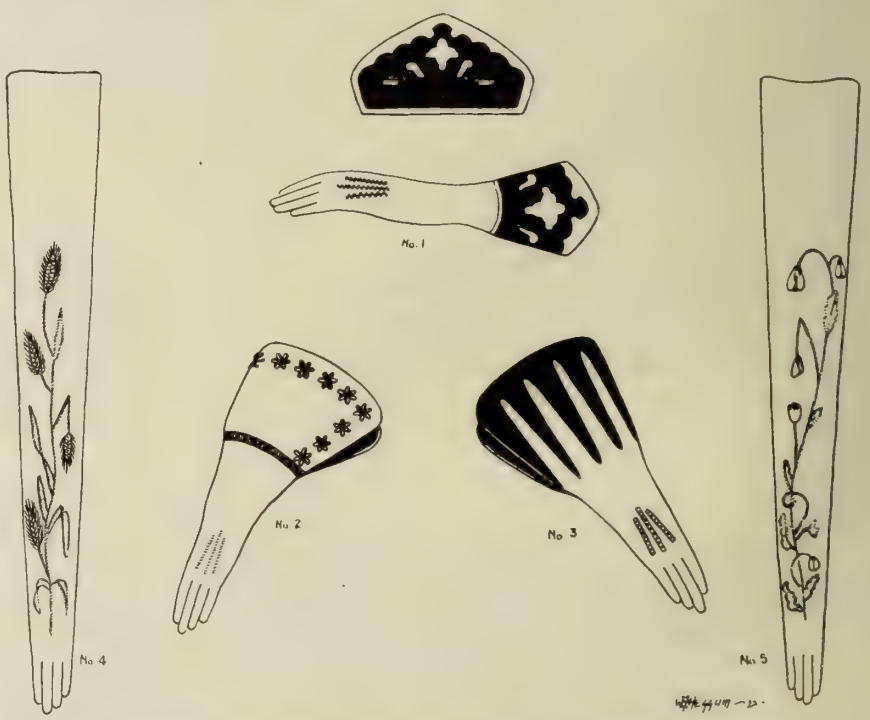
Toronto umbrella manufacturers have all their new models ready and are just "playing possum." They feel that the rains which held off during the early part of April will more than redeem themselves during May. The umbrellas offered are very attractive with a little emphasis on the colored ones. In fact the "sun and rain" umbrellas are expected to be exceedingly popular all this summer. Navy, grey, garnet, brown, green and purple are all being ordered. The craze for the very high shades has not yet reached Toronto though the department stores are featuring these in their window displays. In New York it is said that the flappers are even carrying orange parasols with their tweed suits. The snappon umbrella is going well down there and Canadian retailers are taking very kindly to it.

### Homespun Handbags.

This is the name of the new models in women's handbags. They are not made of homespun but of a mottled leather in the homespun mixtures. There is a blue and brown, two shades of blues, garnet and grey, green and brown and the lighter shades. The grain is put on after stamping so that an embossed effect is very cleverly made. These come in the vanity purse style and in other shapes as well.

The silk bag will be as good as ever it is predicted. Fifth Avenue shops are featuring the fancy brocaded bags in large sizes and extravagant satin ribbon creations. Retailers in Toronto say that there is a fair demand for them in

(Continued on page 69)




*ACCESSORIES FOR THE TROUSSEAU FROM FRANCE*

*Every bride will require several pairs of the newest French kid gauntlets and evening gloves such as are shown herewith. The very newest idea in hand embroidered backs is featured in the long glace kid gloves shown in Figs. 4 and 5, in which the wheat and rose motifs are carried out in delicate stitchery in natural colors. The kid gauntlets feature brightly colored contrasts in applique or cut work while the trimming shown in Fig. 2 is chenille in the form of stars. Shown by courtesy of Perrin Kayser Company, of Montreal.*

# Novelties Entice the June Bride

## Montreal Stores in Readiness for a Brisk Season—Manish Vestees Show New Roll Collar—Sheer Materials Grow in Favor—Easter Provided Good Stimulus to Glove Trade—Fall Novelty Gauntlets Shown.

THE June bride will certainly experience irresistible temptations where the important question of neckwear and other dress accessories are concerned, for the market was never so well stocked with smart and becoming novelties, cleverly designed to appeal to discriminating women. With the Easter season out of the way, the trade turns its attention to the needs of the bride and the "sweet girl graduate" both of whom must be catered to with greater care than ever this year.

Despite the vogue for bateau necks on the majority of summer gowns, business in neckwear is reported good. Lighter weight materials are now appearing in the samples for midsummer use, to supersede the heavier ratinés and linens of a month or so back. The lighter materials include some voiles with silk stripes in high shades, in which stripes may be used both vertically or horizontally, and also cross barred sheer materials which are most popular in bright colors, such as blue and yellow combinations. Ratiné voiles, with large dots or stripings, and cotton crepes, embroidered organdie, as well as plenty of the staple nets, form the leaders of springtime neckwear showings.

### V-Shape Supersedes Puritan Style

The vestee prevails undisputed in popularity, preferably with the open front effect, which may be simulated but must be finished with buttons or a pocket, just to look as though it were really mannish. Although the Puritan shape of collar is still very strong, rumor has it that the newer rolling shape with a slight V effect at the throat is coming in. This new outline is more appropriate to the mannish type of vestee but it is probable that the Puritan shape will continue to be used on the simple, regulation style vests.

For use with round neck summer frocks of any sheer fabric the new imported organdie laces are proving decidedly popular. These come in several widths and in pastel colors as well as ivory and white, featuring exquisite embroidered effects. The popularity of rickrack trimmings in conjunction with bandings or organdy or other wash fabrics is marked this month, and many tub frocks for both grown ups and children are successfully trimmed with this effective combination which is sold by the yard at neckwear counters and can be used to make collars, cuffs and flounce edgings to match.

### Scarlet Trims Enliven Spring Gloves

The Easter business in gloves was exceptionally good this year, it was said, by two leading Montreal manufacturers who commented favorably on the demand for novelty goods such as fine kid gauntlets with contrasting cuffs. One maker who has specialized on cape and kid gauntlets for Spring and Fall wear has repeated orders from buyers for a line of tan trimmed with scarlet, the latter shade of kid being used for the cuff and embroidered points. The stitching of these gloves is also done in scarlet. All the bright colored leathers are liked in these sports gloves which are an admirable complement to the tweed or homespun suit. Applique work of one leather upon another, combining two shades in marked contrast, is especially good in high priced goods, and those gauntlets showing a preponderance of black used over white kid are the rage of the moment. Stiffened cuffs are preferred just now, worn flat and no longer turned up at the wrist. Another fancy in Spring gloves is the new chenille trimming which lends a dainty touch to French kid gloves. The cuffs of Spring gauntlets are wider than has been the case for some time, to allow for the width of the coat cuff. The slight flare thus achieved is much smarter than was the somewhat too snug effect of last year's gauntlets. The strap wrist is selling best at the present time, but reports from New York indicate that Dame Fashion prefers the pull-on type with no opening at the wrist. The absolute dearth of orders for regulation wrist length gloves has somewhat worried the glove makers who have still good stocks of the latter on hand, which they would like to dispose of. Women will have nothing of them, however, and thus no one cares to take advantage of the many enticing bargains offered to the trade by these manufacturers.

The demand for silk gauntlets has already begun, in fact, washable gloves of all kinds in leather, chamoisette and silk are said to be the leaders for summer trade, with browns slightly ahead of greys in popularity.

### Fall Gloves Feature Flare Cuffs

For Fall and Winter wear, a new gauntlet has just been designed by a Montreal manufacturer which embodies some new features. The cuff fits snugly at the wrist, flaring outwards to a depth of about four inches and faced with a fur fabric composed of silk and mohair which exactly resembles beaver fur. The glove is made of fine quality cape and is lined with glove silk for greater warmth.

Never were handkerchiefs more popular as Easter remembrances as this year, it was said, and the reason attributed for this was the fact that novelty goods such as are shown almost entirely now, are more suitable than plain staples for gifts. Colored linen handkerchiefs are the leading choice in all the new shades, many of which have a corner design in floral effect, or else a tiny border in black as the sole contrast. Handworked initials are considered good with more expensive lines. Shantung silk and gingham handkerchiefs are much in demand for sports wear, the latter in checks to match the new Spring dresses. A new fad is the round cornered handkerchief, an effect achieved by rolling the hem and overcasting it with a colored thread.

---

William Rogerson, for nearly 30 years an employee of the T. Eaton Co. as manager and buyer, died on the day that Sir John Eaton was buried.

---

The Dominion Textile Co. will shortly enter into possession of a new office building at the corner of Victoria Square and St. James St., Montreal.

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Establishment of a factory for the manufacture of woollen blankets by F. P. Thornton was a result of a by-law passed upon by the citizens of Dundas, Ont.

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E. Desnoux of Albert, Godde, Bedin & Cie., Toronto, sails for France on the S. S. "Paris," leaving New York April 26. He will be back in Toronto the last of June.

---

The Paris Knitting & Manufacturing Co. of Burford, Ont., is now represented in Toronto by S. B. Hyde. This mill has recently begun manufacturing high-grade hose for infants and is already turning out 2,000 dozen a week.

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K. W. Harvey, of Woodstock, Ont., was recently elected to the executive of the Ontario Municipal Electric Association. Mr. Harvey is largely responsible for the establishment in Woodstock of the Oxford Knitting Mills, the Harvey Knitting Co., and Hosiers Ltd.

---

Miss Charlotte M. Storey, Fashion Editor of Women's Wear, has been elected President of the Canadian Women's Press Club. At the final meeting of the Canadian Women Designer's Club, Miss Storey addressed the members on the subject, "Clothes Plus Ourselves."

# Novelty Ornaments In Feathers

## Beginning to Share Honors With Flowers—Promise of a Fine Lace Season—Paris is Demanding the Nose Veil—Toronto Milliners are Carrying the Complexion Veil to Help Sales

IN HANDKERCHIEFS the demand is strongest for bright colored linens and pongees in the popular-priced grades. Department stores in Toronto are not doing very much business in white handkerchiefs although specialty shops are featuring these. Hemstitching and mitre-work on the corners is very good in the best white handkerchiefs. The month of May, it is said, will revive the demand for white, which after all is the best color for bridal showers and trousseaux.

The button trade and industry has been on the upward grade. The larger types of dress buttons, both flat and round are wanted. Colors in all the bright shades are very good and plaid is now asked for by some of the best coat and dress manufacturers. Black, blocked and striped with red, fuchsia, cherry, crimson, tan and periwinkle are all selling beyond the expectations of even the most hopeful button makers.

### Veilings

The square veil of the elaborate type so good last fall, has given way to the straight one on late Spring millinery. One Toronto importer says that business is very good on the latter and on the dotted veilings which sell by the yard. The tailored and semi-tailored effects and the sports designs favored this year have all left their imprints on veilings. Most women want the neat veils which can be carefully adjusted over their smart hats.

As to the report that Paris is not showing as many veils, it is said that this is not felt here and will not be before fall. Moreover, Parisiennes wear veils only when they are stressed from the style point of view. Women in this country who wear them all the time are so numerous, that there will always be a fair business done in them.

London, and Paris too, are featuring the nose veil again. These are very prominent on the dance hats and on the large dressy ones. Lace and maline as well as the plain meshes are made in these, some of them coming just over the eyes and being attached to the underbrim or in small hats to the upper brim.

This is the hair-net season and promises so far are that it will be the biggest on record. Several manufacturers have made improvements on their nets and with the motoring and boating season close at hand expect that the feminine world will show their appreciation of them.

### Beauty Veil a Good Seller Among Milliners

The beauty or complexion veil is being carried by most Toronto milliners as an added attraction in selling their hats. This veil has a light grey foundation which is said to allow the wearer to dispense with powder and has dots or design of other shades to match the hat. One milliner declares that she has obtained a great deal of unexpected business by featuring this veil especially with sailor hats.

### Finer Laces Reviving

One or two importers believe that the demand for coarse laces will not be so strong for the next two or three months but that it will revive for Fall. Radiums, Spanish and all but the wool laces are a little quiet and the Alencon laces are correspondingly brisk. Cream and ecru are better so far than white for Spring and Summer gowns. Paris gowns are without exception draped this year. Every photo received from French modistes emphasizes the prevalence of the draped silhouette and this means that laces will be better than ever. For nothing adds to the charm of the long, slim figure, trained or untrained, like dainty lace.

### Feather Better Than Flowers?

A novelty house in Toronto made the startling statement to Dry Goods Review that while this year is distinctly a flower year, it has done more business in feathers. There is a splendid call for all kinds of burnt feathers in coque, ostrich and vulture. The glycerined effects are equally strong. New York is now stressing feathers for other things besides millinery and it is expected that these will reach here shortly. Ostrich scarfs with hand-painted linings of chiffon are very good down there as complements to the choker furs which are too warm for the late Spring.

According to the Pall Mall Gazette, feathers trim everything from sofa-cushions to hair-ornaments this season in both London and Paris. Certainly Canadian brides will have many charming little dainties to wear in the feather lines on their going away suits, because one importer is expecting a supply of all kinds of these on his next French shipment.

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### A CORRECTION

In the picture of bags shown on page 82 of the last issue of Dry Goods Review it should have been stated that these were created out of ribbons shown by Johnson and Cowdin's of New York.

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The Renfrew Knitting Works have recently resumed operations and the Renfrew Textiles Limited, are now using a full night course as well as working to capacity during the day.

### SAY IT FORCIBLY

#### We Have Candy, Flower and Music Day —Why Not a Ribbon Week

A Hair Ribbon Day! Why shoudn't the merchants in every town feature a day or even a week of this kind? There are other days named after things not more essential than a hair ribbon, to both the consumer and the retailer. There is a Candy Day, a Flower Day, a Music Week,, a Book Week and very lately a Lace and Embroidery Week. All of these have done their duty in promoting an interest in the merchandise they feature and that interest was no more necessary than it is in ribbons.

The alarming drop in sales in wide ribbons during the last few months has given retailers both here and in the United States, cause for worry. It takes a great many more yards of narrow widths to make the profit which comes easily on the wider ones. It is true that lingerie ribbons and baby ribbons are going as never before but every merchant sighs for the days when he sold hundreds of yards of five and six inch ribbons.

#### Bobbed Hair at Base of Trouble

One Toronto merchant says that if the girls at the hair ribbon stage could be induced to return to the wearing of ribbons, the troubles of this kind would be over, for after all, only a small percentage of wide ribbons sell for anything else.

It was the bobbed hair fad which swept this country three years ago and again last summer, (when it returned with even more fury than before) which caused the cessation of hair-bows. The manager of the ribbon department of one of the biggest stores in Toronto, says that the sale of hair-bows was very good last spring and summer until the very hot wave struck that city at the end of June. The coolest way of dressing was then the best and ribbons were the first things which girls discarded. They have never seriously returned to them.

#### Hair Ribbon Week Begins in Toronto April 29

Believing that this is the best time for propaganda promoting the wearing of hair-bows, the retailers of Toronto have made Saturday, April 29 the first day of a week's campaign. They intend to give every girl in the store, who is not prevented by her age from wearing a bow, an attractive ribbon. This will cause a certain amount of attention and make good mothers and daughters realize how much a ribbon improves the general appearance.

Moreover, there will be special ribbon offers each day so that they cannot help drawing attention. The papers will talk ribbon week throughout the campaign.

They chose this week because it marks the time when girls begin going to school without hats.

This campaign seems to Dry Goods Review well worth-while and one which every town in this country might attempt during the next six or eight weeks.

### NEW SPRING AND SUMMER

(Continued from Page 66)

that city but that the greater proportion of enquiries is for the silk moire in the flap style and with light linings.

**Organdie and Linen Best for Neckwear.**

Manufacturers are doing an encouraging amount of business in the washable lines of neckwear particularly in collar and cuff sets. The vogue for frills and jabots is expected to return for wear with tailored suits. All the knitted goods manufacturers are stressing styles for Peter Pan collars so that with the advent of the sweater season there should be brisk business for the retailer who has a good supply of these. As to the fabrics being used, one manufacturer says that anything which will survive the washtub is good. This means, linen in colors and in white, plain and dotted organdy, cross bar muslin, and some voile.

---

The Riverside Silk Mills of Galt, Ont., have begun on a big extension to their plant.

---

H. Ross has opened up a first-class store at 1182 Danforth Ave., Toronto. Mr. Ross was formerly of Clinton, Ont.

---

Newton & Carpenter, dress manufacturers, have moved to more convenient quarters, 102 Richmond St. West, Toronto.

---

G. W. Keough has opened a ladies' ready to wear store at 2213 Bloor St. West, Toronto. It is known as "Keough's Specialty Shop."

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A. E. Rea, President of the Dominion Combing Mills is in England in connection with the machinery needed for the new Canadian industry.

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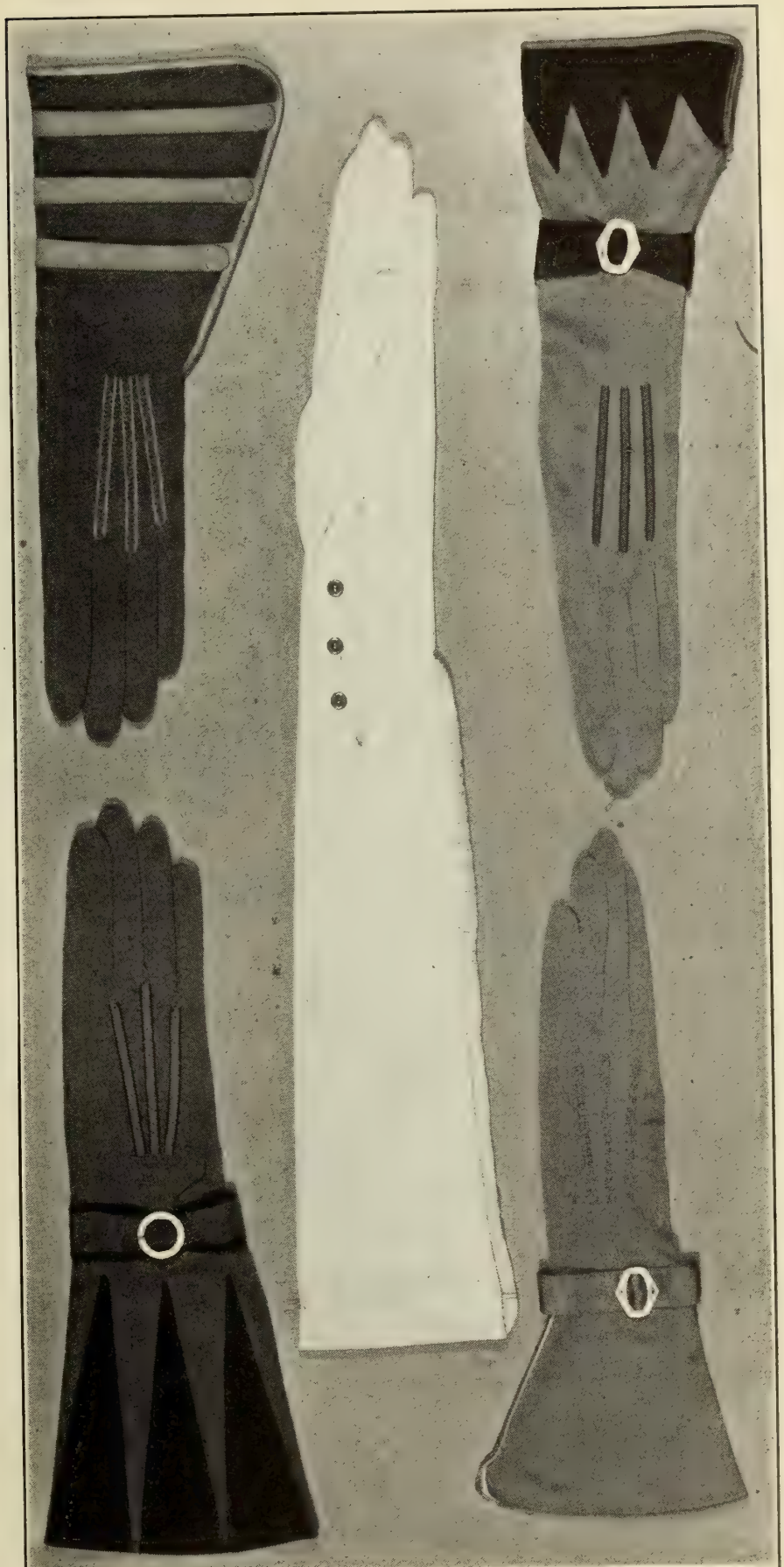
Miller Bros., Jarvis, Ont., have given up the millinery department of their business which in future will be conducted by Miss Latimer. Miss Latimer opened her department on March 22nd. with a full line of new styles and designs.

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William Cook, superintendent of the Dominion Textiles, Limited, since 1898, died in Kingston on April 5. He was prominent in athletics as well as in business in Kingston and played lacrosse at different times on the Cornwall, Brantford and Montreal teams.

---

T. A. Marier, for many years merchandising manager for Bryson Graham, Ltd., Ottawa, has severed his connection with the firm to undertake the duties of sales manager for a paint and varnish manufacturer of Montreal, the McArthur-Irvin Co. High tribute was paid to his ability by J. B. Bryson at a farewell dinner arranged by the department managers.



*Five of the range which the R. L. Baker Company, Toronto, are showing for Fall. The short gloves are all of the cuff style and mostly in two tones. The white glove is twelve-button length.*

# Novelty Jewelry in Brisk Demand

**Appearance of Sports Umbrellas—Fabric Hand Bag for Afternoon Gown**

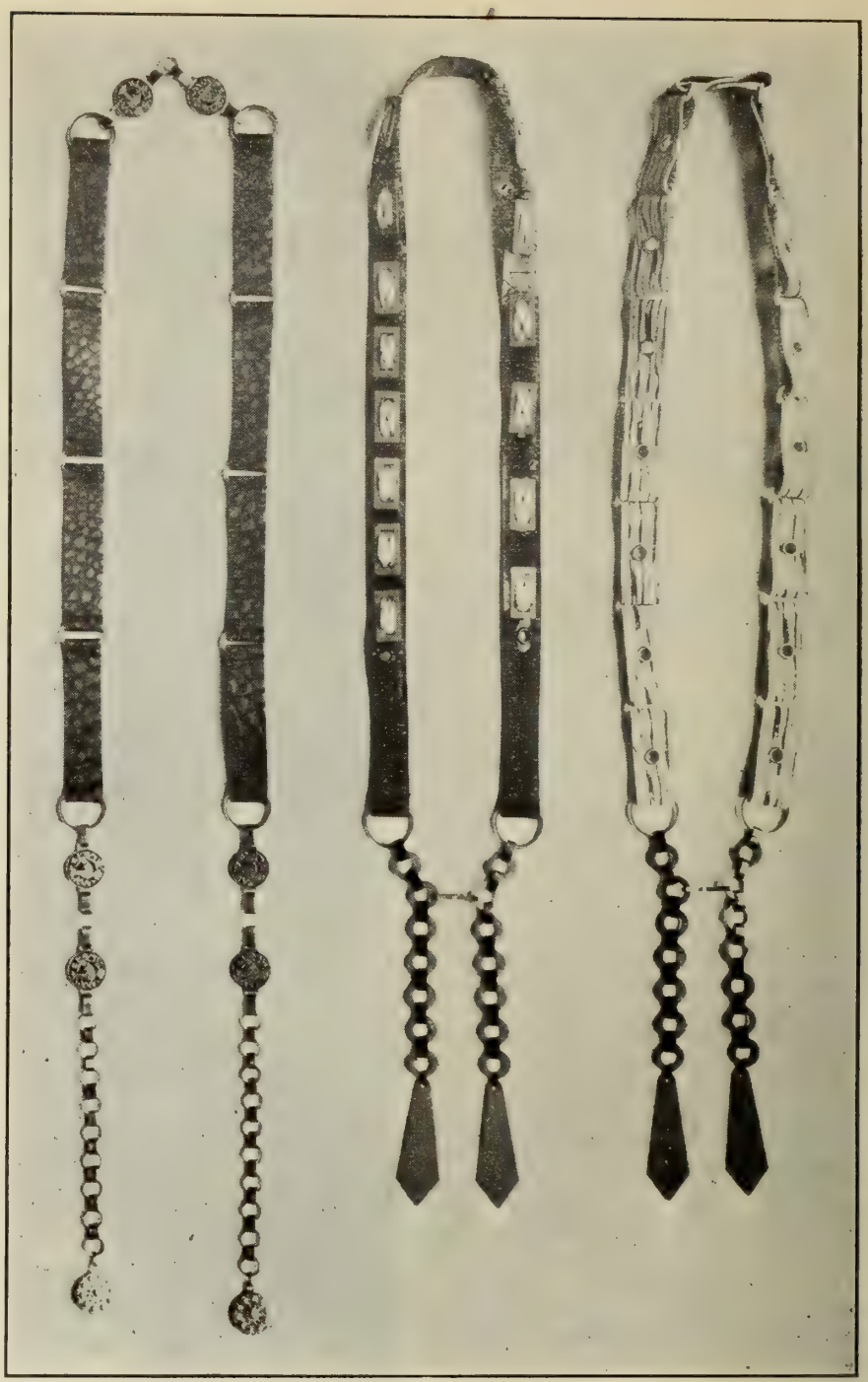
According to several store buyers who are familiar with the trend of demand in accessory goods, there has never been a season when novelty jewelry was so much in demand as it is at the present. Colored chains, ear rings, bracelets, hat pins and girdles are the leading articles in demand and though red has been the most popular color during the past few weeks, it is said that green is to be stronger during the summer months. Jade is especially smart, with jet following a close second. Long dangling ear rings, almost exaggerated in length are much sought after and it is thought that the fancy goods counter is more popular than the regular jewelry store where these goods are concerned, as they are not properly jewels in the accepted sense of the word. Dart shaped veil pins, set with rhine-stones are a popular choice in bar pins and have sold freely for gift purposes. Bead girdles in chain effect or in combinations of beads and celluloid are selling in quantities to trim frocks of crepe or ratine, it was explained, and the demand for silver chain girdles is especially good as well.

### Sports Umbrellas Appear

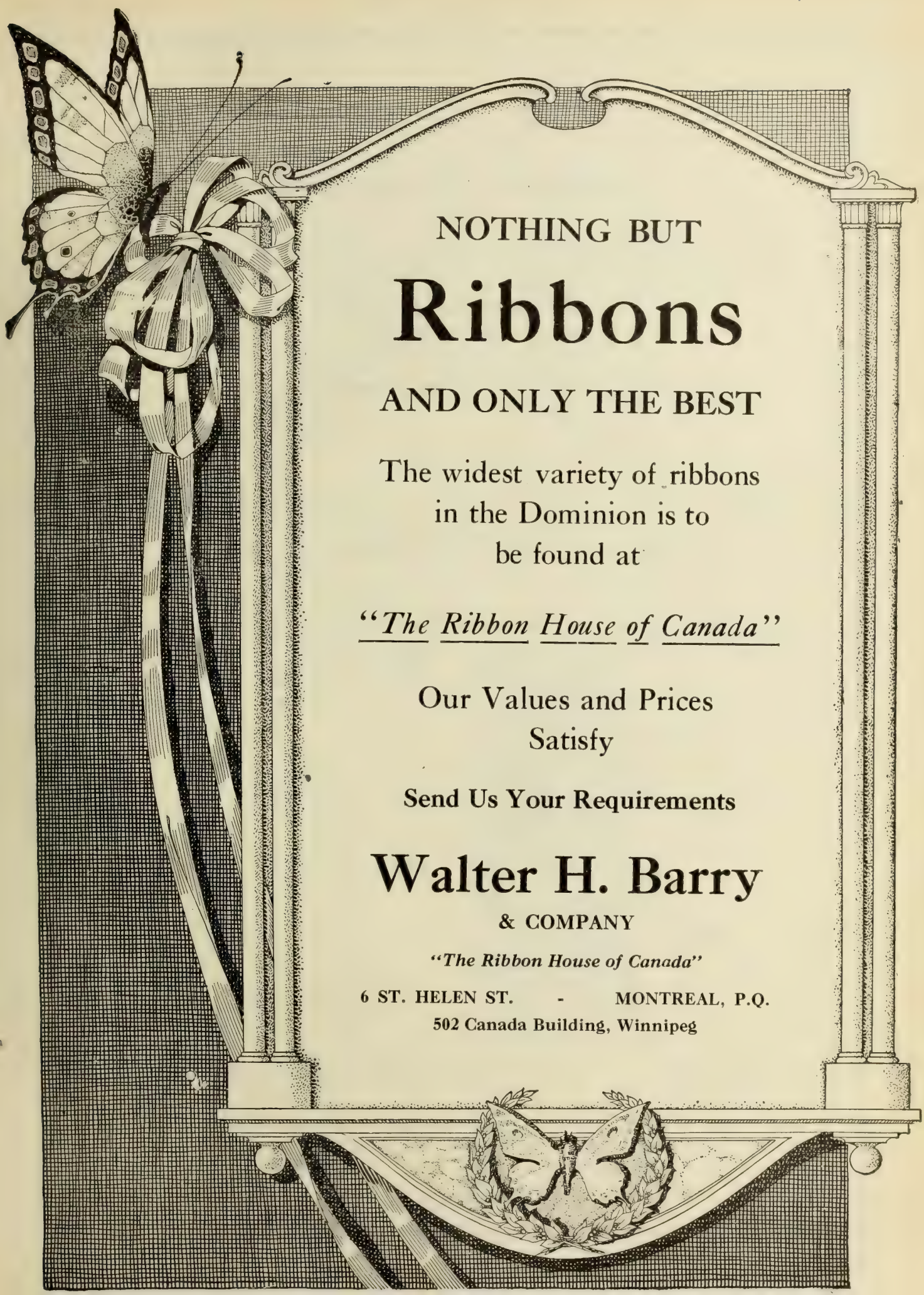
Colored silk novelty umbrellas are another leading accessory for the feminine wardrobe at the present moment. Both manufacturers and store buyers report that women demand umbrellas which will do service as parasols for summer use, and quite a few sports shades are being shown in anticipation of a run on colors to match frocks and suits. Some very charming imported umbrellas shown this month feature such shades as emerald, gray, brown, navy and purple, while a few reds, and oranges were included. The new style umbrella with detachable covers is slowly proving to be a practical idea and is being called for in the above mentioned colors. The ring handle is not quite so popular as the strap in novelty umbrellas but is the best choice in staples. The short stubby umbrella with tips to match the handle are the only type preferred by smart Montreal women.

The Spring hand bag may be either of leather in a sports style or in a fabric to accompany the afternoon gown, but the former is achieving instant popularity in a particularly novel shape, quite simple but exceedingly smart. The smarter stores in Montreal are showing this new sports bag which is oblong and about six inches by four in size, developed in crocodile leather in several shades finished with a strap handle to be slung over the arm and fitted with a change purse on a fine chain. The demand for this novelty is said to be enormous. In more elaborate and dressy bags the favorite choice is plain satin pouch shapes in staple shades of black, navy or brown, mounted on grey, white or brown shell frames, lined with silk and with the usual change purse and mirror within. Suede leather in the more delicate tones of gray or fawn is also much wanted by the better class trade this Spring. There is no doubt whatever that the popular price in handbags in good qualities averages $5 or $6 for fabric bags and even less for leather styles and it is pointed out by more than one maker that these reasonable prices are for the best grade of goods.

Bright blue and scarlet are two of the sports shades which are making a bid for favour as trimmings on hand bags for Spring and many of the newest bags show a strapping or other trim of one of these colors against a dark ground such as black patent leather, calfskin or cowhide.



*Three new girdles for wear with sports' costumes this summer. The one on the left is of green leather combined with coins and a chain. The centre one is red leather with white lacing and celluloid ends. The girdle on the right is of white leather with red and amber celluloid ends. Shown by the Western Leather Goods, Toronto.*



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# Ribbons

AND ONLY THE BEST

The widest variety of ribbons in the Dominion is to be found at

*"The Ribbon House of Canada"*

Our Values and Prices Satisfy

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Distinctive adjustable girdles in combinations of leather and celluloid, leather and metal, and leather and buckles, eliminating the undesirable weight of an all-metal or all-celluloid girdle. Attractive designs and color combinations that will lend beauty to your display and bring you quick sales. Just the color note for the conservative garment.

# Bags

To match the Homespun Suit. An innovation that will follow quickly in the wake of the popular suit of the season. In all the favorite shades of the mode, in fetching and unique effects, at prices that will insure rapid turnover.

**Be the First to Show Them in Your Town**

**Write for Samples**

## The Western Leather Goods Co., Ltd.

***255-257 Richmond St. W. - Toronto***

MARABOU
STOLES
CAPES
WRAPS

A line of Marabou neckwear for the Spring and Summer demand in all sizes from the small neckpiece to the two-yard stole.

Also the popular shoulder cape effect.

All lined, in Black, White, Grey and Brown.

Moderately priced to insure quick turnover for you.

A small order of Marabous displayed with your new suits is bound to bring business.

***WRITE FOR SAMPLES NOW***

**DOMINION OSTRICH FEATHER CO.**
**LIMITED**
**78 Wellington St. West - Toronto**

**Representatives:**
H. B. Taylor, Mappin Bldg., Montreal.
J. G. Martin, Hammond Bldg., Winnipeg.
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NOVELTY HANDKERCHIEFS
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FANCY PRINTS
SILK, LINEN and COTTON

Wide range and priced to sell

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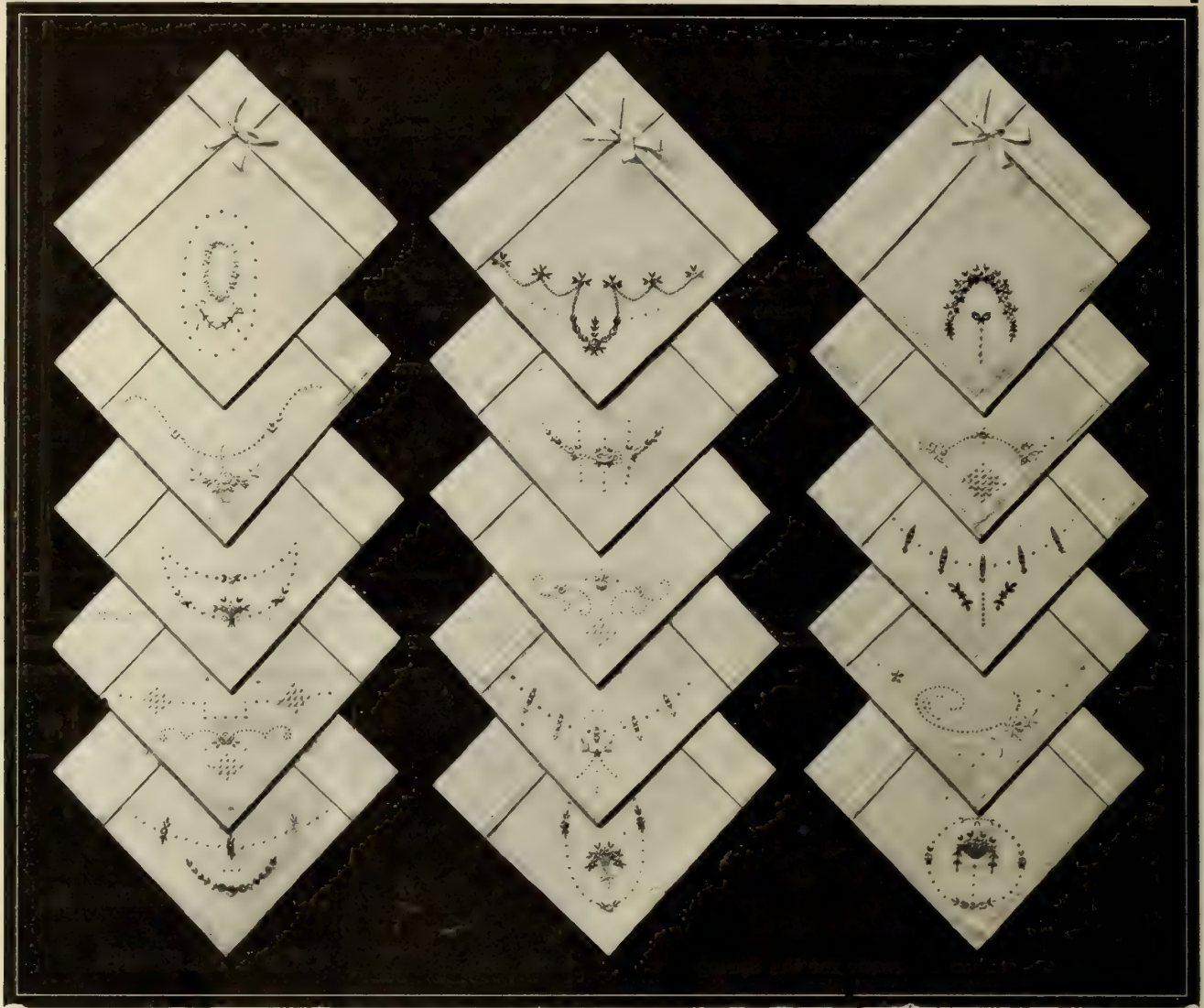
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# LACE GOODS CO., LIMITED

*"The Handkerchief House of Canada"*



The Above Represents No. 50 Assortment 15 Patterns 1.67½ per doz.

The many compliments we receive from our customers and the trade generally all over Canada spur us on to make more strenuous efforts than ever before, because we intend to maintain our position in this department of our business. Therefore our assortments in open stock, and our variety of styles of boxes for next Xmas selling will be found most attractive, and our showing of these lines should not be missed by any live store in the country.

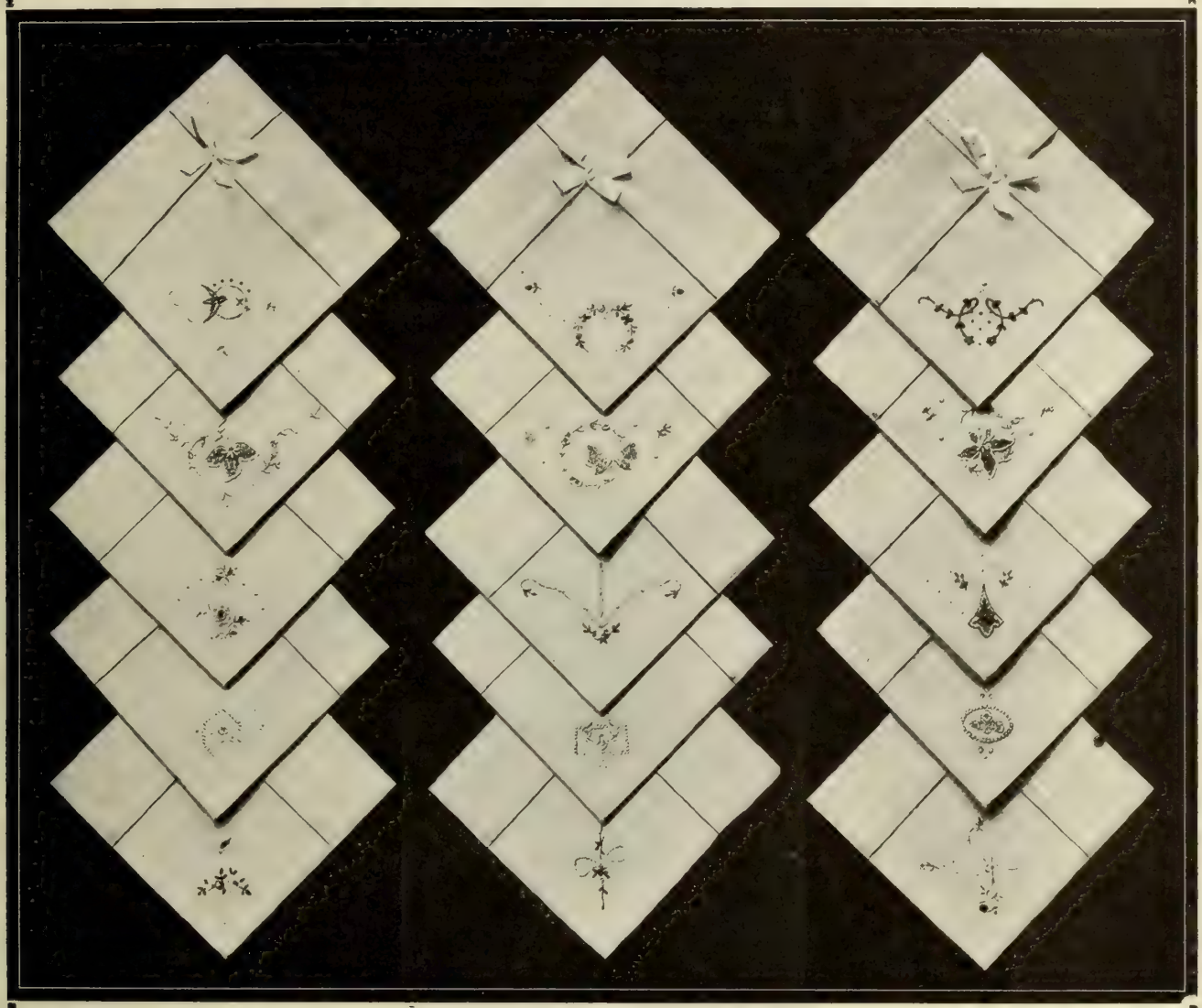
**Don't fail to see our range when our representative calls.**

# LACE GOODS CO., Limited

Fifth Floor, 79 Wellington St. West TORONTO

# LACE GOODS CO., LIMITED

*"The Handkerchief House of Canada"*



The Above Represents No. 30 Assortment 15 Patterns 1.85 per doz.

Fancy boxed goods with one, two and three handkerchiefs in a box—for popular selling prices in your vicinity.
Fancy open stock—a tremendous assortment.
Note the two specials illustrated. Values unsurpassed. Great leaders for 25c sellers.
Plain Lawns for Ladies and Men.
Plain Linen for Ladies and Men.
Ladies' and Gents'—Initials.
Men's—Colored Borders.

**In short—everything in handkerchiefs.**

# LACE GOODS CO., Limited

Fifth Floor, 79 Wellington St. West TORONTO

# Athletic Underwear For Women

## Last Year Many Women Bought Men's Garments Because of Greater Freedom Allowed—Demand Grows for Tailored Lingerie —Individual and Attractive Negligees Being Shown in Montreal for Fall—Pullman Robes

IN ANTICIPATION of the usual demand for brides' trousseaux which becomes marked during the weeks preceding the bridal month of June, a Montreal manufacturer of lingerie and negligees has originated some charming novelties. The decided preference shown by women last season in the United States for the athletic type of garments has led to the introduction of a new line of exceptionally dainty and practical garments this month, which are to be put up singly in glassine paper packets and priced as low as $15. a dozen. These new garments are designed with a straight tailored top, hemstitched and with shoulder straps of self material which may be of any type preferred, including cross bar dimity, Jap silk, striped Albion cloth, Kongouri silk, crepe de chine, etc., in either white or flesh. The combination usually buttons straight up the front and may be had with inset panel of knitted fabric across the back to permit the utmost freedom of movement, or with a slightly curved back designed to give the same freedom without the use of knitted material. All the various styles are reinforced under the arms.

That there does exist a demand for this masculine but nevertheless dainty type of undergarment was emphasized by Dry Goods Review during the Spring of 1921, when it was pointed out that a number of women customers in a large store of Montreal were actually buying men's styles for themselves, and frequently enquired why it was that no athletic underwear was sold for women in Canada. This new line is essentially a young woman's garment but for hot weather wear can be recommended to everyone.

### Tailored Lingerie Dominates Demand

The feeling for plain tailored lingerie grows each month, it was said by the same manufacturer, who emphasized the demand at present for hemstitched garments in preference for lace trimmed, which are more or less dead just now. Even simple camisoles are now wanted with a yoke hemstitched to the main portion, the sole trimming being a conventional key design carried out in self-colored chain stitching in heavy floss. Hemstitching also is used to carry out similar conventional designs on nightgowns, step-ins, etc. The latter type of garment, by the way, is beginning to supersede the bloomer and is possibly the most wanted type of the moment. Two piece sets comprising a vest and step-in drawer, the waist being finished with elastic, are promised a wide vogue this summer as being cool and practical. The elastic run leg of the regulation bloomer is not sufficiently cool to be practical in warm weather. Most of these tailored garments are finished with a narrow piping or binding of contrasting color, which is strictly washable, and often tiny checked ginghams are effectively employed to create yokes or shoulder straps. Ribbon straps are not as popular as those of self material, their wearing qualities being too limited.

The demand for shadow proof underskirts has helped this particular section of the trade to some extent, particularly in white or pastel shades, but in comparison with the demand for underskirts of a few years back, present business is not much better than last year.

### Fall Negligees Now Shown

Negligees and dressing gowns are the most interesting lines of the month in Montreal show rooms, where the new samples are without doubt, fully as individual and attractive as any imports in point of finish, color range and style. The feature of interest is the showing of new eiderdowns or jacquard cloths as well as the new Beacon cloth models shown in all wanted colors both light and dark. The color range is a most important feature as heretofore the shades and patterns were not strikingly artistic, often crude and commonplace. The new range offers the designer a very real opportunity to create combinations of light and dark shades, owing to the prevalence of reversible cloths, and the new cord trimming which supersedes the old style of binding, effectively joins the two shades together. A deep roll shawl collar is a feature of most of the newest eiderdown garments, as are also deep pockets and a heavy cord girdle at the waist. These are cut full length and perfectly proportioned, so that not only "stock sizes" but even tall stout women may be amply provided for. Sleeves in these garments favour either the set in or the raglan styles.



*The sportswoman will appreciate this new style of athletic garment designed along lines familiar in men's underwear. This tailored combination is developed in fine crossbar dimity, with insert of knitted cotton at the back. Shown by the Kassab Kimona Company, of Montreal.*

Domestic eiderdowns are shown in a good range of styles for juveniles from 6 to 14 years in such patterns as Navajo, Chinese and ordinary floral effects in pink or blue. The old time large and showy floral pattern has quite gone out, the new designs being small, neat and inconspicuous.

### Shantung Pullman Robes

For summer wear, there is a smart pullman robe shown, developed in natural shantung with trimmings of Mary blue wash satin. A shirred back and long roll collar provide a graceful effect in these garments. Shot satin in rich colors is beautifully made up into breakfast coats of simple straight effect, trimmed with hand-made apples at the pockets and neck. Dotted Swiss muslin in all white or colors is charmingly developed to create morning sacques, edged with val lace or self ruffles, while invalid's short bed sacques are now offered in jacquard eiderdown or quilted crepe de chine lined with silk, designed to fit snugly in the back while fastening across the front with one button. The sleeves hang loose but slits are provided for the arms if greater freedom is desired. These useful little bed jackets are cut V shape in the back to avoid any discomfort for the invalid's back, and are endorsed by leading doctors and nurses as a real necessity.

### Oil Color Appliqué on Kimonas

Printed corduroy is the latest novelty fabric to be used to make up negligees and comes in small conventional patterns on a fine rib, while the newest form of trimming on cotton crepe kimonas is the oil color tint appliqué,

(Continued on Next Page)

# Corset and Brassiere Set for Bride

## These and Lingerie Sets Make Effective Display for the June Bride and Can be Featured in Windows—Corset Selling to be Stressed Next Year—Canadian Firms Specializing on Models for Stout Women

THAT GARMENT made for the feminine form divine and called simply "corset" and not girdle or coreselette or belt will be the retailer's best selling talk next year, a Canadian manufacturer informs Dry Goods Review. Though women in this country have not taken to the fancy articles as much as Americans, they have been buying in sufficient quantities to make the trade realize the dangers these garments place in the path of the real corset business.

Manufacturers are to blame for the tendency of women during the last year to discard corsets. American firms who have suffered considerably, realize this. Their campaign to convince the public that the corset cannot be altogether done away with, has had its effect and already there is a brisk business being done over there in the staple article. In almost every line of women's wearing apparel, it is the maker and the designer who are responsible for the buying taste of the public. This has a particular application to the corset business for women on the whole understand little about them. The fact that the promotion of the various corset replacing garments has had such effect in the United States has made several manufacturers in Toronto hesitate about pushing these things too much. There are very few figures no matter how slight, which can withstand the ravages of the substitute longer than seven or eight months. Such being the case they ask why they should talk lines which they will have to condemn in a short time.

While Canadian firms are stressing their models for stout women, they say that they do not feel the great demand here that is prevalent all over the United States. The principal reason for this difference is in exact proportion to the sale of girdles and corselettes. Moreover our women are not as stout, due to the greater exercise they take and to the litheness which is natural to the Anglo-Saxon race.

### Few High-top Corsets Made

Each year there is less demand for the high-top corset. Even the medium-top is being made less and less. Practically every line is shown with low-top even for the very stout figure. Women have learned that the high-topped corset exaggerates rather than confines the bust line. Of course the brassiere has been of great assistance in teaching the value of an unconfined diaphragm. It has filled a need which was long felt during the prestige of the old fashioned corset-cover.

Brassiers are now used extensively as camisoles as well as bust confiners. Some of the lines shown in Toronto this spring are as beautiful as any of the camisoles and have the added attraction of playing a dual role.

### Vestee Front For Tuxedo

The vestee front is being featured in brassieres. This may be used with a Tuxedo sweater without a lace vest or blouse. Though at first the idea seems a little extreme, it is very practical, when considered in the light of its great service. Instead of wearing a vest sewn or pinned to the undergarment, a little insert of lace with a bow thing gives better satisfaction as to comfort and durability than the glove-of ribbon down the front of the brassiere, is much neater.



*One of the spring models just finished by the Canadian Gossard Company, Toronto. Note the low top and elastic insert. It is designed for the average figure. Made of pink brocade.*

Another brassiere model this year is called the smock brassiere. This is almost a necessity with the long-waisted blouses which hang loose. It comes below the skirt-band so that the dark shirt is hidden. The corsetiers who have seen this are charmed with it.

Elastic in the lower edge of camisoles is an excellent feature this season. It prevents slipping and gives a better line to the garment. Many brassiers are now made snug at the waist for stout women. This is done particularly at the side-front where there is little pressure from the corsets.

Manufacturers say the call for black in brassieres which began with the vogue for black evening dress, is keeping up. Many girls are wearing them with dark blouses in place of camisoles. A notable point is the fact that there is less boning than there was a year ago. The confinement obtained from brassieres is dependent on fit, insert of ribbon banding and elastic top rather than on whalebone.

### Sets Featured For Brides

The set idea which has taken such a foothold in lingerie business, is also noticed among corset-makers. Corsets and brassieres are now made to match. Satin striped and all-satin materials are made in both garments. They are finished with the same kind of lace or edging and together make a splendid combination from the salesman's point of view. Moreover, for retailers who are featuring windows in honor of the June bride, they are especially good, shown either on or off the figure.

Glove silk is used to a great extent in these sets and they are made as large as size 36. One designer and fitter for a house in Toronto believes that it is not advisable to advocate glove silk for the woman who wears larger than a 28. This material gives too easily and the result means dissatisfaction on the part of the stout woman, who has probably invested $12 or $15 on two useless garments. For slim figures however, nothing gives better satisfaction as to comfort and durability than the glove-silk sets.

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### ATHLETIC UNDERWEAR

(Continued from Previous Page)

which reproduces novel floral patterns outlined with floss silk, in motifs on the front, sleeves and back. Cotton crepe wrappers are now shown in many graceful styles, with angel sleeves, shirred waists and dainty wash ribbon bindings, designed with sloping yokes which are becoming to every type of figure and have entirely superseded the old style of shapeless kimona.

# Charming Lingerie for the Bride

## New Two-piece Suits Soon on the Market—Vests and Step-ins to be Big Sellers—Big Sale of Camisoles—Lighter Shades in Princess Slips—Revival of Laces—Using Two-toned Ribbons on Better Grades of Ribbons

FROM THE houses of some of the best known silk lingerie firms in New York, have come recently several charming two-piece suits. Toronto designers are planning to send these out in time for June brides. The set idea has taken hold in this country and manufacturers intend to make the best of it. With the vogue for trousseau teas and lingerie showers so strong, there should be at least one set in the outfit of every bride.

One of the prettiest of thes two-piece sets consists of chemise and step-in. The chemise is perhaps a little shorter than usual and is worn over the step in. The latter tapers at the lower edge so that the outer hem is quite short. Most of these garments come in the very new shades such as fuchsia, rubellite and pumpkin and many are in two colors.

Crepe back satin is beginning to play an important role in designing rooms—a very good sign that bridal requirements are interesting the trade. Manufacturers report a fairly good demand for negligees of all kinds. The breakfast coat, while featured very strongly in New York is not nearly so good here as the full-length gown.

Toronto manufacturers of silk underwear are agreed that the biggest sellers this season will be vests and step-ins. The envelope chemise will of course be good and so will the bloomer but New York is featuring the first two and underwear makers who follow closely the trend of things down there, are laying a great deal of stress in this direction. The trade in camisoles is very good all over the country, even in sections where none of the other lines of silk underthings are sold.

There is a steady market in Canada for well-made silk underwear. In fact so many firms are sending out travelers in this line and variety plays so important a part in most of them, that retailers are now looking for fit and finish when placing orders. One London, Ont., store had calls from nine travelers in one day last week and so many and so artistically made were the lines shown, that the buyer decided to place with one of the firms he knew merely because his experience in the war days with them was of the best. This goes to show what a superior class of silk underwear is now being placed on the market by Canadian manufacturers.

With the cautious buying methods most merchants are using, there is a certain amount of diffidence about buying colored lines, particularly colored camisoles which were so strong last fall. The return of suits and light colored blouses is no doubt responsible also for the fact that most orders are for flesh and white. Orchid and maize have fallen considerably from their conspicuous position. For the dark shades, that is navy and black and combinations of these with bright colors, there is a good demand.

### Habutais, Satins and Crepes All Good

While all the satin-faced goods are being made up into lingerie sets, habutais are probably selling a little better because of their price. The raw silks are growing stronger every day. They are good not only in bloomers but in pyjamas and step-ins. Crepe de chine is best in night dresses, particularly combined with lace. Georgette is not used at all this year in the underthings shown in Toronto, except for trimming.

At to black for pyjamas and bloomers, one manufacturer believes that the cry

(Continued on Next Page)



*Here are five of the "Stylish Stout" numbers made by Weingarten Bros., New York. Reading from left to right their descriptions are as follows:*

*1.—For average stout figures. Very low bust. Low back. Elastic band at top. Coutil in pink only.*

*2.—For tall stately figures, full diaphragm. Medium bust, long hips. Coutil in pink only. Lace back or front.*

*3.—For short stout figures. Low bust, medium hips. Coutil in pink only. Lace back or front.*

*4.—For average stout figures. Low bust, long hips. Coutil in pink only. Also in brocade. Lace back or front.*

*5.—For tall stately figures with full bust development. High bust, long hips. Coutil in pink or white. Lace back or front.*

# Dealers Should Forget War Profits

## Manufacturer and Retailer Who Has Gone Through Three Periods of Depression Says This is by no Means the Worst—Abnormal Profits Never Real Profits—Thinks Times Much Better Than Most Merchants Admit

A TORONTO manufacturer who has just returned from a business trip through Western Ontario, declares that he met merchants in almost every town who would not believe encouraging facts which were right before their eyes. For example, the general impression was that too many factories are closed for business to be encouraging, yet outside of certain industries, most manufacturers are working hard. Knitting factories, cotton manufacturers, and most of the dry goods firms are actually turning out large quantities of supplies. Yet when these facts were shown to many of these merchants, they would only be convinced that times were not so bad under the greatest pressure. It is surprising how infectious this spirit of pessimism is. Dry Goods Review during recent trips through parts of Eastern Ontario, discovered that one whole community, represented of course by its manufacturers and retailers, was very much discouraged while another not twenty miles away was more active than at this time last year.

The manufacturer referred to above has been in the corset industry in this country for twenty-five years and has had a retail store as well for a greater part of the time, so that his opinion on general business conditions seems well worth passing on to our readers.

### Abnormal Reserve Not Real Profit

Our Toronto informant thinks if the trade would dismiss the idea that the profit which they piled up during the short golden years which are now gone, is a real loss, they would feel much better. These profits were not real, they were only the reserve fund which business principles teach are necessary against hard times. None of the profit which results from greatly inflated stocks is intended to be as secure as that which comes from hard, honest labor during normal times.

Another point he emphasized was that hard times are the backbone of merchandising. When money is flowing fast, business methods are usually very unsound. The last year and a half has taught our Canadian merchants lessons which will stand them in good stead the rest of their lives. He even goes so far as to say that should another period of inflation come, followed by one of depression, not twenty-five per cent. of the business failures would occur, because men in every line have learned a great deal of the fundamentals of business principles. To convert into stock as the market rises and to turn into sound, liquid security as it falls, is the big lesson they have taught.

### Value of Stock is Price Obtainable

The man who had on hand $100,000 worth of stock when the break came, and who subsequently obtained $60,000 for it, should value that stock at $60,000, for the cash value it is to him is the real value of it. Our informant believes that the year of profit which he had in 1921 is due to a consistent following of this plan. In October 1920, when he was first confronted with the problem, he began to try the people out in his retail store. He actually made a test of every line of corset he carried. He found the price the public were willing to pay in each case and then tried to make his costs correspond with that demand as far as he could. For several months he was selling below cost, of course, but he was feeling the pulse of the consumer. He was keeping step with the times as they were, not as they had been. The sooner a man's stock can reach the public, the sooner will the public bring it back to him. That is why, with a general reduction on corsets of thirty per cent. on last year's prices, he is able now to meet this with an increase in sales of nearly fifty per cent.

He believes that the ordinary man on the street is more inclined to honesty than he is to dishonesty, and he thinks that the Canadian merchant is of the same type. The manufacturer and the wholesaler cannot carry the retailer to the extent he did a year ago because of the attitude of the banks toward him, but he can go on the principle that the merchant who treated him fairly in good times will do so now. He admits that he watches his accounts very closely these days but he has never yet refused credit to the merchant whom he has trusted in the past, because the latter is the corner stone of the whole structure of business, and he cannot be expected to be an Atlas carrying the whole burden alone.

### This is the Least of Three Periods of Depression

"I have gone through three periods of depression during my business career," said the manufacturer, "and I can truthfully say that this one is the least dangerous of the three."

"There were the bad times of 1907-8," he says, "those of 1913-14 and those of the present which we all like to talk about. But there is a big difference between the former ones and this. This difference is due to the change in the attitude of the human race on almost every question."

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## CHARMING LINGERIE

(Continued from Previous Page)

has about reached its peak. New York, he says, though featuring it in the very high-priced garments, is not selling black to the exclusion of other colors as it was for a while last fall.

Princess slips also are showing a tendency toward the light shades. One traveler believes that there will be a better demand for these for wear with light dresses than for separate camisoles and underskirts. The question of underskirts is occupying manufacturers' attention very closely for the moment. These are wanted in shadow-proof materials. Yet retailers say they cannot get the price for them. As a result the makers are doubtful whether they should stress the costume slips which will be bought in crepe, satin or Jap silk or try to meet the public on the shadow-proof question. The reason women are satisfied with the lighter materials in the slips, is that they do not object to wearing a cotton petticoat under them. When they use underskirts on the other hand, they want only one.

### Laces Being Used

There is a tendency toward a revival of laces although tailored garments are by no means disappearing. Calais laces are now cheaper than Nottingham ones because of the exchange rate. They are therefore used to a greater extent than formerly. Tucks are shown on all the fancy garments, particularly the pin-tucks. Some camisoles and nightdresses have whole yokes of georgette or fine batiste pin-tucked.

Two-toned ribbons, in spite of their high price, are seen on nearly all the better grade garments. Bows and strappings are very prominent, particularly laced in and out and with hanging ends. Garments get their color touch from ribbons rather than from the fabrics themselves. One of these ribbons is bright green and orange, another is of blue and flame.

### Built-up and Strap Shoulders

At least one Toronto designer says that the built up shoulder will never replace the strap entirely on any undergarment. The very high-priced things are asked for in straps, he declares. No matter how carefully the other is fitted, it is very difficult to prevent its showing under a thin blouse. This is the case in spite of the fact that manufacturers have made them as attractive as possible. The best models in the built shoulder have an insert of lace in a V-shape between the crepe or satin and the short ribbon strap. This has a better appearance than the shoulder piece made of the material entirely.



**Style 3120**
Corselette of soft, strong, pink sateen. Admirably designed. $12.00 dozen. Sizes 32-46.

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***(MADE IN MONTREAL)***

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**Style 3116**
Pink novelty material with elastic inserts over hips and in back. $18.00 dozen. Sizes 32-46.

## Additional Styles
Not Illustrated

**Style 3018**

Made of pink novelty cloth with elastic over hips and in back. A popular number last season. Hose supporters front and back. $15.00 dozen. Sizes 30-42.

**Style 3122**

A particularly attractive pink novelty cloth with silk stripe. We expect this to be one of our most popular numbers. Long skirt effect with elastic insert over hips. $24.00 dozen. Sizes 32-46.



**Style 3032**
Novelty material. Wide elastic inserts at sides. Front section longer than side and back. In big demand last season. $24.00 dozen. Sizes 30-44.

## Additional Styles
Not Illustrated

**Style 3114**

Pink novelty material. Wide elastic inserts over hip lines and elastic section in back. A perfect fitting model and especially good for those with flesh to be controlled. $30.00 dozen. Sizes 32-46.

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Waists with bone buttons attached by a closely woven tape that will not pull from stitching.

Waists that snug the little bodies without binding—soft and comfortable.

Waists designed to fit so perfectly that the most active child will not cause them to slip off the shoulders.

Waists finished with a care for painstaking detail that gives a daintiness to the girls' waists and a sturdiness to the boys' garnents that appeals to the children's fancy and the mothers' appreciation of what is appropriate, economical, and attractive.

With the exception of Model 016 each Waist is designed to button either at the front or at the back.

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018

## GOSSARD ELFIN WAIST

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This waist is also made without the lace shirring at the neck and armseye, for the approval of those mothers who prefer the simplicity of an untrimmed garment. Even ages only, 2 to 14.

015.....$4.50 per doz.



015



016



020
(Buttoned at front)



020
(Buttoned at back)

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A manly waist that a real boy will appreciate. It is cut out well under the arms to give unusual freedom and avoid any possibility of binding. Designed so it may be worn to button either at the front or at the back. The bone buttons are securely attached with a tape of fine, firm texture that will not pull from the stitching. Even ages only, 2 to 14.



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# Many New Fancy Things for the Bride

## Revival of Rail Plates—Importers Have Many New Things in Cut Glass—Assorted Shapes in Perfumed Pottery—Inexpensive Novelties are in Abundance—Bucking Broncho and Peacock Among the New Toys

FANCY goods houses in Toronto are receiving their summer shipments of china and glassware. Not for years has there been such a large variety offered the trade. The shops and departments interested in things which sell to the bride will have many new lines to draw business—lines which sell at a much more reasonable price than for many years.

### Rail Plates Coming Back

Importers of china are receiving interesting numbers in rail plates. The Doulton pattern is one of the most distinguished. In English Adamsware, there are several odd designs in teapots and plates now in the hands of fancy goods men. Enamel glassware is promised to have a good run. This has the usual gold border and enamelled very carefully on the inside are designs of forget-me-nots in small patterns. All the usual table pieces come in this—sheerry glasses, comports, fruit dishes and plates.

In plain and cut glass, importers have several new lines. Plain sherbet glasses for example now sell to the trade for $3.50 a dozen and cut ones for $7.50.

In decorative china, blue lustre ware is prominent again. There is another collection of the porcelain type shown in Toronto wholesale houses. This is an English china with a polished black foundation and designs in yellow and rose. Those of the trade who have seen it have shown quite an interest. Jardinieres are very strong, particularly with designs of old-fashioned domestic scenes.

The Bohemian decorated wine sets so prominent before the war are included in one of the new shipments. These have the narrow elongated bottle and the tiny goblets to match, all with fanciful colored designs. Lemonade sets are being asked for by most merchants and nearly all the styles shown are selling well.

### English Perfumed Pottery

One of the most interesting novelties shown is a collection of perfumed pottery which has been sent over by an English firm. This comes in assorted shapes in boxes of 25 or more. A set sells for about $50 to the trade. The pottery is perfumed before it is molded and this is said to be responsible for the length of time the odor lasts—between one and two years. The shapes in which it comes are along those of the pottery of ancient Greece and Rome. Urns, vases and water pitchers in miniature are among them. Some have the Canadian coat of arms painted on the front and others have flowers.

Jewel boxes of decorated china are among the boudoir novelties offered. These are very bizarre and therefore should get some notice. There is also a splendid assortment of boudoir lamps from Germany. These are different from those which have been on the market in the past year in that they tend toward Egyptian and Chinese designs.

The perfume atomizers which had such a demand several years ago are here again. They are in plain, cut and decorated glass and some are colored.

### Many Cheap Novelties for Fairs and Bazaars

Every year, wholesalers tell Dry Goods Review that the demand becomes stronger for lines which will go at fancy sales and country fairs. The little pigs for example which were illustrated in this publication in January are one of the biggest sellers of all. Novelties which go for 40 and 45 cents a dozen are best and manufacturers are turning out such things in clever ways every day. Little men with necks of twisted wire resembling famous comic characters are one of the lines. Tiny jumping-Jacks for fish-ponds are good sellers also. Most of these things come from Czecho-Slovakia and a few are Japanese.

Though the famous kewpies and the Splash-me dolls are still great favorites, a Canadian firm has put out a new doll in the hope that it will go as well as its predecessors. It is called May Pollard after the famous French dancer. It stands on its toes in much the same way as a ballet dancer. Dressed with a fluffy waist-band of bright colors it sells for $9.60 a dozen and undressed is $7.50.

### New Mechanical Toys

Some very clever playthings in the mechanical lines are shown. The bucking broncho is one of these. The little horse bucks by merely winding it up and the rider jumps over its head and comes back securely to the saddle again after each kick of the broncho. Motor cycles which cover a circle with a three-foot radius are new. The peacock of ten years ago has been revived. It spreads its tail and makes a wonderful noise said to be that of the haughty bird itself.

German dolls are now sold quite openly and the Canadian trade are asking for them. The majority of them have beautiful faces and are well dressed. The price of these is of course high because of the adverse conditions under which they are received here. While Germany has not yet tried out the unbreakable body and head which has given Canadian manufacturers their start, it is making a "kidlet" doll which is very good. As to the baby dolls they have sent out they are certainly not an improvement on our own and in many cases the faces are much worse.

The talking dolls which an American firm is selling in Canada are gaining ground but the price is still a little high for the present buying power of the public.

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*Beautiful pillow cover made of cotton tubing. The design is embroidered in color and the edge is crocheted. Shown by Jennings and Wilson, Toronto.*

# Toy Creations for Little Folks

## Girl's Dolls' Faces of Velvet Treated in Such a Way as to Resemble Skin—Rolli-rocs Now Manufactured Into Toy for Little Children —Popularity of Artificial Fruits on Tables—Unbreakable Lead Toys

**By A Staff Member**

AT THE recent toy fair in New York, girl's toys were well represented, the new velvet faced dolls being much in evidence. The demand for unbreakable dolls it was said. has grown tremendously of late, and owing to the fact that most types of composition head are not really pretty, experiments have been made with fabrics to achieve better results. One line called Flo-vel toys are probably the most artistic of all the different ones exhibited, as the faces are made entirely of velvet treated in such a way as to resemble skin exactly. These dolls are large mostly, often being as big as a child of two years and dressed as such in real clothes. When bent over they talk quite plainly. The favorite costume for such dolls is a gingham romper in pink or blue, children apparently liking to see their dolls look just as life-like as possible.

### Sewing Sets for Nimble Fingers

Another firm is specializing in dolls' clothes entirely, putting out an interesting line of outfits which are ready to make up. The sets of clothes not only include the cut out materials, but also thimble, thread and needle and the necessary findings. There are also directions included, so that any little girl can dress her doll completely and correctly just as her mother follows a paper pattern directions for a real dress. There are sets now for three sizes of dolls from 8 to 24 inches, and one dress or article comes in a box. The materials are of the best obtainable, and the styles are up-to-date, so that these sets appeal to mothers as well as to kiddies.

### Rolli-Rocs for Kiddies

For very little children there is a charming novelty offered called rolli-rocs, which were originated in the colored sections of various leading magazines, and have now been made into a toy. Rolli-rocs are merely cut-outs of heavy cardboard, which can be bent into proper shape easily and rock too and fro, their vivid colors and artistic pictures making them fascinating to children and grown-ups alike. They look like inlaid wood and are indestructible but can be retailed for less than fifty cents apiece in Canada. They are being sold like phonograph records, a new one each month and many clever window displays were seen, in which all sorts of rolli-rocs were kept swaying too and fro by means of an electric fan.



Kindergarten books are more fascinating and instructive than ever this year, one new cut-out art book being particularly good. Its pictures are uncolored and at the back are found pages of brightly colored paper printed in diagrams to be cut out and pasted over the pictures of the book. A child would spend hours of delight fitting the colors together with paste and scissors, and learn a great deal about color harmonies at the same time.

### Invisible Color Prints

On the same line but entirely different in character are the new invisible color prints offered this season for the first time. These prints are apparently just ordinary black and white sketches which come in books or separately, provided with a paint brush. All the child has to do is to dip the brush in clean water and paint over the picture, when colors appear magically and the picture glows with color in a few minutes without the need for paints at all. This method does away entirely with untidy paint boxes and their attendant trouble.



*A dresser or table scarf with the floral design appliqued in colors. The centre of each flower is of filet and the scarf is finished with a cotton Torchon lace. Shown by Jennings and Wilson, Toronto.*

### Artificial Fruits

Hardly included in the toy department yet a most important part of the Toy Fair was the exhibit of artificial fruits which practically defied detection. There were blue and green grapes, peaches and plums, oranges and apples, etc., so extraordinarily real that even touching them could not convince one of their not being real. The fad for using artificial fruits for table ornaments is very marked just now in the United States and as these wonderful imitations are not expensive they are being quite widely adopted in restaurants also, where a window display of fruit is wanted constantly.

Prices on ordinary paper dolls are cheaper it was said, although there is nothing radically new in designs.

### Unbreakable Lead Toys

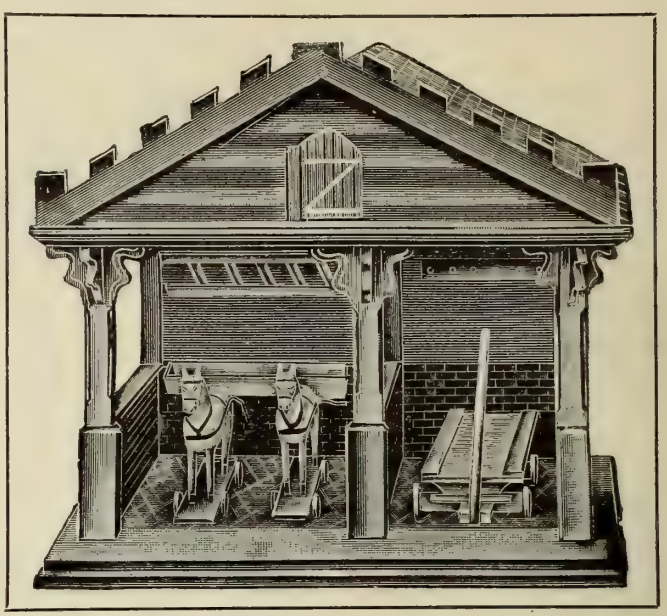
A new unbreakable line of lead toys was also noticed, not only soldiers, Indians, etc., being featured but also farms with animals, circuses with menagerie. and other sets being included. Even if these lead toys are thrown on the floor they cannot break as most lead toys unfortunately do, but can be straightened out as perfectly as new in a second. This point was emphasized in connection with the statement that so many lead toys are of German origin, and it was explained that lead toys made on this continent are not brittle and can thus easily be identified.

**BEADS**
of all kinds
NECKLACES
unusual values
GIRDLES
splendid assortments
NOVELTIES
Purses, Earrings,
Hair Ornaments
"THE BEAD HOUSE"
R. A. PHILLIPS
77 YORK ST., TORONTO

# NERLICH'S TOY OPENING

## *April 24th*





## Our Annual Toy Opening Commences April 24th

After this date we will have on exhibition at our Toronto, Montreal, Quebec and Winnipeg showrooms a complete advance display of

**FANCY GOODS, TOYS, DOLLS, CHINA, AND GLASSWARE, ETC.**

for Christmas trade.

We cordially invite you to see our line as early as possible.
A large range of Imported Toys, Dolls, and Fancy Goods at very Attractive Prices



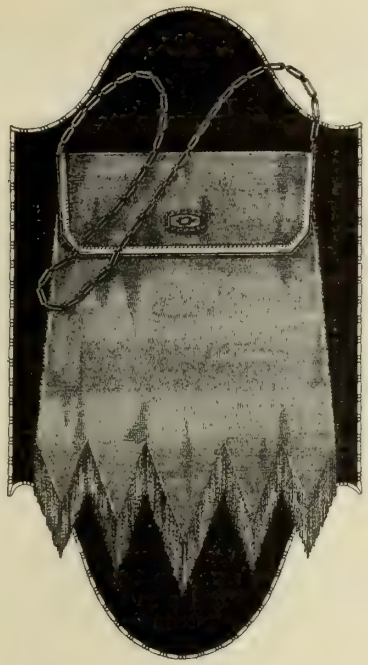

## Have You Received Our Spring and Summer Catalogue?

*Copy Mailed to Dealers on Request.*

In addition to our regular line of sporting goods and Summer toys we list in this catalog the latest novelties for summer resort and tourist trade.

# NERLICH & CO.

146-148 FRONT ST. WEST - - TORONTO



# Whiting & Davis Mesh Bags

## *New! The Envelope Style*

A radically new design in mesh bags—the *envelope* style illustrated! It will give your mesh bag display new interest. It will give you a new profit. Many women, even though they possess mesh bags, will want this new and fashionable style. Liven up your mesh bag business by stocking this new design.

Made in our Canadian factory, we are able to make prompt and adequate deliveries of this new style. Made in the complete line, solid gold excepted. Electros of the new *envelope* style bag illustrated will be furnished free to dealers on request, enabling them to link their store with our national advertising.

MESH WHITING & DAVIS CO. BAGS
TRADE MARK REG. U.S. AND CAN.

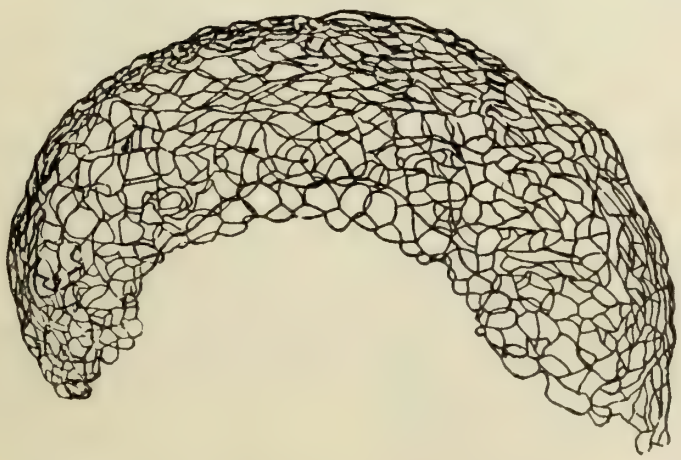
**Whiting & Davis Company**

(L. W. COOK, Mgr.) **Sherbrooke, Quebec**

# LADY DAINTY HAIR NETS

**DOUBLE MESH** **CAP SHAPE** **LARGE SIZE 12x38**

**Strong**
**Invisible**
**Neat**
**The Most Durable**
**The Most Popular**



**Display Stand Free for Quantity Orders**

**Write for Samples and Special Prices**

# WRINCH, McLAREN LIMITED

**120 WELLINGTON ST. WEST - TORONTO**

# MOULTON NOVELTIES

**Braids, Cords, Tassels, Pendants, Soutache; also Metal Bullion, Chenille, Tinsel, etc., for Embroidery.**

Retailers can depend on the Moulton range to fill all Dame Fashion's demands in a satisfactory manner.

We have representatives all over the Dominion. Write for them or order direct.

THE MOULTON MFG. Co. Limited

4 Inspector St. :: Montreal

**INFANTS FOOTWEAR Limited**
**LONDON, ENGLAND**



Soft Sole Shoes in Kid, Silk, Poplin, Wool, etc., and Hard Sole Shoes, Children's Woolly-Wear, Bonnets, Gaiters, Mitts, etc.

CANADIAN BRANCH
GREENE-SWIFT BUILDING
LONDON, ONTARIO.

IMPORTERS *and* MANUFACTURERS

**Art Needlework** *and* **Fancy Goods**

*"Peri-Lusta" Mercerized Cottons* — *"Crystal" Artificial Silk*

*Embroidery Materials*

***Fancy Linens** and **Piece Goods***

MADEIRA HAND EMBROIDERED LINENS *and* HANDKERCHIEFS

**Campbell, Metzger & Jacobson**

932-938 Broadway New York Cor. 22nd St.

*Canadian Showroom and Factory:*

Bay and Wellington Sts., - Toronto, Canada


# Commercial Photography

## and its advantages

IN a previous issue of Dry Goods Review, a synopsis was given of an address delivered on the subject of "Sampling by Photograph" by Thomas L. Styx, of Cincinnati, in which the manifold advantages of commercial photography were outlined. Theoretically, it was shown that the photograph can and will make the going easier for manufacturers and wholesalers, and it now remains to demonstrate from the practical mechanics of photography that there are still greater advantages to be derived.

A great many manufacturers have definitely adopted the idea of the album or folder to show their photographs to the trade for the reason that loose pictures are a nuisance and are always getting lost or out of order.

The size of the album is generally decided by convenience in packing away in travellers' cases, but there is one established size most generally employed, viz., ten by fourteen inches.

The choosing of the right size of garment is another point of the first importance. It is advisable to confine your line to not more than two sizes, viz., sixteen and eighteen, so as to ensure better uniformity.

The size of your picture must then be considered. And this is an individual problem. The larger the picture obviously the better. The idea of grouping several photographs on one page has more disadvantages than advantages. The one advantage is the economy. The disadvantages occur as soon as "outs" begin to appear in the line. A sheet or photograph should not depict more than two models. The pictures being of uniform size on every negative, the effect will be more harmonious than if different styles are selected.

Garments to be photographed should be tagged properly, preferably in a place so that the tag need not be detached while the picture is being made.

There are many points to bear in mind in displaying garments by photography, namely, the garment number, its size, the photo size, preferred position and whether on a model or not. Color should be indicated if required, for every fashionable shade can be exactly duplicated in the finished picture. Careful attention should also be given to color values, since certain colors take better than others. Blue in photographs appears to be white, yellow comes out black, etc.

These are, after all, but trivial matters to consider when compared with the expense and effort required to fit out a complete sample range for a traveller. When handled by competent photographers, however, the commercial photograph is invariably a distinct achievement in artistic representation, and is well worth the investigation of every firm which requires the services of travellers. If interested, write us and we will have our representative call when he is in your vicinity.


Photo-Kraft Studios, Limited

60 St. Matthew St.

Montreal



*"DOLLY CASH"*
*Dress trimmed with No. N-40*

**The CASH TWINS "Bobby" and "Dolly"**

Cardboard play dolls—are sent out by us, as an advertising feature, to mothers who write direct for samples. Customers ordering the above carton will receive the twins free of charge for display purposes.

# Cash's Wash Trimmings




**This carton contains 108 pieces of 4 yds. each (3 gross yards)**

**CASH'S WASH TRIMMINGS—¾ inch width—are now being put up in a novel manner—a 4 yard piece in a transparent envelope. In this way the pattern and the quality of the goods can be seen and examined without direct handling and soiling.**

**On the carton shown above we make this special price—$9.00 per gross yards net, or a rate of 25c per piece.**

Place your order at once

## *J. & J. CASH, Inc.*

13 Expositor Building
Brantford, Ontario

*We also make Cash's Woven Names*

# for Children's Wash Frocks

The more conventional designs are dainty for women's house dresses, tea aprons and simple summer frocks.



*"BOBBY CASH"*
*Rompers trimmed with No. N-100*

A new line of NURSERY DESIGNS has just been added to our assortment of patterns. . . . .

Cash's Wash Trimmings and Cash's Woven Names are nationally advertised.








# Julien Giguet

**Manufacturer - Lyon, France**

**Sole Agents for Canada:**

**M. Chassagne Limited**

**45 St. Alexander St., Montreal** Carried in stock by: **110 Wellington St., Toronto**

ALPHONSE RACINE, LTEE

**GREENSHIELDS LIMITED, Montreal** **W. R. BROCK CO. LIMITED, Montreal**

The Madelon is made up in twelve patterns andput up in cabinets of 6 dozens, ½ dozens of each pattern. Black or assorted colours—Navy, Brown, Henna, Taupe, Violet.

# Increasing Sales of Hair Nets—How?

## Cap and Fringe Styles Most Wanted Items in Notions—Appearance of Double Mesh Nets Has Disadvantages—How to Feature Both Styles Correctly—Indoor and Outdoor Uses—Advise Use of Net Most Suited to the Occasion

ABOUT FIVE years ago the average space occupied on the notions counter by a display of hair nets was not worth estimating whereas today it is not uncommon to find an entire counter display given over to this very necessary although inexpensive article. The volume of business in hair nets has grown to such tremendous proportions in the United States that whereas in 1918 only $2,000,000 worth were imported, this year the amount will exceed $10,000,000. Women the continent over have become aware of the advantages in wearing a net on all occasions and are now educated to the point of buying them by the dozen instead of singly as in the past. The growth of out-door sports, ordinary business life and the vogue for dancing have all contributed their share in stimulating the demand for hair nets, which however, are not really a new experiment but have been counted among feminine accessories for many centuries past. History relates that Madame de Pompadour and Marie Antoinette were responsible for the introduction of the hair net into French aristocratic circles and wore them in ultra elaborate effects, jewelled and beaded. Likewise our grandmothers themselves could not have maintained the unruffled smoothness of their "chignons" or waterfalls without the aid of the invisible but essential net.

The art of making hair nets has however advanced very materially of late years and there are nets of different shapes, sizes and colors, not to mention the recent introduction of double and single mesh effects, undreamed of by bygone generations of women. The time has now come therefore, when the hair net must be sold intelligently and with a real definite understanding of its qualities and possibilities.

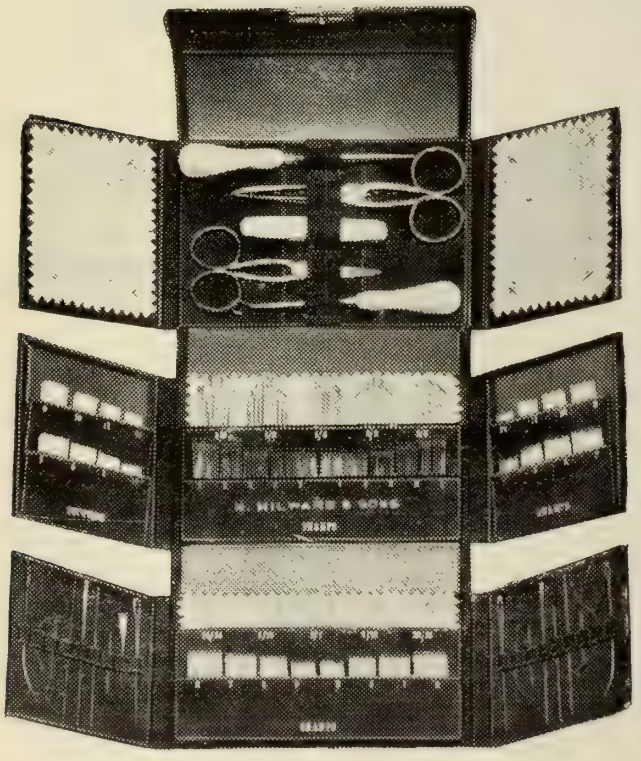
### Play Up The Single Mesh

In discussing the various uses of both styles of nets as a basis for building up sales in this commodity, the different advantages of each will be discussed separately. These advantages, by the way, have been thought out and utilized in the form of a monthly bulletin issued by an American manufacturer, who is doing much to boost sales in hair nets in retail stores by reason of his cooperation. Realizing that the demand for double mesh nets is threatening to reduce the volume of hair net sales by a very serious amount, the manufacturer in question emphatically endorses the idea of keeping stocks of double mesh nets "under cover" so that the shopper may not be tempted to buy them by reason of an inviting display. To quote from this interesting leaflet, "The single mesh net is more desirable because it is invisible, its invisibilty being the main selling feature to emphasize but we must bear in mind however, that the double mesh business is not to be neglected altogether. After all is said and done, retailer and manufacturer are but servants of the public. If women insist upon double mesh nets we are willing to and prepared to supply the demand. The double mesh lasts two or three times as long as the single, which may be a virtue or a fault depending upon one's point of view. The chief point to remember therefore, in recommending double mesh nets is that though they are strong they are not invisible and are therefore unsuitable for evening and formal wear and are not a suitable choice for discriminating women to adopt."

### "Indoor" and "Outdoor" Nets

Developing this theory, the wise woman will see the advantage in classifying her stock of nets into two groups which may be known as indoor and outdoor wear styles. In both groups she will assemble another subdivision, namely, cap and fringe styles, arranging them in the ordinary manner ac-

Continued next page



### *NEEDLECASE PRESENTED TO H.R.H. PRINCESS MARY*

*The Needlecase shown herewith was the one presented to H.R.H. Princess Mary by the Worshipful Company of Needlemakers. The case is contained in an outer box covered with the best velvet calf, with a fall front and adorned with Princess Mary's monogram and crown in solid gold as is the case itself. The lock and catches are also of gold and the arms of the company with inscription appear in gold blocking on the back.*

*The case contains 1,000 sewing needles of every variety and size from those used in ordinary hand sewing to embroidery of every description, all gold eyed. The case also contains a selection of the best Sheffield cutlery. It was made by James Dewsnap, Ltd., of Sheffield and the needles furnished by Henry Milward & Sons, Ltd.*

*This beautiful specimen of the needlemakers and casemakers art was presented to the Princess at noon on February 20th by the makers of the Company, C. H. House, the clerk; C. D. King-Farlow, and among others, Sir Alfred Temple, F.S.A.; G. H. Milward; E. A. Fisher; A. J. Dudgeon and Major Burton.*

# Turn Average Stock 6 or 7 Times

## Annual Report of Selfridge's, London, Shows Attention Was Concentrated on Quick Turnover and Small Gross Profit—Increase of 1,700,000 Transactions Over Previous Year—Conservative Hope For Future

CONDITIONS amongst the most aggressive retailers in England may be fairly judged, perhaps, by the annual report of the great retail house in London, Selfridge & Co. This report notes that the year 1921 was one of declining prices and a noticeable disinclination on the part of the public to buy. In spite of this fact, however, Selfridge's did not rest on their laurels and follow the lines of least resistance. A significant passage in their annual report may well be taken to heart by every Canadian retailer who realizes that aggressive methods these days are the only methods that will win through and produce a satisfactory balance sheet at the end of the financial year.

### Should Have Done Better

"We think we should have done a greater turnover," says their report, "and made a larger profit. A business like this is capable of practically anything one chooses and is able to make of it. A great distributing house can, if sufficiently wisely and progressively managed, carry trade, and consequently money-making ability, to practically any extent. Aside from understanding the business, it is largely a matter of conserving its finances, in other words, retaining as much as possible of its profits instead of paying them out in dividends—of being alive to opportunity—of looking after details—of giving the best and the most liberal service—of doing these and many other things which when all added together build this, the most complicated of all kinds and classes of business, into an undertaking of great size, of infinite interest and fair commensurate profit."

### Turned Stock Between 7 and 8 Times

In spite of this self-depreciation, Selfridge's did not do so badly in the way of turning over their stocks. They aimed at quick turnover with small gross profit and it is claimed that the low gross profit per cent. is far less in per cent. than is made in France or America. "We turned our average stock last year between seven and eight times which means that the entire amount of our great stocks was, on the average, sold every thirty- five or forty full days. Of course, our average stocks stand at a much higher amount than the depreciated low figure in the balance sheet."

The increase in the number of articles sold during the year is remarkable; it shows this increase to be 1,700,000, that is, there has been that increase in the actual number of transactions recorded through their sales checks. The profit for the year is stated to be £342,665.

It is interesting to note the outlook of this great house for the future. "The period required for recovering from the war will be longer than we anticipated. It could never come quickly but must be gradual. The upward turn has not yet manifested itself—at least not conspicuously. Some manufacturing businesses are increasing their export orders and plenty of this is what the country needs. The coming six months will certainly require all of our best care and attention and for the remainder of the year we can only issue a conservative hope."

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## INCREASING SALES OF HAIR NETS

(Continued from Preceding Page)

cording to shades. Then when a customer stops at the counter and asks for a hair net, it should no longer be necessary to reply, "Yes Madam, we have them at 60 cents a dozen upwards, what color do you require?"

That type of salesmanship is taboo in the better class of stores in the United States, where the purchaser of hair nets can pick out from a comprehensive counter display exactly what she wants herself. The nets are plainly priced and are shown in bins marked with the shade of the net, blonde, grey, brown, etc. There are four main divisions in the display, each clearly named as before indicated as Nets for Sports Wear (caps), Nets for Sports Wear (fringe), Nets for Dress Wear (caps) and Nets for Dress Wear (fringe). If a woman does not know which type of net she should use she may quickly learn by studying two waxen heads with prettily coiffured hair, one of which is dressed with a cap shape and the other with a fringe style. The double mesh is demonstrated in one, the single in the other. The use to which the net is to be put is the one and only selling point to be emphasized. For business women who must be out of doors all day or who are unable to do up their hair frequently, and for girls who play tennis, golf or hockey, who ride, etc., the double mesh net in whichever style is most becoming, is the proper choice. As a general rule, if the customer parts her hair in the centre she should take the fringe style because the hard line of the cap shape would show too plainly across the front. On the other hand, for the woman of means and leisure, the debutante who attends many formal entertainments, and all who wish their hair to appear at its best and as natural as possible, the single mesh should be selected, preferably also in fringe style as it is practically invisible at night. Many customers however, who have begun by wearing cap shapes soon discover that the fringe style is not difficult to put on and so they gradually adopt it permanently. This also should be remembered by the sales staff. Professional hair dressers invariably use fringe styles as the results are better, due to the greater elasticity of the shape.

### Advise Buying in Quantity

From the foregoing remarks it may be noted that if sales of nets are to increase permanently, advertising and selling efforts must emphasize to customers the importance of choosing the net best suited to the occasion. Women should be taught also the advisability of buying in quantity and purchasing both styles of mesh in order to have a supply in case of emergency.

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## J. SUTCLIFFE AND SONS, LINDSAY CELEBRATE

The twenty-fifth birthday of the store of J. Sutcliffe and Sons, Lindsay, Ont., was celebrated on March 17. Twenty-five years ago, the death of J. B. Warner, head of Warner and Co., under which name the firm was then known, caused the establishment of a new company. The late F. W. Sutcliffe and his son, J. Sutcliffe, the present head of the firm, were the new owners. At that time there were less than a dozen employees in the store; now the general staff consists of between forty and fifty people.

For the occasion which marked their passing the quarter of a century mark, every department of the store had special displays. The people of Lindsay and the surrounding district were the guests of the firm on Friday and the following Saturday, at afternoon tea which was served between 2.30 and 5 o'clock.

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## LEWIS AND HARRIS PEASANT INDUSTRY

Bailey Kenneth Mackenzie, of Messrs. Kenneth Mackenzie, Stornoway, Scotland, the largest merchants of the well-known Lewis and Harris tweed, is going on a business tour of the United States and Canada. His itinerary includes New York, Montreal, Toronto, Ottawa, Winnipeg, and all principal cities in Canada to Vancouver. From Portland, Oregon, he will proceed through the principal cities of the United States including Chicago,, St. Paul, Duluth and Minneapolis. Mr. Mackenzie's tour will extend over several weeks and doubtless he will do much to boom the sale of the far famed homespun tweeds of the Hebrides, the manufacture of which is a peasant industry in the Island of Lewis, the proprietor being Lord Leverhulme. His Lordship who is the principal partner in Kenneth Mackenzie Ltd., is deeply interested in the promotion of the social and economic welfare of his Island tenantry, who depend to a large extent on the success of their tweed industry.




# *"We Don't Sell To Strangers!"*

A travelling railroad employee once had an hour between trains to put in at a very small country town. Feeling hungry, he located the General Store, and said to the proprietor: "I'd like to buy some of those apples." *"We don't sell to strangers!"* was the astonishing reply.

***We're Different!*** *We Do Sell to Strangers.* We enter them in our Book of Friends, because the clean, straightforward, profitable SUNSET style of doing business makes and keeps for us an ever growing circle of real business friends.

***Are You a Stranger to SUNSET?*** Get acquainted! Write us today for full particulars of the Household Dye that commands success by reason of its Merit.

Please mention your Jobber's name.

**SUNSET SOAP DYES**

*ONE Real Dye For ALL Fabrics*

*Sales Representatives:*
**HAROLD F. RITCHIE & CO., Limited**
**10 McCaul St., Toronto, Canada**
**NORTH AMERICAN DYE CORPORATION**
**Limited**
**Manufacturers**
**Toronto, Canada**

*SUNSET—Costing more to manufacture—having more merit—giving better service—creating a better opinion from all who handle it—will maintain its standard, the highest,—and its price 15c. will not be changed.*



THE STAG.

## SUPER INDIA SHRUNK TAPE

Manufactured by
George H. Wheatcroft & Co.
Wirksworth, Eng.




For tailors and other extensive users of tape, who desire fine quality and long wear, and a tape that does not stretch or shrink, Super India Shrunk Tape will prove most satisfactory.

**Sole Agents for Canada:**

**Walter Williams & Co., Ltd.**

Montreal, 508 Read Building
Toronto, 20 Wellington St. W.
Quebec, 553 St. Valier St.
Vancouver, 217 Crown Bldg.




**Evans & Co. Limited**
**247 St. Paul St. West Montreal**

When Writing to Advertisers Kindly Mention This Paper

# THE "GEM" of NIAGARA



*The Brand Name for Quality Notions.*

## CREATING A DEMAND

For the Gem of Niagara brand fasteners, hooks and eyes and safety pins by our persistent advertising in Good Housekeeping, McCall's, Woman's Home Companion, Delineator and other publications—reaching from 10,000,000 to 12,000,000 women readers—will mean money to you.




If your jobber does not yet carry this line, write for nearest source of supply.

**Francis Mfg. Co.**
**Niagara Falls, N. Y.**

Famous for Fine Notions for Over Quarter Century.






No Waste

All Value

# "Fountain Brand"

**The Non-Snarling Irish Linen Thread**

Manufactured by

ISLAND SPINNING CO.

Lisburn Ireland

The evident value of "Fountain Brand," its strong, dependable qualities, build confidence, sales and profits.

Colors—Black, White and Whitey Brown.

**Sole Agents for Canada:**

## Walter Williams & Co., Ltd.

**Montreal** 508 Read Building
**Toronto** 20 Wellington St. W.
**Quebec** 553 St. Valier St.
**Vancouver,** 217 Crown Building











## WM. E. WRIGHT SAYS:

"Our new Bias Lampshade Tape is making thousands of women happy. The lampshade craze is sweeping the country and the shade makers, both professional and amateur, want the right material for winding the frames. The narrow taffeta ribbon sold in the departments affords poor foundation for sewing, and strips of the material are hard to cut and hard to handle in the work.

"We foresaw this need and provided our Lampshade Tape in the following decorative colors: Old Rose, Alice Blue, Reseda Green, Yellow, Lavender, White and Black.

"This gives an easy and economical material for winding the frames and makes a very neat job. Every store should have it in stock, not only in the notion department, but also in the shade department or art needlework department."

**Send for Color Card of**

# WRIGHT'S BIAS FOLD TAPE

**showing our full line of fast colored percales. also Wright's E-Z-Trim. You will find this card to be a great convenience in making up your orders. It shows our 13 plain and 6 striped colors of Tape and 7 colors of E-Z-Trim.**

## WRIGHT'S BIAS LAMPSHADE TAPE

**Something new and useful for the Notion Department. Sample card showing 7 colors sent on request.**




WM. E. WRIGHT & SONS CO.,

*Manufacturers*

350-370 Scotland Road

Orange,

New Jersey




In U.S. Pat Off.

# The Art of Showcard Writing

**By JALEXO, Member of Advisory Board, Kwik Showcard School, Toronto**

*In this treatise on Showcard Writing, I propose to consider the art from every angle; to take into account favorable and unfavorable contingencies which may develop during practice, and to safeguard some who may be following the lessons, alike, against the loss of time caused by unnecessary discouragement and the waste of effort which is the consequence of misdirected energies.—"JALEXO."*

THE ABILITY to execute showcards is today recognized as a rare and desirable accomplishment. The ability is within the reach of any man or woman who is willing to follow instructions and devote the necessary hours of practice.

Let it be understood, here and now, that natural aptitude is not a necessary qualification in the person who would become a proficient showcard writer. Continued practice is the price of perfect attainment—one can do well only that which he is in the habit of doing. The full meaning of this will strike you the more forcibly in showcard writing as you begin to master the technique of the brush and color.

**The Importance of Good Brushes**

Showcard brushes of red sable are the unvarying choice of the particular showcard writer. Red sable hair possesses the resiliency and strength necessary to good work. The red sable will hold the color and spread to best advantage. These brushes are obtained in a wide variety of sizes. Sizes 8 and 10 will suffice for the beginner, and may be used in the execution of any alphabet during the course.

Infinite care should be taken of the brush. At the completion of your work, wash the brush in clean water and squeeze out the hair to a flat edge. Do not permit any brush to stand upon the hair end, as the weight of the brush will bend the hair and spoil its springiness. Be careful to lay the brush flat or with hair end up. In trimming the tip of a brush, at no time should it be necessary to take off more than a mere hairbreadth from the tip. This delicate operation is best performed by laying the tip of the hair over the edge of a piece of cardboard and filing with emery paper. To file off too much tip is to ruin the elasticity of the hair.

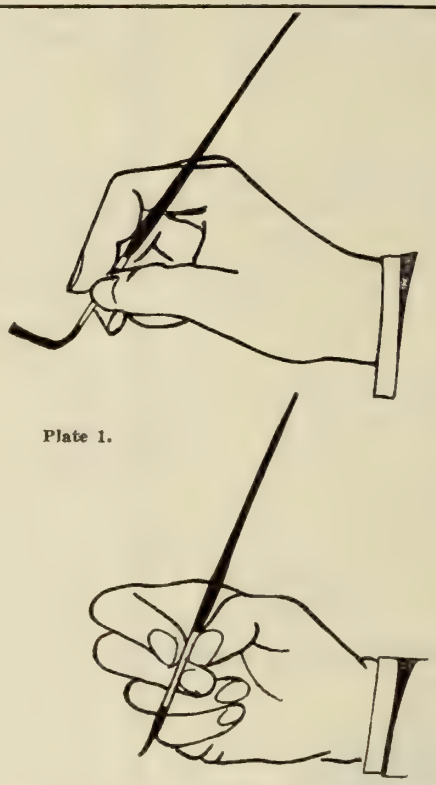


Plate 1.

**The Selection of Color.**

By "color" is meant the paint used in lettering. The most suitable color for showcard work should be of such consistency as will ensure an even, opaque effect and yet flow freely from the brush. The color should contain such properties as will permit it to dry quickly, and adhere to the showcard, without "rubbing up."

In the elementary stages of the work, it will perhaps be difficult to tell just when the color is right.

The "feel" of the color comes only after considerable dabbing and plying with the brush. This "playing" with the color is one of the most important steps in the lesson. Use color that can be thinned out with water, when necessary. A good black color is recommended for practice work. Medium flat black has the desired finish.



Plate 2.

**How To Prepare the Brush**

Take up the brush between the forefinger and thumb and brace it with the middle finger as illustrated in Plate 1. Hold the brush about an inch above the nickel ferrule so that when your hand rests on the card, the brush slants up at an

Plate 3.

angle of about 45 degrees. Dip the brush into cold water and squeeze out, thus leaving it moist for the reception of color. Dip into color and work the brush on a piece of cardboard about 3 x 6 inches. This will bring the hair to a flat edge, like the point of a chisel. This chisel edge is imperative before you lay the brush to paper. Everything depends upon a good edge on the hair of the brush. It might seem difficult to obtain this edge at the first attempt, but a little patience and practice will bring the desired result. Common wrapping paper or newspaper may be used for practice work.

**Speed of Practice Strokes.**

The student is cautioned against any attempt to "hurry through" with any given piece of work. Some idea of the correct speed may be gained from the fact that an upright stroke, six inches long (see plate 3) should be executed in one second from the moment the brush touches paper until completion of stroke. Minute observation among foremost cardwriters has resulted in this test stroke being brought into established usage. The beginner is urged to practise this speed stroke until it becomes a habit. When one feels that he has this stroke well in hand, then, and not until then, should any attempt be made upon the practice strokes in plate 2.

**The Practice Strokes**

Plate 2 illustrates the strokes which comprise the component parts of the Kwik Roman alphabet. Each stroke is made with one continuous sweep of the brush. Spurs, as shown on some strokes, are added separately after the stroke has been done. Care must be taken in applying the brush to paper when commencing a stroke, and also at the finish, to ensure fine points. Look to your color; see that it is of the right consistency. If too thick, the brush will bulge and refuse to take on the fine chisel edge. In this case, thin color with water. These strokes require deft handling. The brush must be in fine fettle for satisfactory results. No student can hope to master these strokes in a day—practice is necessary to perfect attainment. Do not become discouraged at first efforts—the writer knows exactly how the beginner starts out. The student's preliminary work will be anything but pleasing, even in his own estimation. The writer has known instances where pupils have thrown down their brushes in despair at the end of the first thirty minutes' practice, declaring that they were totally unable to approach the perfection of the lesson plate. The majority of those students, however, upon being rightly encouraged, have expressed amazement at their speedy progress.

**The Arm Movement.**

In making the strokes, keep a firm hold on the brush with fingers taut, so that the brush cannot whirl around. The whole arm should move during the making of a stroke. Keep your grip on the brush and do not move the fingers, except when doing curved strokes where a little bending of the fingers is necessary. The arm should move something like a pantograft—right from the shoulder.

**Kwik Roman Alphabet.**

In plate 4, is shown the Kwik Roman alphabet, lower case. "Lower case" means the small letters as distinguished from the capitals. The different stages in the construction of letters are indicated by arrows numbered 1, 2, 3 and so on. The arrows show the direction in which the brush must travel; the numbers show the order in which the various strokes are done. Where two curved strokes come in one letter as in "C," begin the second stroke at a point overlapping the top of first stroke, so that the two strokes will merge into each other without showing joint.

---

## REASONS WHY CUSTOMERS STOP BUYING

One hundred and seventy-nine customers gave the following reasons. An ounce of prevention may save a pound of business:

| | |
|---|---|
| Insolence of salesmen | 16 |
| Attempts at substitution | 24 |
| Errors | 18 |
| Tricky Methods of salesmen | 18 |
| Slow deliveries and poor service | 17 |
| Over-insistance of salesmen | 16 |
| Insolence of salesmen | 16 |
| Tactless business policies | 11 |
| Ignorance of salesmen | 6 |
| Refusal to accept returned goods | 4 |
| Poor quality of merchandise | 1 |
| Price too high | 1 |

---

Bartlett Macdonald & Gow of Windsor, recently reached the 60th milestone of their history and are known, therefore, as one of Ontario's oldest firms. The firm celebrated their anniversary with a sale.

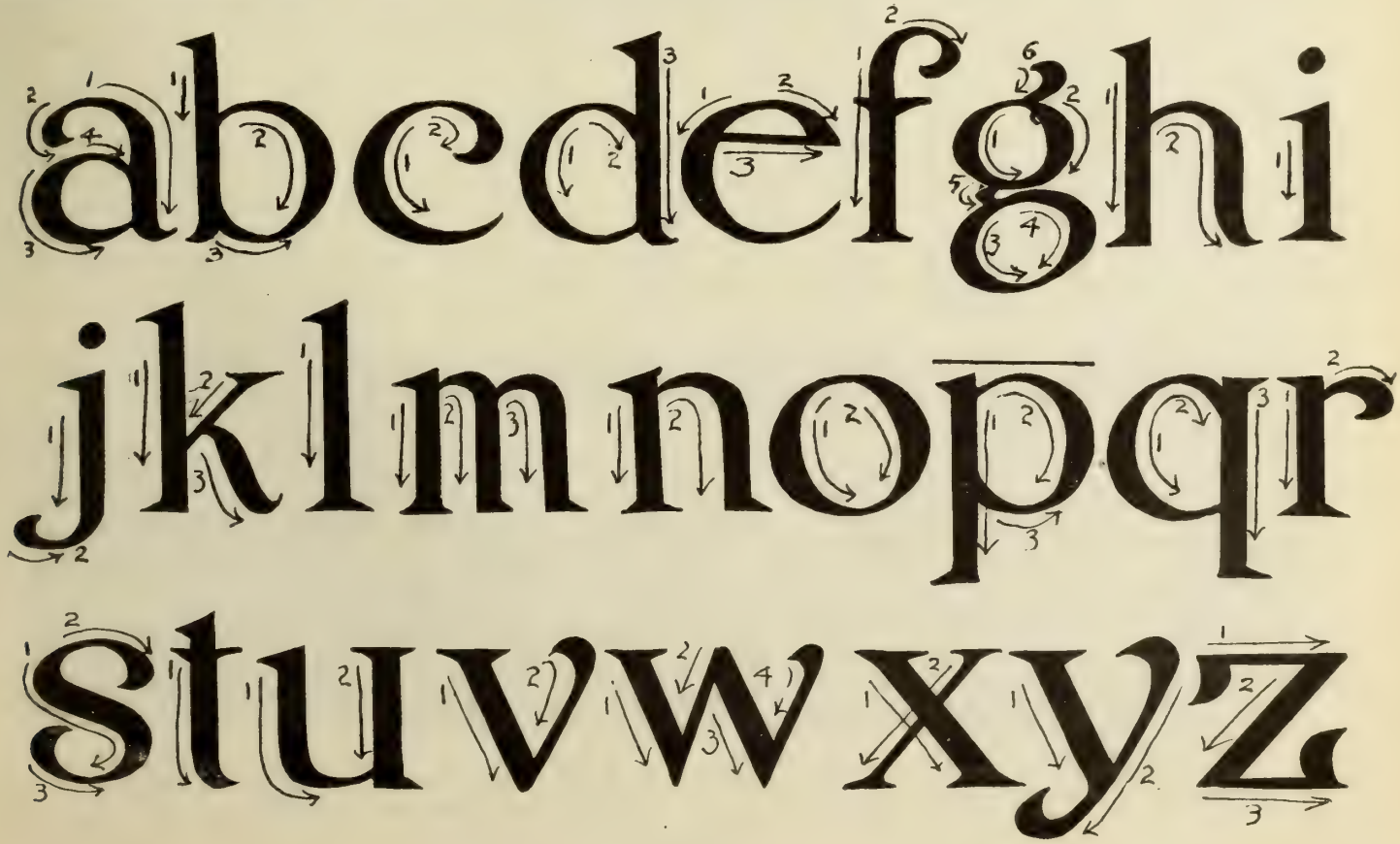



Plate 4.

# Finding Out What Customer Wants

## Store Uses Advertising Space to Find Out What Customers Want in Way of Rest Features—Improving Service Features an Important Item in Merchandising Program—Some of the Services of Gimbel Bros. of New York

SINCE the attracting power of merchandise has become more or less equalized among stores of the same class in most Canadian cities, it is not remarkable that a competition of service has inevitably developed. Retailers now seek to win and hold customers by offering them advantages in the form of certain comforts, conveniences and opportunities, free to all who enter the store, whether purchasers or not. In large stores, these service features, as they are called, are developed on a large scale, patrons receiving in many respects, as complete and courteous attention as is rendered by the finest hotels.

The reason why such service features are receiving greater attention this year than usual may be traced to the fact that necessity for business is forcing retailers to adopt unusual methods especially where there are two or three stores carrying practically the same grade of merchandise.

Women will favor the store which has the best rest room, or in other words, the store which offers the most conveniences. So many women are obliged to shop with their children, while others come from out of town and appreciate a place in which to tidy up after several hours strenuous shopping. Those who are skeptical of this statement have only to visit the rest room of any large store during the busy hours of the day, preferably before lunch time, when they will observe that the number of chairs provided for customers is woefully limited, that space is cramped and ill ventilated, and there is an extraordinary scarcity of pegs or hooks on which to hang a coat or hat. In few Canadian stores, furthermore, is there any attempt made to provide any extras in the way of service, such as desks, writing paper, pens, daily papers or magazines, flowers, telephone booth, as well as paper towels and soap in the lavatories. No provision is made for little children in most stores, and a parcel checking room is apparently unheard of.

### Customers Suggest Improvements

Some steps should be taken to remedy these defects which would not be tolerated in stores of the same size in the United States. One store visited recently by a staff member of Dry Goods Review has reorganized its service courtesies completely as a result of a unique publicity campaign. The store in question felt the time had come to inaugurate some improvements and decided to leave the matter to its customers, as to which features to add and what to eliminate. In its newspaper publicity the store invited expressions of opinion from the public relative to the type of conveniences desirable in a modern store, and the responses received proved both practical and decidedly illuminating.

From the hundreds of replies sent in, some of the suggestions were, of course, impractical and too costly to warrant a trial, but the majority showed that there was a crying need in the store for better service from the personal standpoint of the woman shopper. "If only you could put in just one couch," wrote in one woman, "it would be much appreciated." "I would suggest that there be something for children, in the way of stools to rest on, or toys to play with, or pictures, with which they can be amused while a mother is shopping, and I would recommend the addition of a city directory in the rest room," was another suggestion sent in. "Please put in several big mirrors in the lavatory, on the wall where the lighting is best," requested another customer. "Do away with fabric towels and use paper ones, and provide liquid soap in containers," suggested still another.

The most important fact elicited by this interesting expression of opinion was the emphasis placed upon sanitation and hygiene by the public. A prominent doctor also wrote in to recommend the installation of a special drinking water fountain with paper drinking cups to offset the tendency of women and children to drink from the ordinary taps.

### A Modern New York Store

The most ideal service of this character is that undertaken by the store of Gimbel Brothers in New York which may well form a model for any store to emulate. Adjoining the millinery department on the second floor, a very large amount of space is railed off as a lounge equipped with comfortable chairs, both large and small, the latter being for children. Tables and writing desks are liberally provided, together with plenty of stationery, daily papers, magazines and even books. At the back and sides of this lounge are to be found many different bureaus at which everything from theatre, railway and steamship tickets, to postage stamps, telegraph and telephone booths are available. A shoe shine may be had in one compartment, parcels checked in another. Just behind is the lavatory amply provided with long mirrors with shelves beneath for laying purchases on, and close at hand is the store hospital under the supervision of a trained nurse and two assistants as well as a dentist and doctor. The hospital has several beds and even a surgical table in addition to a very complete equipment, and is at the ser-



*A very attractive spring opening display window arrang ed by E. C. Stuart, for Nation and Shewan, Ltd., of Brandon, Man. The liberal use of flowers over the arch ed windows at the back of the picture not only adds to the beauty of the window, but emph asizes the merchandise that is shown.*

vice of the staff as well as customers all day long.

**Nursery Attracts Mothers**

Finally, there is the children's nursery—the only one in New York, it was said, a charming bright room supplied with two cots and a quantity of fascinating toys, pictures and books with which any youngster is free to play while its mother shops. Any child above three months old may be left there under care of the Superintendent and should a youngster lose its mother while in the store, it is brought to the nursery until the parent is located. This particular branch of service is the most used and the most appreciated of any in the Gimbel store, it was said, and the average number of children cared for is about 12 a day, with as many as 25 at holiday time. The nurse in charge of this nursery maintains a register with the names and addresses of the children left with her, which not only serves as a protection and identification but is a valuable mailing list as well. The age of the child is also kept and is often found necessary in order to prevent those who would wilfully rid themselves of young babies from doing so, the rule being strictly enforced as to age limits.

Gimbel's annual Christmas tree in the nursery is always joyfully anticipated by those youngsters who have experienced the pleasure of a happy morning's play at the store, and mothers are not inclined to impose on the good nature of the nurse by leaving the children all day, as might be feared.

It is manifest that with all these various forms of store service, a visitor to the store might spend an entire day with pleasure yet with little profit to the firm, but as advertising, as a means of attracting customers and keeping people in the store, these hospitable arrangements are a good investment, and do much to create that appreciative friendliness that is one of the most satisfying products of successful retailing.

# Conditions Better Than Reported

**Western Man Says Still Plenty of Money In West—People Are Conserving**

That conditions in the west are not as bad as they are too frequently reported in the east is the opinion of the head of a department store who called on Dry Goods Review within the last few days. The common report, he says, is that there is no money in the west or, at least, very little. This, he says, is much more the case of those sections of the three prairie provinces where drought has wrought a good deal of loss amongst the farmers. In the other parts of the provinces, however, conditions are not so bad as they are represented by any means. There is, undoubtedly, a disposition on the part of the people in the west to conserve their resources as much as they can, owing not only to crop conditions in the west but also because of the general depression all over the world. Perhaps, he says, they are even more conserving than similiarly-fixed people in the east, but he does not doubt that they still have plenty of money and will spend it when times are better than at present.

It is the opinion of this western business man that many of the retailers in his section of the country have still to take losses on their merchandise. Business, he says, is drifting to the larger stores because they took their losses at an early period in the depression and were accordingly able to get merchandise at lower prices and meet the consumer demand for lower prices. Many of the retailers in the smaller towns and cities, he believes, have held on to their former prices as long as they could, with the result that they have lost business which went to those who merchandised on the replacement value plan.

Mr. A. Lark, of Goodwin's Montreal, left Vancouver on the "Empress of Russia" on March 23rd, for a trip to the Orient.

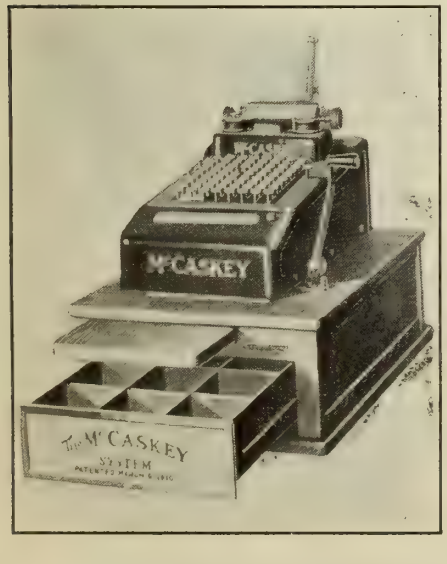
A new manufacturing company to be known as McBride & Co., have opened for business on the corner of Ontario and Erie Streets, Stratford, Ont. The firm will produce ladies' and children's ready-to-wear clothing.

A welcome innovation at the Nyman establishment, Brantford, Ont., is the French room, recently added. The room is harmoniously decorated, and everything conceivable has been done to enhance the charm and exclusiveness of the new addition.

**KENT-McCLAIN AGAIN**

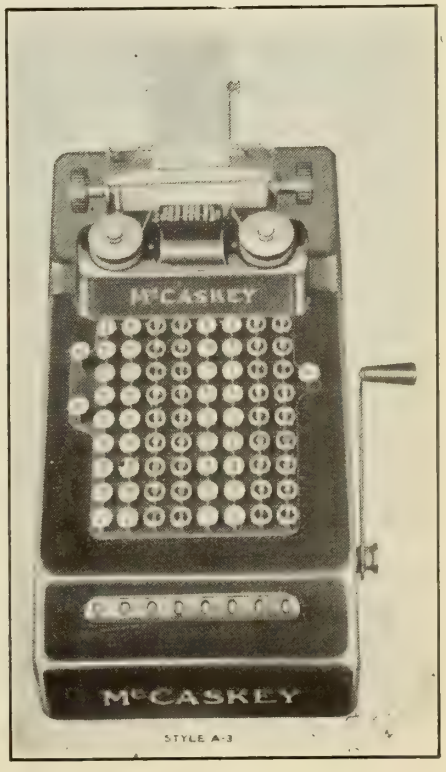
**J. F. MERCHANT & SON, Sydney, N. S.**

Messrs. J. F. Merchant & Son, of Sydney, N.S., have recently installed new display equipment consisting of silent salesmen and "INTER-PLACE-ABLE" Unit fixtures in rich ¼ cut Oak. These fixtures were designed and built by Kent-McClain, Limited. (Toronto Show Case Company).




*The illustration to the left is one of the new machines just perfected by McCaskey Systems, Ltd., of Galt, Ontario. It is a listing machine, only with split back carrying two sets of figures which total up to $99.99 and will record sales on one side as cash sales—other side as credit sales; or any two departments that are to be kept separately. By disregarding the split back feature this machine adds to $999,999.99 and is the machine for a straight listing or adding machine when departments or clerk records are not desired.*

*The machine to the right constitutes a cash register that gives equal service to any four or eight drawer cash register and has, in addition, the adding machine. By using the symbol keys each clerk making a cash or credit sale, registers his clerk number and the letter designating the department to which the sale applies—also deposits the cash in cash drawer—if credit sale the sales slip going into credit register. With the duplicate roll used in such transactions the original copy of roll may be torn off and placed in package or handed to the customer. The duplicate copy stays on the re-wind roll of the machine.*





This interior shows a general store in a small town, but which is equipped completely with the "New Way System" of units.

Every item of merchandise is stored and displayed behind glass in a scientific manner, that creates sales, induces good stock-keeping, and reduces expense.

The town is populated by a farming community with the addition of industrial mechanics and the success confutes the old worn out idea that such a community will not patronize a store that is elaborately fitted.

# "Does it Pay to Invest Money in Good Fixtures in a Small Town"

Just what is the advantage of modernizing a store in a small town.

This is a question of real interest to practically every dry goods or general store merchant in Canada. His business has been fairly healthy—his patronage steady —his profits dependable, if not large, but he feels and knows he is not advancing as he should.

The reasons are few but important — the competition of the mail order house — the desire to purchase in large centres—and, in many and most cases, the improper display of merchandise that decreases the apparent value of the lines carried.

The above store is the answer to the whole question, as it suffered in exactly the ways stated and, when the last reason was overcome, the mail order competition was eliminated and the community being proud of a city store patronized it to such an extent that business doubled and trebled.

This merchant called in the Service Department of Jones Bros. & Co., Limited, who planned the store according to the New Way System of Store Fixtures, placing everything in plain view behind glass and providing hundreds of show windows within the store to supplement the outside ones.

Every item of merchandise was taken care of in this fashion, the result being a wonderful display of goods equal to any large store in a large city; the sales people took such a pride in the new atmosphere that their sales checks showed increases beyond belief and the townspeople really felt it their duty to buy *at home.*

In addition to this result, proper stock-keeping was induced by the ease of handling goods, dead stock became an unknown quantity and the general morale of the business was raised in every way.

## *Let us do this for you*

Whether your store is large or small, whether in a village or town, we can modernize it by the New Way System to give the same results.

We can even help by rejuvenating one department, as the System of Units enables a single department to be changed and additions made at any time. In fact the foundation for this system can be laid at a cost cheaper than a planing mill or carpenter can do the work.

If interested, sign the coupon at the bottom of the page, send to us and our nearest representative will call and explain the system, plan your improvements and quote if desired, without any obligation of any kind on your part.

You will be taking a forward step in your business if you do.

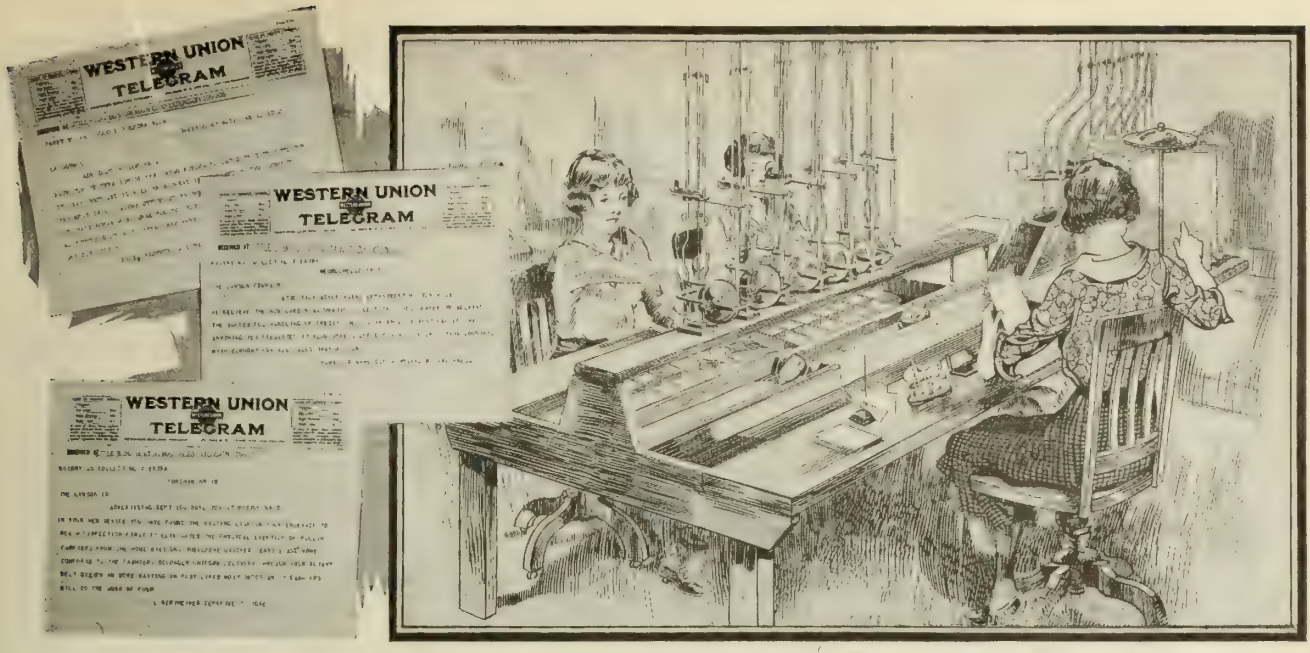
**JONES BROS. & CO., LIMITED, TORONTO, CAN.**

*I am interested in the New Way System and would like to have your nearest representative call. I understand I am not obligated in any way.* D.G.R.

*Name* . . . . . .

*Address* . . . . . .

*City* . . . . . .




## What merchants say about the new desk

**Howard R. Ware,** Pres., Howard R. Ware Corporation, New Rochelle, N. Y. "We believe the new Lamson Automatic Cable Desk comes nearer to solving the successful handling of credit checks in an efficient manner than anything yet presented. It also offers efficient and quick action combined with economy for all sales transactions."

* * * *

**J. L. Davis,** Davis Brothers, Buffalo, N. Y., "From our observation of the new Lamson automatic cable desk we consider it very good, and it will be a great improvement to the service rendered in our store."

* * * *

**L. Wertheimer** Dept. Store, New York. "In your new device you have found the missing link in your endeavor to reach perfection. **First** it eliminates the physical exertion of pulling carriers from the home stations, therefore quicker service and more comfort for the cashiers. **Secondly,** it gives uniform delivery through your rotary belt system; no more waiting on busy lines, and most important three cashiers will do the work of four."

# Why they bought this new desk

THE telegrams shown above tell the story of the new Lamson Automatic Cable Desk "from your own side of the fence." They were sent us by merchants who have recently bought this new system.

Read what they say in the column at the left of the page. What more can we add to what these merchants tell you?

Simply that you too can secure the same greater economy and better service. The new desk fits right into an existing cable system—you can modernize the central desk without in the least affecting the clerk stations, or the lines running through the store.

Our automatic cable and tube desks have given an entirely new meaning to centralized service. It will pay you to get the whole story as applied to your store from our local representative.

## THE LAMSON COMPANY

**Toronto**
139 Simcoe St.

**Vancouver B.C.**
603 Hastings St.

**Lamson** Speed Protection **IMPROVED** Flexibility Economy **Service**


The Modern
Beast of Burden
Ford
One Ton Truck
Ford Motor Company of Canada, Limited, Ford, Ontario



# *See The New Dale Display Forms*

The very newest and most up to date Display Forms on the market.

Made only by

## Dale Wax Figure Co., Ltd.

**Canada's Leading Manufacturers of Display Forms and Fixtures of all Kinds**

86 York Street - Toronto

**MADE IN CANADA**

*Agents :*



**No. 19/A**
Coat and Dress Model

MONTREAL
P. R. Munro
259 Bleury St.
After May 1--New Birks Bldg.

WINNIPEG
O'Brien, Allen & Co.
Phoenix Block

VANCOUVER
E. R. Bollert & Son
501 Mercantile Bldg.

**No. 19/B**
Dress Model

# The McCaskey

**A combination** which, while giving complete Adding Machine Service, constitutes

## A CASH REGISTER

Equal to any four or eight drawer Cash Register.

## ADDING MACHINE

By use of duplicate tape on adding machine, a cash receipt can be given to customer, the duplicate remaining on rewind pin as record.

*PRICE—*

| | |
|---|---|
| ADD. MACHINE | $175.00 |
| CASH DRAWER | 60.00 |
| COMPLETE | 235.00 |




## ADDING MACHINE
## CASH DRAWER
## CASH REGISTER

Choice of three keyboard arrangements.

One or two rows of 9 symbol keys will give complete Department and Clerk control.

## CASH DRAWER

A Cash System for all lines of business—without equal in price and service.

**Sold on liberal monthly payment terms.**

**A Two Years' Guarantee with each Machine.**

**Another addition to the already famous "McCaskey" line of specialties in Account Systems.**

## McCaskey Systems Limited

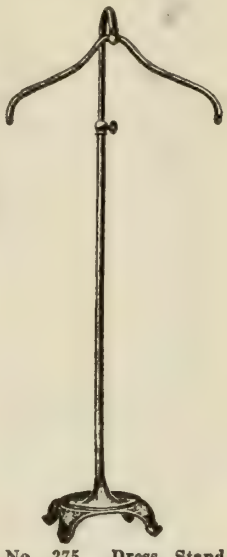
**Galt, Ontario**

**Account & Cash Systems**
**Adding Machines, Sales**
**Pads, Counter Check Books**

# Do Justice to Your Store

*Make Your Window Displays Distinctive by Using—*

## Delfosse Forms and Fixtures



No. 275. Dress Stand.
Adjustable 24 to 40,
Oxidized, Nickel, Brass,
Statuary Bronze Finishes
$40.00 Doz. and up.

Every figure sold by us is substantially built and finished by skilled workmen.



No. 84
Tee Stand
Adjustable
10 to 20 and 15 to 25
any Finishes $18.00.

Write for our catalogue illustrating the latest designs in Forms and Fixtures.



No. 3044.
Latest Shirt Waist.
Mounted on Louis XVI Base.
Finished Old Ivory.
Mahogany & Walnut
From $9.50 to $16.50.

*Photographs of our Canadian and Parisian Full Bust Wax Mannequins Sent upon Request*

## DELFOSSE & COMPANY, Limited

247-249 Craig St. West, Montreal



# KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."



SOLD BY ALL LEADING WINDOWSHADE JOBBERS

Made by

## JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

GET THE IDEA MADE IN CANADA

Torfeaco MADE IN CANADA Brand GUARANTEED Comforter.

GET THE IDEA MADE IN CANADA

**Your customers** demand them "made in Canada"—give them what they want, and what they should have.

Our comforters are made entirely in our own plant by skillful workmen. They are well finished and in popular styles.

We guarantee them absolutely pure and sanitary, only the purest of fillings, thoroughly steamed and sterilized, are used.

**What About Summer Sale Goods**

**Light weight Comforters, Pillows, Boat and Verandah Cushions, Fancy Chesterfield Cushions.**

THE TORONTO FEATHER & DOWN CO. LIMITED.

**2154-56-58 Dundas St. W.** **TORONTO**

**Manufacturers**

Mention Dry Goods Review when you write, please.



# DRAPERIES

Our stock is composed of a wide range of fascinating designs and fabrics, bought for a discriminating trade. We can handle all your sorting wants during the coming season, and guarantee true satisfaction to your customers.

**We now carry seventeen shades in stock of Henderson's 50 in. Velour.**

## MUSLINS

We are headquarters for exclusive muslins and Madras. See our 42 in. Ecru and Arab flat edge Madras, as illustrated in editorial section.

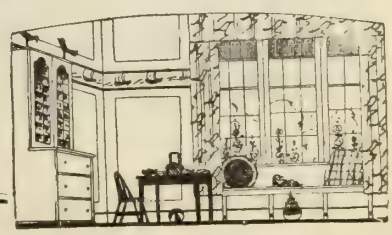
**Be sure to visit our showrooms. In stock, John King & Sons Hollands.**

**Lace Curtains**
**Bungalow Nets**
**Repps**
**Casement Cloth**
**Shadow Cloths**
**Tapestries**
**Spot Muslins**
**Spot Grenadine**
**Spot Marquisettes**
**Ruffled Marquisettes**
**Scrims**

*AGENTS FOR*

WM. STRANG & SON, Glasgow, Scotland
HOOD, MORTON & CO., Newmilns, Scotland
STIRLING-AULD & CO., Darvel, Scotland

**J. B. HENDERSON & COMPANY**
**LIMITED**
**80 Bay Street, TORONTO**



# Curtains and Draperies for the Bride

## Frilled Edge is Good for Spring—Canadian Makers Running Against Difficulties—Artificial and Real Silk Material in Attractive Colors—Suggestions for Draping the Bride's Window

MANUFACTURERS and importers of wash curtains say that the frilled edge cannot be stressed too strongly this spring. It is a particularly good type for the retail house to feature which specializes in bridal furniture. It is, moreover, so much more reasonable in price than the curtains which have been most prominent the last year or two that young people contemplating the furnishing of flats and apartments should be greatly pleased. Any of the washable cotton muslins make up very effectively with bordered edges. Dotted materials, some with the small pin dot and others with the large ones, are seen most of all. Marquisette, voile, grenadine and madras are all very good. One or two manufacturers are featuring the made-up curtains and nearly all the homefurnishing and wholesale houses are selling them by the yard.

### Canadian Curtain Makers Have Their Troubles

With the field so sparsely covered in this country, one would think that manufacturers of wash curtains would have splendid opportunities for promoting their business. There are difficulties in their way, however, which many of the retail trade do not know of. To begin with, it is practically impossible to obtain any number of experienced operators for an ordinary factory. Girls who are accustomed to make gowns, suits and cloaks are by no means able to turn out curtains. The big feat in this is to get them to hang straight and simple and all as it seems, the slightest pucker prevents this.

Speed is another question. One wash curtain manufacturer in Toronto says that an ordinary operator in New York turns out eighty pair of hemstitched ones in a day while here, he can rarely get this number much above forty. The shorter hours are of course responsible for this to a great extent. American factories work from eight until six during the busy months and Saturday afternoons also. The fact that experienced operators are so scarce must also have its effect on the workers here, because even though positions are hard to obtain in many operating lines, there is always a place for curtain makers. In American centres it is quite difficult. Vacancies can be filled at a moment's notice and the speed and the quality are always kept up as a result.

### Silk Sunfast Material Being Shown

A recent importation from England carried a line of material which has greatly pleased the wholesale trade in Toronto. It is a combination of artificial silk and real silk and there is an excellent range of new colors. A lustrous mulberry, a real Dutch blue and an appleblossom rose are three of the best. It is fifty inches wide and is of about the same weight as casement cloth. The dyes are guaranteed sunfast and the price is remarkably low.

### Draping the Bride's Windows

It is surprising how helpless some girls are in the matter of furnishing their prospective homes. Even those who give a great deal of attention to their own personal attire and to dressmaking, sometimes know nothing about the best methods of making their houses attractive. At this time of the year it is always a wise plan for the merchant to study the newest drapes in different materials and prices and place them in the store for the consumer to study from now until the summer months arrive. These drapes could for the first week be placed in the window and attention drawn to the fact that they may be seen in their proper departments at any time.

Salesmen should know where each type of drape should be used and, which is just as important, the type of room each would be out of place in. A room which faces the north and therefore requires all the sun and light possible,

(Continued on page 109)



*FLAT-EDGE MADRAS*

*The flat edge has been on the market for some time but the trade is only beginning to show it to any extent. This sample of madras is 42 inches wide. The wide flat edge is double woven which gives the fabric enough weight to enable it to hang gracefully. The material comes in three grades and in 25 designs. Shown by J. B. Henderson and Company, Toronto.*

# Favour Hand Embroidered Linens

## Montreal Houses Report Active Demand for Bride's Furnishings—Irish and Madeira Work Shows Activity—Improvement in Belfast Conditions—Hemstitched Sheets Preferred to Staple Varieties—Fad for Boudoir Pillows

GREAT activity is reported this month in cottons and linens in preparation for the wedding season in the not distant future, according to statements from the Montreal wholesale trade. No change in price has occurred in household cottons since last October, consequently orders are being placed with greater frequency than for some time. The demand for better grade goods, in particular, is said to be very satisfactory and although there is not any too much of this on hand in wholesale warehouses, owing to the shortage in long staple cotton of late, yet the demand still keeps up.

In sheetings, the demand is chiefly concentrated upon hemstitched goods this year and to meet this demand the makers are putting out their wares in more attractive packing than for some time. Pillow cases and sheets are now boxed in attractive containers which make for better display of the goods besides being more sanitary. There is also an increased demand this spring for longcloth or Madapolam in 24 yard pieces which are in turn, sold in the piece by the retailer for household use.

### Irish Linen Market Shows Strength

In the linen departments an equally great activity is apparent, due to the gradual drop in price in the majority of lines. Wholesalers still regard the future as uncertain owing to the continued shortage of flax. According to recent advices from Belfast, the Irish linen market has shown a decidedly steady improvement during the past month and the demand for damasks is said to be quite exceptional. Colored linen and white goods for quick delivery are leading in demand from Canada and owing to this increase in demand for dress linens the price has stiffeneed somewhat lately. If only there were greater available supplies of flax at lower prices, it it thought that the linen industry would be well out of its recent depression.

With regard to the French linen industry the reports are not so encouraging. According to one authority the linen industry in France is passing through a crisis, for although the demand from the buying public is very low, such as it is, it cannot be supplied, and to day there is not one yard of linen sheeting to be had on the market for immediate delivery. In the finer linens and batistes, etc., the situation is a little different, owing to supply and demand being more normal. Fifty per cent of the factories destroyed in the war zone are now reconstructed and are working actively.

### New Designs in Irish Linens

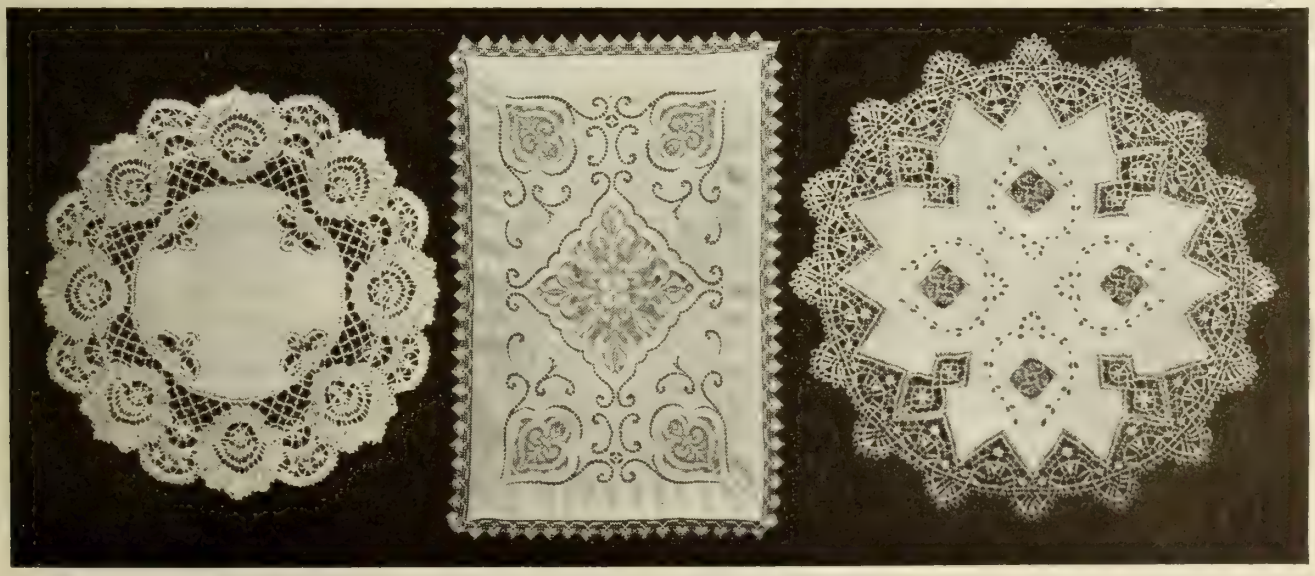
Irish embroidered goods are now in better demand than for many seasons, said a Montreal importer to Dry Goods Review, especially such lines as lunch sets, pillow cases, runners and toilets and carriage covers. Sheets are also wanted in hemstitched and embroidered hem effects but there is little call for bed spreads of this description. The fad for carrying the embroidery across the hemstitching in wreath effect is especially pretty and is much admired by this season's brides. Shamrock and true lover's knot motifs are the favorites in point of design, while a new "tree" pattern is proving of interest to buyers perhaps because of its originality and novelty. The proportion of demand for hemstitched and scalloped edges in Irish linens is said to be in the ratio of seven in favor of hemstitching to three in favor of scallops. Likewise it is said that fringe as a trimming for linens has quite gone out and napkins, towels, etc., are now preferred hemstitched.

The variety of designs offered in embroidery scarves is notable this season and is worth close study on the part of linen buyers, many of whom will be surprised at the wide range now being shown by importers. The embroidery is done on either three or four sides of the scarves as well as in simple corner motifs. No fewer than twenty-three sizes are offered in the new range.

### Madeira Work Grows More Elaborate

Madeira work is now counted among the staple linens, it was said, at another Montreal importer's this month, and judging from the size of orders received to date, Madeira work is no longer considered a luxury. It is now offered in every variety of household necessity including sheets, pillow cases, towels, lunch sets, scarves, etc. The trend is decidedly for more and more

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*THE BRIDE'S HOPE CHEST*

*The chest must have its quota of hand-made linens and every bride will treasure such centre pieces as these of cluny and filet laces with Madeira work, or a boudoir pillow, showing the ever fashionable open work embroidery. Shown by the Hand Made Lace Company of Montreal.*

# Beautiful Designs in Lace and Net Curtains; Retailers Should Study Window and its Treatment

## Improved Machinery Revives Some of the Old Patterns and Designs in Nottingham—Naturalistic Designs Are Strongly in Favor at Present Time—Natural Motifs for Appropriate Use With Plain Drapes

THE demand for curtains is expected to be large this season, according to a leading Montreal importer who has made a close study of conditions in this field. He inclines to the belief that there will be a marked change in the trend of demand this Spring in the way of curtain materials, whether made up or in yardage goods, and he is of the opinion that high grade goods are likely to receive better attention than for many years past. One difficulty experienced by the majority or retailers, in his opinion, is the shortage of experienced salesmen versed in the pros and cons of drapery goods, and he maintains that any retailer can dominate the drapery styles of his locality and control the fashions in window coverings if he will but give the study of windows and their treatment his whole attention and interest.

### Simplicity the Key Note in Curtains

According to this authority, the up-to-date retailer should heed the prediction made some months back to the effect that novelty curtains of the staple sorts are not quite as smart as are the new lace and net curtains which have been off the market for years and are now returning in far finer and more beautiful designs. The range of Nottinghams, for example, is well worth careful study by those buyers who cater to the better class trade, and to whom window draperies reflecting period or other conventional effects present certain difficulties. Over in Europe, where the curtain industry is inspired by the rare and exquisite patterns of old lace, there has lately been a revival of the old time vogue for filet crotchet lace, characterized by a square heavy mesh, and very recently, certain Nottingham manufacturers have succeeded in reproducing some of these fine designs by means of improved machinery, so that although only imitations of the originals, yet they lose nothing in effect by not being hand made. Panel styles are especially successful in this connection. Filet effects in combination with shadow lace panels are another novelty in lace curtains from the same source. The mesh in this case is known as the "Touraine" and this design can be had in two widths, either fifty-three or sixty inches as desired.

Of course the filet mesh may be obtained in all the various grades from twelve to twenty point, among the latter qualities are shown several dainty net curtains of a new type, which may be utilized appropriately in any room of the bride's home. These are usually finished with a trim narrow border of self net, stitched down flat without the insertion of lace, but by no means of a new process this plain hem is elaborated by little conventional figures exactly reproducing the sampler pictures of our grandmother's time, such as trees, birds, rabbits, etc., which are the sole ornament of the curtain except for a corner motif of a conventional nature also.

### Fad for "Naturalistic" Designs

As this importer pointed out, the demand in curtain designs is decidedly for those which contain what is know as "human interest" or naturalistic effects, and by this the average purchaser of curtain materials shows a marked preference for patterns which embody such ideas as animals, flowers, cupids, birds, etc., as opposed to merely conventionalized designs such as the Greek key pattern, scrolls, plain medallions, wreaths, etc. If there is any choice offered to a customer in regard to the design in a curtain or drapery she will invariably select the one which shows some form of nature. In buying curtains and nets this Spring therefore, buyers will be well advised to bear this particular idiosyncrasy in mind. Of course, these patterns are not found so often among the range of cheap curtains, which are designed after the conventional plan, but it is thought that the demand for natural effects will gradually have a good effect in inducing the makers to introduce the latter into their cheaper grade goods as well.

### Figured Nets Require Plain Drapes

Some of the finer filet nets show a pretty fleck effect at intervals in the mesh in addition to their border design. One such curtain reproduced the drooping willows and the Chinese houses familiar to us in the Willow Pattern China designs, and would be especially attractive in dining rooms or Summer cottages. The latter dwellings will be improved in appearance this season by the use of the new yardage filet nets in close all over patterns incorporating natural motifs, such as are appropriate to use with plain drapes. It should be always impressed on customers in this connection that no curtain material with an all-over pattern can be appropriately used with drapes which also show a pattern. The figured fabric requires a plain one to set it off, and vice versa. As one authority puts it, "naturalistic effects are enhanced by direct contrast with abstract, in home decoration especially."

Some of the newer nets are scarcely recognizable as such, as they more closely resemble the most elaborate hand embroidery, embodying cutwork and drawn thread work. These materials are suitable for curtains primarily but are to be largely featured as bedspread and bolster cover fabrics, as well as for the usual bedroom hangings. The vogue for creating bed coverings out of the coarser mesh nets is predominant in the United States and in France and many of these nets are being dyed to match the prevailing color scheme of the rooms. The usual elaboration is an appliquéd wreath of flowers made out of satin ribbon in a pretty contrast. Tile blue net, with a garland of rose satin ribbon set on in the centre of the spread, and at either end of the bolster cover, would make a charming addition to any home as well as an attractive display in the drapery department this month.

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# Says Prices Remain Firm

### Conditions in Old Land Still Unsettled—Deliveries For Fall Very Late

That conditions in the old land are still in a very unsettled condition is the opinion of John Sayre, Jr. of the Canadian Carpet and Comforter Manufacturing Co., Ltd. of Toronto. Mr. Sayre has just returned from a business trip to England, having gone to the mills there to buy materials for Fall business. A great many of the grey mills at Lancashire, he says, are closed down altogether on account of the general depression in business on the other side of the water. This is making it harder for the other mills to carry on normally. They are getting fairly good business but are unable to make deliveries of Fall merchandise inside of four months, the earliest date being given is August. Hitherto, they have been able to get deliveries inside of two months. This, of course, will make it more difficult for the Canadian manufacturer to operate because his manufacturing season is cut that much shorter.

Mr. Sayre says there is still a good deal of distress merchandise in their lines to be had in the English market, particularly in the warehouses. First-class merchandise, however, is hard to get; the distress merchandise is more in the "seconds" class.

Despite these conditions, Mr. Sayre says the price tendency is decidedly toward a firming up. Even since his return from England, there have been some advances in cottons. He looks for a very steady market in cottons.

# Sanitary Process of Filling Comforters Pillows And Mattresses Becomes a Valuable Selling Point

## Manufacturers Have Petitioned Ontario Government to Enact Pure-Bedding Law—Pillow Fillings Commonly Used—Comforter Fillings Used—Shortage of Genuine Eiderdown—The Processes Explained

CANADIAN manufacturers of bedding have made many improvements in their methods during the last ten years due to their own interest in the work rather than to any pressure on the part of the government. In the United States, the Pure Bedding Laws have compelled manufacturers to make their pillows, cushions, comforters and mattresses under sanitary conditions but so far, neither the federal nor the provincial governments have taken it up in this country. Most of our manufacturers like to know that they can meet public sentiment fairly and squarely on the matter of sanitation and they say that every year there is an increasing number of retailers, who, backed by the buying public, demand to know how the fillings they buy have been treated.

*This article was written by a representative from Dry Goods Review who was permitted to visit the factory and watch the operations of the Canadian Carpet and Comforter Manufacturing Company, Toronto.*

### Several Pillow Fillings in Common Use

The all-cotton filling is used on the cheaper grades of pillows. This cotton may be of two grades: it may be of all pure white cotton or it may have a certain proportion of new colored cotton clip in it, in which case it is a mixture of white and a darker shade. Cotton-filled pillows are very good and lack only one quality; they have not what the makers call "life," that is they do not come back to their original shape immediately after pressure is removed. As to comfort are quite as soft as chicken-filled pillows.

The second grade of pillow is a mixture of chicken feathers and cotton. The next is of all chicken feathers. The chicken feathers used come partly from Canada but the largest quantity comes from the Western States, as the supply in this country is very limited. Some manufacturers sell a chicken feather pillow in which the feathers are not chopped but the result is a heavy coarse filling and cannot be favorably compared with a pillow in which all feathers have been well broken.

The pillow filled with duck feathers is superior to the chicken-filled one and is the next grade used. The duck feather has more down than the chicken and has on that account more life and is much softer. The goose-filled pillow is the best feather pillow of all because it has more down and resiliency than either of the others.

Down is, of course, best of all and usually the down used is from the goose feather. A goose feather has about twenty-five per cent. down in it. The down is separated from the quill by air blowing. The Chinese duck has a fair proportion of down in its feathers and is therefore used by some manufacturers. Nearly all the feathers obtained for down pillows are imported because of the great quantites required. As the Chinese are probably the greatest fowl-eaters in the world, they have no trouble in supplying most of the world's feather stock.

Kapok is the last of the fillers in everyday use. Kapok is a vegetable fibre grown largely in Java. It is gathered and shipped under the direction of the Dutch government and used for mattresses as well as pillows. One of the principal advantages of kapok is that it is non-absorbent and is therefore valuable for filling boat-cushions and life-belts. It is soft with a silky feel and has a decided orange cast.

### Comforter Fillers

Raw cotton and new cotton clips are largely used for comforters. These clips are combed by picking machines, which have thousands of teeth, into a soft mass which can hardly be distinguished from the raw cotton except for occasional threads. All of this material received from other industries must be absolutely clean and new.

In the United States, wool fills are seen oftener than down in the better grade of comforters. Canadians like down comforters. A small percentage of wool comforters are made by our manufacturers, but the demand is increasing. Wool is a lighter filling and possesses greater heat-containing qualities than cotton.

Down is the material which sells best in this country for good comforters. The down is blown into the comforter which has been made up on hand sewing machines.

Making a cotton-filled comforter is a very interesting thing to watch. The cotton is placed in loose bulk form in huge tanks and then passed on to be rolled into layers by a garnetting machine. This gathers it together and rolls it into the form of a lap. All comforter manufacturers do not make their own laps but only those who do can make the best filling, for the less handling the roll receives the more uniform is the felt and a very unsatisfactory comforter is manufactured when holes appear in the filling. The lap is then unrolled between two layers of cloth and placed in the quilting machine. The comforter is placd over and under the cotton lap and the machine stitches it in the required pattern. It takes from four to five minutes to stitch a comforter. The correct length is then cut off and the four edges are then closed on a sewing machine. The comforter is then carefully examined for loose and long threads, and any other imperfections.

### Genuine Eiderdown Very Scarce

Many people and even some retailers speak of eiderdown comforters quite as though these were the kind bought every day. Eiderdown is obtained from the eiderdown duck which frequents the shores of Newfoundland and Hudson Bay. During the war this down cost as much as seventy-five cents an ounce so it is quite evident that it is not in everyday use. It is of very fine, fluffy texture and has an extraordinary amount of that quality which bedding people speak of as "life."

### Mattress Fillers

There are only two materials largely used as mattress fillers. These are cotton and kapok, although there is a small demand for fibre and curled hair.

Cotton is used in two ways. It is blown in in bulk by blowing machines much as down is blown into comforters or it is made into lap and placed in layers. It is then called cotton layer felt, and has more resiliency. The latter method is a little better for the mattress keeps its shape longer. Moreover a higher grade of cotton is required for the layer cotton than for the blown.

Leather tufts for tieing the mattress covering over the filling are not as common as they were some time ago. The cotton tuft, a piece of cotton securely attached to the mattress, has taken place. It gives more comfort when the mattress is used and wears much longer than the leather.

Dark materials are in demand for cases much more than light ones. In fact there are very few mattresses being made with the white materials relieved by light blue strips which were so common ten years ago. Blue with a darker blue stripe in fancy pattern is commonly used.

# Let the Customer be the Salesman

## Manager of Ottawa Housefurnishings Department Says That is the Secret of Successful Salesmanship—Getting Spring Business Depends Upon Varied Display—Making Use of Waste Space—Department Should at All Times Have Lavish Display

"THE WHOLE secret of selling house-furnishings successfully is to get the customer unconsciously to sell herself the goods." This maxim was uttered by J. Herbert Summers, manager of the house-furnishings department in the Murphy-Gamble store in Ottawa in the course of an interview with a staff member of Dry Goods Review. Mr. Summers has built up a reputation for himself as an expert in managing and salesmanship in connection with this department which he took over last fall and has carefully studied the various phases incidental to handling this section.

The big feature of Mr. Summers' department is its lavish display of goods of all sorts. He believes in showing what is for sale and showing it as artistically as possible. Far from favoring great piles of goods heaped up, with no regard to appearance or effectiveness, the policy followed in this section is quite the opposite. The merchandise is shown in greater quantities than in most departments, it is true, but every bolt of cretonne and every curtain that is displayed upon a stand, is thus arranged, because in no other way could its best points be brought out. By the same token, no goods are sold by means of small samples shown to the customer in a book as is often done. According to Mr. Summers, this policy has little to recommend it for the reason that no material can be fairly judged by a half-yard sample. A woman never feels quite satisfied when she has purchased goods from a sample, but show her the entire piece and handle it in such a way that it will fall into natural folds or reproduce the effect wanted, and a sale can be effected in much less time than it takes to show several dozen samples which in many cases do not reproduce the entire pattern. "This means hard work of course," remarked Mr. Summers, "but a salesman has no business being in a house-furnishings department unless he is willing to do his part in the right way. It takes more brain and ability to sell from the goods, and nowadays when ranges and designs are so much better than they have been, we must have real sellers, not mere order takers behind our counters—men who are ready to lift rugs, unroll cretonnes or unfold curtains as the customer desires, and not as their own convenience suggests."

### Alters Present Displays

"How are you going after spring business?" was the query put to Mr. Summers.

"I am going to show plenty of entirely new draperies and rugs and other lines first of all," he replied, "and at the same time I am going to rearrange the lay-out of the section so as to make it seem quite new and different. Customers get tired of seeing merchandise displayed in the same way month after month and are apt to think that such a department is old-fashioned in its methods as well as its wares. We now have two side aisles running from the entrance at the back up to the wide staircase which leads up to the main floor of the store. This plan I hope to change shortly in order to create one wide centre aisle instead, on either side of which will be arranged display tables for the purpose of showing more goods than can be displayed on shelves at the present. The shelving will be done away with entirely, the goods being directly accessible to the customer on the tables. Thus service will be easier for the staff and more satisfactory to the shopper."

At the present time a very effective arrangement is featured in this section by which the space between the two side aisles is utilized by two square open spaces, artistically fitted up as sitting rooms, in which customers are invited to sit down in order to do their shopping more conveniently. Comfortable wicker chairs with cretonne cushions, floor lamps shaded in soft rose and a background of drapery in a harmonizing color are the equipment with which these miniature rooms are supplied. Mr. Summers inclines to the theory that no customer should ever be asked to stand or walk around the department if she can possibly be seated comfortably.

Lighting is another point upon which this authority is emphatic. "Do not economize on the lighting in the house-furnishing department," he says. "It is imperative that no shades be cast over the goods and it is best to have all the daylight possible. The colored goods should be displayed where the lighting is best in any case."

### Encourage Medium Class Trade

No matter how high-class the store is, it cannot subsist upon its exclusive customers alone, and where house-furnishings are concerned this is particularly true. Cash sales and the elimination of "approvals" are two things encouraged by the management of this department, and even telephone queries are not encouraged for the reason that information given to a customer in this way is obviously unfair and unwise since comparisons can be only fairly made by a personal visit.

In serving customers in the Murphy-Gamble house-furnishings department the subject of price is not introduced at once. Salesclerks are instructed not to begin asking "about how much do you want to pay?" but rather to put a few tactful questions to the customer as to the purpose she has in view in buying new goods; what she used before; the exposure of the room which is to be redecorated and the color of the walls, etc. If no satisfaction can be elicited in this way, the salesman should suggest a personal visit to the home where he could advise the exact thing required together with an estimate of its approximate cost. This idea is invariably popular with customers who are usually thankful for such assistance but who hesitate to ask lest it mean considerable added expense. This service should be included in the sale gratis unless it calls for unusual expenditure of time and trouble.

### How to get the Best Results

An authority on display in retail selling has written the following which ably sums up the theories of Mr. Summers with regard to handling house-furnishings with success. "An efficient plan in the department is a valuable selling aid; to obtain the best possible results, merchandise must be displayed, arranged and co-related in the manner that the study of the situation points out to be the most advantageous A proper logical display of open merchandise together with a carefully related grouping of lines contributes more to rapid turnover and consequent volume than any other single thing. Use fixtures which place the merchandise within easy reach and view of the customer and which afford a complete view of the store because they do not obstruct the vision. The really efficient department will be characterized by a scientific display of goods; convenience of the customer; correct location of the different lines carried; proper co-relation of the merchandise; simple type of fixtures; minimum inventory consistent with complete lines; maximum efficiency of sales space; a minimum number of sales persons and ease of floor supervision."

### Good Opportunities in Spring

Mr. Summers believes that the spring season of 1922 is going to witness a considerable revival in house renovation. He is going to be prepared with innumerable ideas to suggest to customers in the way of color harmonies, new effects for window curtain, cushions and upholstery.

## FAVOR HAND EMBROIDERY

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elaboration of handwork and there is a strong preference for the use of cut-work and filet lace upon pillow cases, sheets and towels, a decorative note which has become really popular with the high class trade. Sheets are to be had in sizes 72 x 100 and 90 x 108 and are sold singly, of course, as they are more costly than ordinary kinds, which come in pairs.

Doylies are just as much in demand as ever and are offered in staple sizes of 6, 8, 12 and 28 inches, as well as several other special sizes. Lunch sets made up of 13 pieces of these various sizes are being retailed in Montreal at around $13.50 per set. Cluny lace sets are priced at half the cost of Madeira and are regarded as a practical staple and medium priced line at present.

Boudoir pillows are a fad of the moment, especially much elaborated with cut work and filet motifs. Similar designs are shown for baby pillows with detachable button flap for laundering, in less elaborate designs.

### Lunch Sets of Natural Crash

The most fashionable item in the finer linens is however, the natural crash linen lunch set, heavily embroidered in cut work but with hemstitching in preference to lace. This type of set is composed of a square centre and oblong mats, instead of circular, together with napkins to match, and these are the accepted style of the moment in the most exclusive homes. The demand for this line has completely cleared out stocks in the hands of Montreal wholesalers, but fresh supplies are on order. The same sets are also shown with a touch of color introduced in the hemstitched edge.

### Guest Towels For the Hope Chest

In the most elaborate household linens, such as banquet cloths or table linens, Pointe de Borano continues to be preferred. Filet lace sets are not as strong in demand, but are a profitable line to handle for medium class trade. Small size towels in fine linen, elaborated with cut work and inlaid with filet motifs are among the most popular bridal gifts of the present season and may be matched up in larger sizes if desired.

Prices on English linens are now on the same basis as those at the end of 1917 but as prices in all cases are guaranteed to customers, the event of any further decline is not regarded as of marked importance to the trade. In any case deliveries on all goods are now regular.

## CURTAINS AND DRAPERIES

(Continued from Page 104)

should not have the windows completely covered nor is it wise to have over-curtains coming as low as the sill. The wash curtains could be placed very effectively at each side leaving two or three inches of window space unbroken by anything but a white shade. A valance of the heavier material, whether it be velour or chintz is sufficient to give a touch of color to the room without darkening it in so doing. Moreover the valance is almost necessary in order to cover the tops of the wash curtains. The latter should be fine net, voile or like material which will not keep out the welcome rays of sunlight.

A south or west room may, on the other hand, have the wash curtain of Battenberg or other heavy lace. Voile with inserts of filet or even linen laces is good here. An allover pattern is most effective in a room where the light is strong. These curtains may completely cover the window and the heavy drapes may come to the sill and be used in a valance as well.

As to the matter of tying curtains back or allowing them to hang loose, customers may be told that either is good this year. Again the question of sunlight and the use to which the room is put, are prominent.

## ESTABLISH CANADIAN WAREHOUSE

T. J. Berkins and Co. of Nottingham, England, the progressive and well-known curtain and curtain net manufacturing firm, have established a Canadian warehouse at Montreal.

Prior to the war, this firm operated factories in England, Scotland, Saxony, New York and other large cities. The war, however, made such a drain upon its resources in product and craftsmen that it was obliged to practically confine its attention to the home market. With the return of more normal times, the stabilizing of labor conditions, etc., Messrs. T. J. Berkins and Co., are again renewing their former world wide activities and are devoting special attention to the Canadian market, through a permanent representative in the Canadian field. The Canadian representative will co operate with headquarters of this firm at Fifth Ave., New York and identical lines will be shown in both countries. In the lace products, they have an intimate connection with Belgian and French manufacturers, whose products are well known in the chief European centres.

The Canadian representative, C. W. Williams, is familiar to the homefurnishings trade in Canada, as late manager of the curtain manufacturing establishment of Daly and Morin, Limited, of Montreal, where he obtained an intimate knowledge of the requirements of Quebec and Eastern Canada. Prior to this he was connected with the Hudson's Bay Co. of Calgary. He has also had considerable experience as a buyer in a number of Ontario cities

Sales office and warehouse of the firm are at 275 Craig St., Montreal.



*FOR THE NEW HOME*

*Two of the new lamp-shades which Nerlich and Co., Toronto, have just brought over from France. The large one is mounted on a Chesterfield floor stand and the other is for a bedroom or hall. They are made of georgette over satin in a soft gold shade. A design in rose-colored chintz is inserted between the two fabrics. They are finished with lace and a metallic brocaded edging. Wooden and glass beads complete the charming shades.*

# A World-Wide Institution

The Jamieson Line of Madras, Muslins, Lace Curtains, Nets, Vitrages, Brise Bise, Poplin Reps, etc., etc., the product of the mills at Darvel, Ayrshire, Scotland, enjoy a world-wide reputation—and distribution.

From the Company's own offices at Glasgow, Scotland, Melbourne and Sydney, Australia, Alexandria, Egypt, Cape Town and Johannesburg, South Africa, New York, U.S.A., Paris, France, Amsterdam, Holland, Brussels, Belgium, Zurich and Constantinople, large shipments are continually distributed to satisfied buyers the world over.

When the Canadian buyer buys from us he secures from the mills direct, and enjoys the many advantages that only an institution like the Alexander Jamieson & Company can offer him.

We have large complete stocks of the latest shipments on hand at our warehouse and showrooms, 55 Bay Street, Toronto.

Write us for particulars or call in and see us.

**Alexander Jamieson & Company**

**55 Bay Street, Toronto Telephone, Adel. 861**

*Specialists in all kinds of Drapery Fabrics*




# Start your Drive on Floor Coverings now

Perhaps, you have put off your Spring campaign for floor coverings. But it is not too late to lay out a definite selling plan for

## Dominion Linoleums

Many merchants from Halifax to Vancouver are driving hard after floor covering business this spring, linking up with our National Campaign of Advertising.

Put in a Linoleum Window as hundreds of merchants throughout Canada are doing. We shall gladly supply you with ideas for trimming, as well as with dummy rolls, paper patterns, show cards, etc.

Get a campaign of advertisements running in your local paper. Write us for series of suitable electros ready for printing.

Send the housewives of your town some attractive floor covering literature—let us help you.

***Plan now for big Linoleum Sales and you will get them. Write for Advertising Helps—they will be sent free.***

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**Dominion Oilcloth & Linoleum Company Ltd.**
**Montreal**

# A Convincing Demonstration Of Bed Blanket Value



These two all wool bed blankets are the same in size, the same in weight, the same in fold and arrangement, yet, side by side, what a remarkable difference! At the left is—

## *The* KENWOOD *All Wool* BED BLANKET

Place a Kenwood Bed Blanket beside any other wool bed blanket of 4-pound weight and 72 x 84 size.

Compare the loftiness and warmth of the Kenwood blanket—

Compare its long fibre NEW wool, its firm, resilient nap—

*Compare the known facts of its construction (every thread pure NEW wool woven 100 inches wide and PRESHRUNK at the mill to 72 inches)—*

Compare the range and beauty of its colorings (7 patterns in solids and two-tone creations)—

*Compare the price—*

Consider the selling advantage of a blanket in which these desirable qualities are so easily seen and recognized—

Consider the repeat sales which result from a blanket which in actual use so clearly demonstrates superior serviceability.

Make this comparison, weigh the facts, and you will understand why so many important stores find the Kenwood Wool Bed Blanket profitable.

*Full particulars regarding Kenwood Bed Blankets, and our interesting free window display material, together with particulars of other desirable Kenwood Wool products will be forwarded on request.*

KENWOOD MILLS, LTD.

**Arnprior, Ontario, Canada**

# *The Season's Newest Concepts in Window Draperies*

**Curtain Nets and Draperies—**
the soft drapy kind—in allover patterns.

Your Merchandise, if selected from the following range, will show Individuality and good Taste.

**Madrases**
**Cretonnes**
**Chintzes**
**Shadow Cloths**
**Poplins**
**Casement Cloths**

Also some very exquisite Sundour effects for immediate delivery.

*Chosen for their appealing designs and honest value.*

Inviting Discriminating Buyers.

## The Lace Goods Company

79 Wellington St., West (Fifth Floor Wellington Bldg.)
Toronto

Importers and Manufacturers' Agents.

# LION CREST FABRICS




## CASEMENTS

We keep up our large variety in 27in., 30in., and 50in. Casements. Best value on the market.

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Extensive range in 30in. Domestic and Sateens.

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# Feature the Bride in Spring Revue

## Bridal Trousseau is Principal Theme in Almy's Fashion Show—Many Brides-to-be Attend the Function—Elaborate Stage For Bridal Cortège—Juvenile Revue an Added Feature—Is Profitable Event

LIVING FASHION revues have by no means lost their appeal to the women of Montreal, proof positive being emphatically given by the attendance at the Fashion Revue held by Almy's Limited late in March. It was estimated that at least 3,000 women witnessed the review each afternoon that it was shown, and considering that the event ran for six successive days, not to mention an evening showing for the employees of the store and their friends, nearly 20,000 people must have been present, altogether.

### Bridal Trousseau Shown

This spring Almy's made a new departure in the programme of their revue which has hitherto partaken of the character of a debutante's wardrobe for the day, and instead the bridal trousseau was the principal theme, varied by a complete revue of children's attire to provide added interest to the many mothers who attended. Not everyone is a prospective bride but everyone is keenly interested in all the new style dictates and thus the desired end is achieved.

The runway upon which the models paraded to the strains of a concealed orchestra was constructed in two parts with an effective trellis work of white woodwork to separate the sections. Vines and potted plants lent a summery touch to the scene and made a charming background for the colorful costumes worn. The programme included showings of all the newest riding habits, knicker suits and three-piece sports suits suitable for golfing, etc., worn with conventional hunting stocks, leather leggings and crops.

Next came sports suits in the new combination color effect featuring checked skirts of vivid hue worn with coats in solid color. Capes in half length were alternated with the coats and white low heeled shoes with the new black saddle effect over the instep were worn with white stockings.

Mannish top coats followed, developed in polo cloths and tweeds, and alternated with smart tricotine frocks elaborated with colored stitchery of different kinds. These were quickly followed by displays of the new box and cape coats worn over one piece frocks, as well as quite elaborate capes and wraps of many new fabrics in black and navy blue.

A group of quaint taffeta frocks with bouffant skirts and bateau necks made mostly with the new basque bodice were decidedly popular, but were quickly followed by another group of draped crepe de chine gowns in the usual shades of black, brown and navy as well as canna, rust, etc. In this group it was noted that the scalloped hem line and facing of contrasting color are still strongly emphasized.

### Beaded Frocks and Furs

Canton crepe and its many variations were then admirably demonstrated in a group of gowns elaborately beaded in both steel and glass effects, with a marked preference to dangling ornaments, draped girdles and handkerchief points. With many of these gowns some superb furs were worn including wraps of mole in both coat and cape styles, showing piecings of minute workmanship. Chokers and huge scarves of sables and marten were also featured.



*FOR THE BRIDESMAID*

*there is nothing more exquisite than this hand made frock of flesh colored chiffon, trimmed with two toned ribbons in such contrasts as pink and maise, pink and blue, or blue and maise.*

*Frock shown by courtesy of Johnson Cowdin Company of New York.*

The last scene in the revue was a realistic and lovely representation of a bridal cortege entering a church to the strains of a wedding march. From the tiny page bearing two rings on a satin cushion, the flower girls bearing baskets of orchids, the maid of honor and the bevy of charming bridesmaids each carrying a single rose in a color subtly blending with the pastel tints of their exquisite French gowns, every detail was perfect and formed a delightful prologue to the entry of the bride herself, arrayed in white charmeuse satin edged with real Spanish lace and veiled in tulle, with a long court train and the new head dress of tulle arranged in Russian style. A wreath of orange blossoms was artistically entwined across her hair in a fashion as yet quite new to Canada. She carried a magnificent bouquet of yellow and white roses caught with streamers.

### Juvenile Revue a Novelty

Mention should also be made of the juvenile revue which was of even greater interest to many of the spectators than the trousseau numbers. As many as a dozen kiddies ranging from three to 14 years took part and delighted the audience by executing many intricate and graceful steps to the music of the orchestra. No such finished performance by child models has probably been seen before in Montreal, and all the apparel shown ranging from the most minute rompers to the ultra elaborate party frock of organdie or georgette, was appreciated. The feature of the juvenile apparel was the introduction of a new type of garment, bloomers and over smock in one piece, which Almy's have named "Pidgie-panties" and which are both pretty and practical. A good deal of English poplin in bright colors was used for little girls' frocks, elaborated by fagoting, while sateen with cretonne facings, in dark colors, was especially good as well. Yellow in the new dandelion shade was prominent in the juvenile showing as was also red and white checked gingham. Ratine in grey was attractively featured trimmed with drawn work and a henna sash.

### Revue is Profitable Event

The success of the undertaking was entirely due to the efforts of Mrs. Barr, manager of the ready-to-wear departments of Almy's Limited, who believes that the mission of the fashion revue is both educational and profitable. Under her capable supervision, the event, now a semi-annual affair, has resulted in greatly increased sales and many new friends for the store, and is the best advertisement yet tried.

# Celebrating Their 21st Birthday

## A. J. Freiman Store of Ottawa Make a 2,000 Pound Cake Containing 1,600 Eggs—A Feast of Bargains Lasting Nine Days—Gave Away Twenty-one Birthday Gifts—A Majority Event of Minority Prices

DESPITE the fact that anniversary sales have lost something of their original significance through too frequent repetition, it is still quite possible to devise new ways of celebrating the store's birthday without resorting to time-worn methods. The store anniversary should be given wide publicity for very good and sufficient reasons and it is manifestly erroneous to adopt the same manner of celebration year after year, without due attention to the importance of novelty, originality and surprise—three great factors in attracting the public and interesting it in the store.

A store's twenty first birthday above all is one that should receive the utmost attention. Twenty-one years in the life of a man means that he has reached his majority and twenty-one years in the life of a business is significant of even more than the mere reaching majority.

### Nine Days of Bargains

The Freiman Company of Ottawa recently completed 21 years of existence and held a most successful birthday party. The event naturally took the form of a 9 day bargain sale to commemorate the growth of the store from a small building covering 700 feet to the present structure covering 2½ acres, where the volume of business done in one day is greater than that accomplished in the entire two first years. Such progress was worth signalizing in an unusual manner, so this firm decided to have a birthday cake made which would be the largest cake in the world. The cake was gigantic in proportion filling the greater part of two display windows and weighed 2,000 pounds. It was composed of 21 tiers in pyramid shape and required 1,600 eggs, among other ingredients, to make. Just before the sale ended the monster cake was cut up in the windows of the store and put in presentation boxes to be given away to all adult customers at the store on the last day.

### Twenty-One Birthday Gifts

A further attraction arranged by the firm was the giving away of numbered aluminum souvenir discs on key rings with each sale made. Each disc bore a number and was to be held by the customer until the end of the sale. Twenty-one birthday gifts of merchandise ranging from a handsome Divano to a pair of silk hose were offered by the store to be drawn for, and at the end of the sale the lucky numbers were announced. The prizes were also displayed in the windows of the store and added greatly to the interest taken in the sale. Every day a full page spread was featured in the local papers, in which the birthday cake formed the central attraction, each of its tiers serving as space in which to feature the daily bargain offers.

The response was just as good as was expected and the store was thronged with thousands of shoppers throughout the nine days of the celebration, which was cleverly described as a "Majority Event at Minority Prices."




*THE LARGEST BIRTHDAY CAKE IN THE WORLD*

*was a feature of the recent 21st anniversary sale held by the A. J. Freiman store of Ottawa, which weighed 2,000 pounds and was composed of 21 layers. Instead of containing the proverbial ring, coin and button, more substantial gifts were offered, also 21 in number, to be drawn for by the holders of the lucky numbers, given with each purchase made during the Birthday Sale.*

### A SIMPLE COST MARK

A Southern store uses an extremely simple one, and yet it has not been figured out in some time, perhaps because of its simplicity.

The price is simply written backwards, and then another figure added in front to "make it harder to guess."

For example, if an article cost $31.50, the cost mark is simply written backwards, 0513, then any figure, say 6, added in front of that making 60513.

Of course, when this is known, it appears as if most any one could figure it out, but the store where it is used has had unusually good success with it, and is willing to pass it along for the benefit of any other merchants who may be looking for something of this kind.

---

S. L. Hahn of Galt has recently added a fine new section to his store.

---

The National Association of Hosiery and Underwear Manufacturers of Philadelphia have formulated a program the object of which is to standardize hosiery sizes and eliminate useless trade names in that market.

**KENT-McCLAIN AGAIN**

**MILTON'S, LIMITED, TORONTO.**

Messrs. Miltons Limited, The Jaeger Store, are opening a new store on Yonge Street, near the corner of King. This new shop will be one of the finest in Toronto, and is being equipped throughout by Kent-McClain, Limited (Toronto Show Case Company.)

# Manufacturers Have Specialized on Ready-to-Wear for Women of Large Proportions

## Statistics Show That One-Third of All Women Come Within Range of Stout Sizes—Retailers Devoting More Attention to Garments For Stout Women—Can Get Higher Prices for Them—Important Facts to Be Remembered

SPECIALIZATION on the creation of styles and workmanship adaptable to wear by women of large proportions has been developed to a high degree by the ready to wear manufacturers, who have been conducting individual and collective campaigns to educate the women of the country to the advantages over that made by her own dressmaker.

Their claim that statistics show that 33 1/3 per cent of the women of the country come within the range of stout sizes is now well known, and this vast market, which up to a few years ago was scarcely recognized by manufacturers, is rapidly coming into general appreciation, and in addition to the concerns which make only stout sizes, numerous other houses have recently established special stout wear departments. Coats, suits, dresses, blouses, skirts, corsets, millinery and hosiery—all come within the stout wear industry at the present time and there is indication that other trades will begin shortly to cater to the special needs of the stout woman.

### Importance Recognized by Retailers

During the past year, recognition of the stout wear business has increased among the retail stores more than among the manufacturers. Many department stores of the country have recently announced the opening of special stout wear departments, and numerous specialty shops catering only to the stout woman have sprung up within the past few months.

Co-operation among the manufacturers of stout wear has been a factor in the growth of this branch of the ready-to-wear industry. Their spirit has not been one of keen competition, but rather one to bring about general recognition of the values of ready made stout garments, so that the business may be improved in every way.

That they have succeeded, the stout wear manufacturers all agree. The general public, they declare, is now well aware that the needs of the stout woman are being given special attention by ready-to-wear manufacturers and by the retailers who sell their products. A large percentage of the "stout population," it is confidently believed, will take advantage of this service during the coming year.

Like every new movement which has been to a great extent successful but which is still open to new and more general development, the stout wear business causes much individual discussion, and opinions vary as to the best way of creating a universal demand for the ready to-wear in extra sizes ,in spite of the extensive strides that have been made in this direction in recent years.

One manufacturer comments that as a result of the wholesale maker of stout garments advertising in publications being read by the general consumer, the worth-while retailer who was antagonistic to the idea of a specialized business in stout wear has been forced to fill the need.

### One of Two Courses Chosen

The retailer, he says, has followed one of two courses; he either went to the manufacturer who specialized and created the demand or he went to the regular houses and asked for large sizes. In the first instance, he received merchandise especially constructed for the stout woman, the correctness of the style adaptations depending on how long ago he had this experience, but he did not realize the importance of the style proposition in this connection. He bought cheap merchandise and conservative plain merchandise.

Many of these merchants now realize their mistakes, for their stout customers could not find in the sizes the elaborate styles and the high class merchandise which was offered in the regular lines. For this he is not altogether responsible, as the manufacturer made the same mistake.



*Gown of pussy willow canton crepe combined with boslika a roshanara crepe by Larry J. Margulies. Fabric from H. R. Mallinson and Company, New York.*

### High Price Types Turned Out.

The specialists in this type of garment have now begun to make more expensive types in stout wear, but the buyer is now always educated to the fact that very often it is the stout customer who has the largest amount of money to spend and who realizes she must pay a good price to be fitted properly. However, as each time they come to market they find more elaborate and better styled garments, they are turning to the more exclusive merchandise in this specialized type.

For the average buyer, it is said that it has been a disagreeable experience to try to place himself on stout styles. When he bought mediocre merchandise, he could not get a price for it and as he thought he needed cheaper garments he bought these and frequently was badly stuck with them. By steady effort, he has finally come to the realization that he must supply high class or elaborately styled merchandise. This, however, does not mean overtrimmed garments.

### Must be Worth the Price

One buyer is quoted as saying: "After four years' experience in the buying of stout merchandise, I have come to the conclusion that I can find a customer for an elaborate dress at any cost, provided it is worth the price."

The character which the slim woman gives her frock must be put into the garment itself for the stout woman, this manufacturer continues, and it is important for the store to supply an assortment, not just a few models, so as to satisfy a variety of tastes and to keep the patronage of the stout customer.

Another important element quoted in

(Continued on page 119)

# Summer Frocks In Show Rooms

## New Knitted Material Called "Twinkletone"—Is Good for Sports Suits—Roshanara Crepe for More Formal Occasions—Many New Models Seen in Ginghams—Silhouette of Unbroken Smoothness.

SUMMER wear is now the order of the day in Montreal wholesale show rooms at many of which the range of advance samples was on view early this month. Never, it is needless to remark, were models more original nor more "wearable" from every viewpoint, whether created out of crisp ginghams or from the heavier and more luxurious crepes and sports silks. One leading Montreal house has even introduced its clientele to an absolutely new fabric, which it will cotrol for the whole of Canada, namely the knitted material called "Twinkletone" which has just been created in the United States. This delicate and shimmering stuff is ideal for the making of sports clothes, especially "compose" suits which include a cape. Jasper and Copenhagen blue formed the very effective color combination of one such costume, featuring a simple slip frock with elastic run waist, encircled by a chain girdle, over which a deep cape collared in gray lamb, was worn. In this connection it is of interest to record that the smartest capes are invariably full length in effect. Another Twinkletone frock of somewhat similar style was developed in jade green, also finished with oxydized silver girdle and chain at the neck. The finishing touches of such sports clothes spell the utmost simplicity, such as Puritan collar and plain cuffs of white crepe, and a kimona sleeve buttoning up the outside of the shoulder. This type of frock is recommended for all brides' trousseaux, inasmuch as it cannot crush and can be packed into the smallest possible space for traveling.

### Roshanara Crepe Leads in Favor

For more formal occasions it would seem as though Roshanara crepe was the "premier choix" both for gowns and for costumes embodying the new sleeveless coat idea. The latter note, especially was charmingly accentuated in a beige and lipstick red costume, of which the former color composed the straight little frock while the sleeveless coat was developed in the lipstick red. Flaring cuffs and the Jenny neck stamped the costume as of the newest.

Tan roshanara with bright blue facings formed the basis of a more formal frock, which nevertheless possessed the most youthful charm by reason of its little sleeve caps and trimmings of square loops placed close together.

Navy crepe de chine, plentifully speckled in ivory, formed the greater part of a draped afternoon frock with the new flowing full length sleeves caught in at the waist in quaint little bands. Feather stitching was the sole trimming effect used to join tiny bands resembling insertion, and the new braided girdle was an added touch of novelty. At the left side an accordeon pleated panel was set in, giving the uneven hem line, which yet clings to fashion, and is never more lovely than when developed in soft material.

### Crisp Checked Ginghams

Never was gingham more charmingly interpreted than in the newest models seen at this showroom. Red and white checks above all were given first choice, and one particularly fetching model possessed a fitted waist effect over a plain skirt, its sole trimming being a large square collar of white organdy embroidered in bright blue wool flowers. Two square pockets repeated this motif. Black and white checks were likewise smartly developed in coat dress style finished with frills of white and a black patent leather belt. Dotted Swiss in cool jade on white was combined with white organdy and trimmed with a bouffant sash of jade moire ribbon. The scalloped hem was piped with Swiss and the organdy tunic boasted large round medallions picked out in color.

Mention must also be made of the many charming frocks of ratine and creponge which show a decided preference for bright colors such as tomato, cornflower blue, canna, gold, brown and flame.

### New Silhouette Requires Study

All these new models, it was pointed out, need considerable study on the part of sales clerks, since from the stand point of color harmony, line or silhouette, they require to be adapted carefully to their prospective wearers. It is possible for the mature figure to wear most of the new straight line frocks by reason of the clever little side seam introduced on the hips of most of the new models, which successfully prevents any tendency to cling and lends a softer line to the skirt. The silhouette must be one of unbroken smoothness this season, and in the greater number of models seen this month, designers have endeavored to keep in mind the woman whose figure is no longer slim, with most successful results.

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## MANUFACTURERS HAVE SPECIALIZED IN READY-TO-WEAR

(Continued from page 118)

the selling of stout dresses, is the showing of the model on the woman. The very bulk of a larger model when seen on a hanger takes away from its beauty, as more material must be put into it to have it look well. There must be no skimping of fabric. Very often when the saleswoman puts the dress on the customer the sale is made as the appearance of the dress is so much improved.

### Several Important Facts

Some of the facts which are said to have been discovered by retailers are that there are more of the types who measure 44 inches in the bust than there are of those measuring 46, 48 and over, also that certain women who do not appear to be in the stout class cannot be fitted in the regular sizes because of abnormality of measurement.

It is for this same reason that the stout woman cannot wear regular larger sizes because she may have long arms, a narrow back or short under-arm line—in other words, an irregular proportion. Here one sees, continues this manufacturer, the importance and equal success of different types of large models offered by the varied houses specializing in "stouts," a development which no one foresaw a few years ago.

A figure which has added flesh during a period of years requires a differently cut garment from that which regular sizes can supply her.

To establish the growth of the stout wear interest, this same informant cites, that among six new specialty shops opened recently in New York all are specializing in a greater or less degree in stout garments, and making a success of the venture at the same time that there is a constantly growing number of the large shops putting in stout departments.

### Surprisingly Large Output

The increasing number of manufacturers today specializing in stout wear as compared with several years ago is quite astonishing, and it is said that the output in this type of merchandise is, at the very lowest figure, 12 times as great as it was three years ago. That is, manufacturers specializing exclusively in stouts is that much greater, while many more houses are making a line of stout dresses distinct from their regular sizes.

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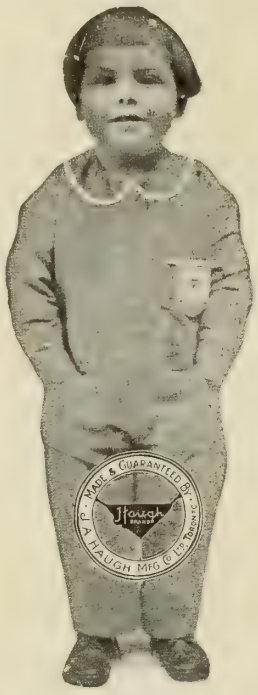
## OPTIMISM IN THE WEST

A business man just returned from the East states that a great deal more pessimism exists there than is present in the West. The occasion for this pessimism in the East is the economic situation in the West and the principal cause of it is misinformation or lack of information in regard to actual conditions in this part of the country.

A better understanding of the assets of the prairie provinces would save much heartburning in the East; and of all these assets none is worth more than the ingrained and unconquerable optimism and determination of the people settled in these provinces.

A less determined people would long ago have pulled up stakes and moved to other sections of the country or out of it. The times we are pleased to call "hard" have put the West to the test. —Regina Leader.

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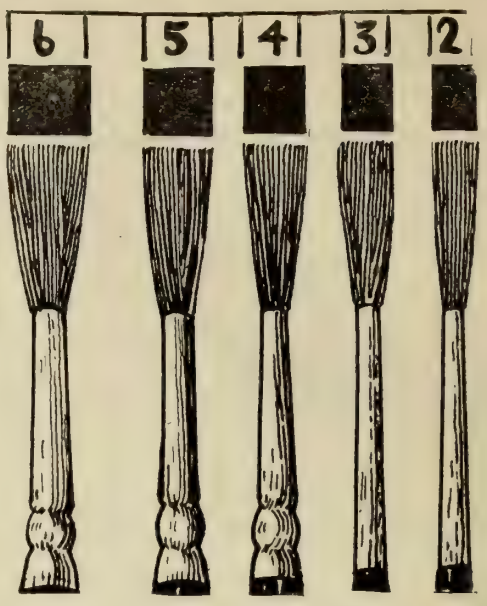
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NOTE: Brushes may be purchased separately at above marked prices.

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Colors specially prepared for showcard work, and are put up in wide-top glass jars. Opaque black, light red, dark red, coral red, brown, pearl-gray, lavender, light yellow, dark yellow, turquoise, orange, light green, dark green, light blue, dark blue, white, per bottle, 35c.




**Get this Showcard Outfit $2.00**

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## POST-EASTER NOTES FROM NEW YORK

Black moire hats outnumbered satins at a smart restaurant luncheon.

The smartest women are wearing color instead of black.

Navy has replaced black to a considerable degree, frequently brightened by highly colored and decorative sleeves.

One sided effects, trimmings, and openings characterize the majority of coat dresses worn.

Some of the dress matching slippers are without straps, cut low in front, with bead embroidery in the shape of a half moon at the toe.

Short sticks of ebony and ivory are carried with the sports suits at West Point, Sleepy Hollow and other Westchester clubs.

A matron's hat in oval turban shape had a soft silk crown of violet, while the cuff was about six inches wide, made entirely of silk violet, and a single pink silk rose was posed at the side.

One button gloves of yellow stitched with black are worn with the long sleeved dresses.

With the all black chiffon dresses worn by the young girls are black jet bracelets above and below the elbows, and rings of cut jet on the first and little fingers.

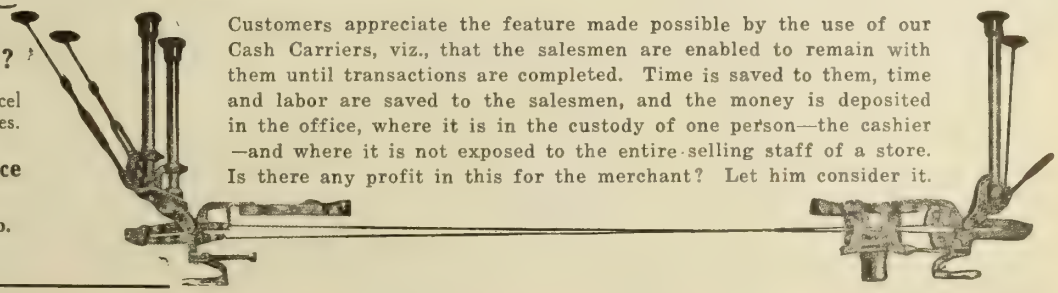
A very smart woman on the Avenue the other day attired entirely in black, wore a chemise type frock of crepe de Chine with a short cape of the same fabric, both the hem of the skirt and that of the cape bordered very deeply about seven inches, in veined velvet leaves that hung loosely for the entire border.

**GIMP YOUR PATTERNS**
**With Hardaker's "EASICUT" MACHINES**
It makes them more attractive. Economical, Fast, Practical, Neat.
**E. W. McMARTIN**
45 St. Alexander St. MONTREAL

**THE TRAINOR MFG. CO.**
Specialists in Stamped and Made-up Ladies' Undergarments, Infants' & Children's Dresses
49-53 East 21st Street New York City
**STAMPED GOWN SPECIALS**
No. 900—Nainsook Gown. Made up in three designs, a doz. .....$6.50
64-60 count, full length, full width, two-inch hem Sizes 15, 16, 17, 18.
**SPECIALS IN INFANTS' AND BABY DRESSES MADE UP**
No. 145-146-147—Short Baby Dress, a doz.....$5.50— Gross .....$60.00
No. 0145-0146-0147—Long Infants Dress, a doz. ..... $6.00 — Gross ...$66.00
Stamped Three Designs. Three Shaped Yokes. Set-in Sleeves.
Terms 3% 10 Days

**Canadian Linoleums & Oilcloths, Limited**
**Cornwall, Ont.**
Floor Oilcloth, Stair Oilcloth, Kingzart Rugs, Bath Mats.
***Color Catalogue Mailed on Request.***

**Why Have Those Unnecessary Delays?**
All kinds of Wire Cash and Parcel Carriers and Pneumatic Tubes.
**Gipe-Hazard Store Service Co., Limited**
113 Sumach St., Toronto. Ont.



Customers appreciate the feature made possible by the use of our Cash Carriers, viz., that the salesmen are enabled to remain with them until transactions are completed. Time is saved to them, time and labor are saved to the salesmen, and the money is deposited in the office, where it is in the custody of one person—the cashier—and where it is not exposed to the entire selling staff of a store. Is there any profit in this for the merchant? Let him consider it.

# Calgary Stimulates Confidence in Business Retail Merchants Unite in Successful Venture

## Co-operate With Local Organizations in "Confidence Week"—Giving Jobs to 1,200 Unemployed—Followed by Spring Openings by Many Retailers—Retail Merchants Give Talks Showing How Prices Have Fallen

WHAT HAS proved to be an innovation of a very welcome nature in Calgary this Spring was a special campaign week put on early in March, by name—Confidence Week. In the western cities, there is always a period at the tail-end of the winter when everyone interested in agriculture is waiting to get "on the land," which reacts on trade, and city conditions generally. This year with the unemployment question at an acute stage, money seemed slow in circulation, and it was a happy thought when Confidence Week was put in motion.

The idea originated with the working committee of the Local Council of Women; they laid their plan concisely before a number of the city organizations such as the Retail Merchants' Association, the Board of Trade, the city council, the Exhibition Association, etc., etc. The idea was a regular "drive" to centre on the week beginning March 6, with the object of getting work started in as many directions as possible, buying done wherever it could be accomplished, in other words money put into circulation so that confidence might be established in the business world.

### Women Lead

The women sent able speakers before the organizations mentioned, and they also asked permission to send a representative to the noon-day luncheons of the Kiwanis, Rotary, Gyro Clubs, the Elks, the Canadian Clubs, etc. The Local Council of Women itself, with its affiliated societies represents some 3,000 women, and these, of course, were in hearty co-operation with the plan. The press was enlisted, and every day Confidence Week was put before the public in telling terms, and each and every reader was urged to do his or her part. The result was, after some good hard work on the part of the women, the men began to waken up and see that this thing was going to "go big" if they would but put a shoulder to the wheel.

The retail merchants were the first to endorse the movement as a body. Special sales were planned, special help engaged in every case where it was possible, windows were dressed in many unique ways to demonstrate Confidence Week. In their resolution endorsing the movement the merchants stated that they were in hearty co-operation with the idea, and that the increased activity and extra money put into circulation as planned, could not help but re-act beneficially all round.

### Started Civic Work

The city council also endorsed the movement unanimously, and just to show that they were backing up their resolution with action, they empowered the commissioners to begin street work to the tune of $4,000 per week beginning March 6. The Exhibition Association decided to begin work immediately on some of the large barns which were to be constructed later, thus giving early employment to a number of men. The provincial government were also petitioned, and decided to put an increased force on the technical school, under construction in Calgary, so that activities were enlisted even by forces outside the city.

The Gyro, Kiwanis, and Rotary Clubs, the Elks, in fact all the fraternal societies took a splendid interest in the movement once interest was aroused, and private property of all kind was given a looking-over which resulted in many repairs and renovations. It was a poor club-man in Calgary on the week of March 6 who did not have his cellar cleaned, his garage overhauled, his car re-painted if possible, his verandahs fixed up, etc. As for the housewives, there was painting, kalsomining, cleaning, brightening up of all kinds to be done, and in all cases where it could be planned—as the committee particularly asked—purchases for Spring sewing and upholstery were made.

### 1,200 Extra Jobs

The result? No less than 1,200 extra "jobs" for the unemployed as nearly as could be tabulated were given out by the committee during Confidence Week. One can realize how faithful to their project these women were when upon reading the daily papers, there were to be seen a dozen or more numbers in large print every day where the unemployed might ask for work, and the householders might obtain help. It meant someone constantly on the job at those phones for the week—but the time and energy were cheerfully given, and who does not love the cheeful giver?

### Some Results

Besides the work that could be tabulated, there were many results even more far-reaching which could not be calculated in black and white. Many of the workless obtained employment for a much longer period than the week; many of the families that had had a hard time financing over the winter awakened the interest of the householders and club men simply by their getting into touch with them. Confidence Week, as one grateful recipient of work stated, was likely in some cases at least to stretch into Confidence Month or even Confidence Year.

As for the merchants, they were delighted with the result of the campaign. When even Bradstreet's report on the business outlook in Calgary commented on the increased activity of the week of March 6, surely there was something more than sentimental or visionary about the success of the movement. Houses selling wall-paper, upholstery, the white and wash goods departments of the stores, the utility departments of all kinds reported in many cases the busiest week they had had since last year, these statements being given to the press. P. J. Parker of Parker's, Limited, one of Calgary's largest departmental stores gave out a statement to the "Calgary Herald" expressing his appreciation of Confidence Week and his opinion that it had done a very great deal to open up early Spring buying and to put money into circulation and thus to establish confidence in the city.

Another off-shoot of the campaign was a most interesting series of talks given by the Retail Merchants' Association showing the public that prices really had come down to normal, and that the public was well advised to do its buying in the early Spring as nothing would be gained by waiting. These talks were given at a series of luncheons which were open to the public and as they were fully reported in the press, everyone had a chance to assimilate the information. The retail merchants certainly took a lively hold of the Confidence Week campaign, and the planning of these talks showed that they realized the benefit of putting an educational campaign before the public, and that this was a good opportunity to get their ear.

Public institutions too reaped the benefit of the movement, for instance, the whole upper floor of the Y. M. C. A. was redecorated and renovated during the week, the women's auxiliary to the "Y" bearing the expense. The auxiliary to the G. W. V. A., the social service council, in fact most of the public-spirited organizations in the city did their very best to see that their buildings were put in shape and that their committees of-

(Continued on Next Page)

fered as whole-hearted co operation as was in their power.

### Spring Showings

With the Spring showings of millinery, haberdashery, gowns, suits, and enticing piece-goods coming along right after this, the business section of Calgary has presented a lively front during March. The week chosen by the majority of the stores for their openings was a bright sunny one, and the fashion displays were thronged with sightseers. The Hudson's Bay Company presented a beautiful showing of living models wearing the very latest in Spring attire, at the Capitol theatre. A "gangway" built out from the stage enabled the models to show their attire to advantage, the colored lights bringing out the brilliant Spring hues admirably; the ensemble at the end of the show to the accompaniment of the Spring Song by the orchestra was heartily applauded, the suits, afternoon gowns, Spring wraps with their chic turbans and hats to match making a promenade well worth watching, while the golf girls in their smart knickers and well-fitting coats made a telling background.

The same afternoon as the Hudson's Bay show, Parker's Limited, announced their Spring showing in their shop. The entire third floor was given over to the display, an orchestra adding to the festive air of the occasion, and tea served on the balcony by one of the church societies forming a pleasant diversion. The smaller establishments had openings of just as pleasing a nature, too, the specialty shops, such as Miss Attridge, the Bon-Ton, The Elite, the Calgary Millinery, etc., all furnishing their patrons with a display well worth seeing.

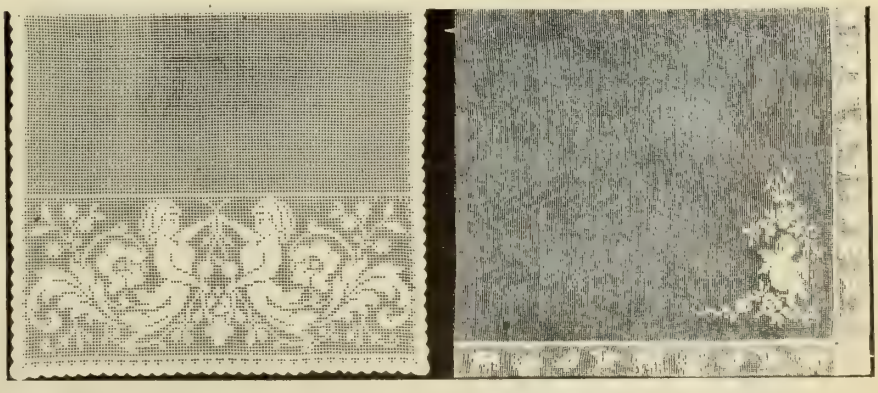



*This reproduction of a window arranged for Begg and Company of Hamilton, shows how the display man introduced a striking 1922 model by comparing with it the styles of fifty years ago. It is a very simple but very effective way of attracting attention to a window, for there are not many people who remember the styles of half a century back. The window attracted a great deal of attention.*



*"TWINKLE-TONE"*

*is Dame Fashion's newest sports fabric and is delightfully employed in this smart composite cape and frock costume, trimmed with grey lamb collar and oxydized silver girdle and chain. Simple white crepe de chine collar and cuffs finish this ideal summer frock. Shown by courtesy of the Queen Dress and Waist Co., Montreal.*



*FILET CROCHET CURTAIN NETS*

*Will be a choice of the up-to-date bride for her new home. The beautiful dado curtain on the left was inspired by a hand made filet crochet curtain seen in Brussels, and is faithfully reproduced even to the heavy square mesh net ground forming the body of the curtain. The curtain shown on the right is a decidedly new idea in fine filet net, with a simple two inch hem on which old fashioned "sampler" designs are reproduced, together with a corner motif representing Cupid amid roses. This curtain is suitable for use in any room of the home. Both curtains from T. J. Birkin and Co., of Nottingham, England—Shown by courtesy of C. W. Williams, of Montreal.*

# BUYERS' MARKET GUIDE


## HABERDASHERY

Every description of Haberdashery and Smallwares for Drapery, Dressmaking, Millinery, Fancy Needlework, Outfitting and Tailoring Trades.

**FREDERICK NEWTON & CO.**
8&9 Hamsell Street, London, E.C. I.
*Established 1871*

---

Fiskhats AND MERCHANDISE **D. B. Fisk & Co.**
**Chicago**
**New York Salesroom:**
***Open Throughout the Year***
**411 Fifth Avenue**

---

**Red Seal Zephyr Ginghams**
**Everett Classics**
**Eden Cloth-Peggy Cloth-Blankets**

**Smith, Hogg & Co** 115 Worth St., N.Y. / 77 Summer St., Boston / 226 West Adam St Chicago

---

**RIBBONS OF DISTINCTION**

J.C. AMERICA'S BEST RIBBONS

"J-C" Ribbons have peculiar charm. Widely advertised to the consumer under their trade-mark names for the protection of the dealer
"SATIN DE LUXE"
"TROUSSEAU"
"LADY FAIR"
"SANKANAC" "VIOLET"
"DEMOCRACY"

JOHNSON, COWDIN & CO., New York, N.Y. — 40 E. 30th St. Made in U.S.A.

---

**MESH BAGS**
In Silver, Gun Metal and Green Gold Finish, Metal Frames for Ladies' Hand Bags.
***Made in Canada for the Canadian Trade***
**WHITING & DAVIS CO.**
**SHERBROOKE, QUE.**

---

OPENING FOR CUSTOM LADIES' TAILoring, ready made and millinery in city of twenty thousand. 1st class, long established, good location for energetic man or woman. Write, Box 779, care Dry Goods Review, 143 University Avenue, Toronto, Ont.

---

## WILL P. WHITE, LIMITED

Head Office: Toronto, 65 Simcoe St.
Montreal, 137 McGill Street

**Manufacturers' Agents and Distributors**
**Textile and Smallwares Specialities.**
**Wholesale and Manufacturers Only Supplied.**

---

**The Canadian Lady Dress Co., Limited**
Kitchener, Ont.
Manufacturers of
*"The Canadian Lady dress"*
Ginghams, Crepes, Chambrays, Prints
Write us for catalogue and Prices


Every so often echoes from far-off Russia give hope that its sadly disorganized industries are slowly righting themselves. A dispatch from Reval states that the textile and lingerie factory of Morosoff Bros. at Moscow has reopened with a staff of 8,000 workers. It is also reported that negotiations have been undertaken by the Soviet Government with a group of German financiers to organize at Petrograd a bank for the textile industry, with a capital of 30,000,000 gold roubles. The objective of the bank in question will be to aid in the rehabilitation of the various textile plants in the neighborhood of Petrograd.

Travellers o'er the bounding main will be interested in learning that Miss Edna Freeze, of New York, has invented a corset which she claims will prevent or stop seasickness. This corset opens in front and has but few stays, the principal part being a specially made surgical elastic band. This band serves to keep the intestines warm and holds them in place. The corset does not weigh more than an ordinary dress corset and can be worn with perfect comfort in bed or under a garment. The invention was perfected over a year ago and has been tried out on various women passengers suffering from seasickness. Miss Freeze has in her possession many letters testifying to the effectiveness of the corse .

Dr. William L. Felter, principal of the Girls' High School, Brooklyn, N. Y., has posted a general order forbidding the wearing of knickers in the classrooms of the school. As a result three knickerbocker clad students were sent home, and the daring fad of the knicker is said to be waning fast.

Striking illustration of the comparatively greater amount of industrial activity in Germany than in England is shown in the Government report issued in England which places unemployment 12 times greater in Great Britain than in Germany, on Jan. 1. The figures of the report show that at the beginning there were 1,934,-030 persons unemployed in Great Britain, while Germany's total on that date was 164,322.


## Buttons

***Plain and Fancy Pearls***
**We are making a very complete line of all Kinds**
**Write for Samples and Prices**
**SHULER BUTTON CO.**
**Brantford, Ont.**

---

**Announcement**

M. Chassagne Limited have opened a Purchasing Office at 48 rue Richer, Paris under the personal management of Mr. M. Chassagne, who will gladly introduce prospective buyers visiting France, to the manufacturers.

---

WANTED—FOR GENERAL STORE WITH high class trade, manager, who wishes to obtain interest in business. Must have best of references. Write Box 85, Men's Wear Review, Toronto.

---

CASH REGISTER WANTED. SINGLE drawer. Receipt printed. Must be in excellent condition. Box 100, Dry Goods Review, 153 University Ave., Toronto.

---

IRISH FIRM OF AGENTS WITH FIRST class connection open to represent on commission Manufacturers of Fleece Underwear and Ladies' Artificial Silk Hose. Reply Box 980 Dry Goods Review, 143 University Ave Toronto, Ont.


"Empire Week," is the title to be bestowed on a great gala week, running from May 22 to May 27, to be organized by the London, England departmental stores in conjunction with the Brighter London Society. This has been organized with a view to boosting retail trade, creating a fresh interest and increasing sales. It has been chosen to coincide with Empire Day, which falls on May 24, and is a national celebration throughout the British Empire.

Strenuous efforts will be made to boom charity and obtain financial assistance and work for the large numbers of unemployed in London. In addition to the large West-End stores, the cooperation of the navy, army, Royal Air Force, all important public bodies, hospital students, hotels, restaurants and theatres is being enlisted. Representatives of all the Colonies of the British Empire are joining in to make the scheme a success.

An evening wrap of bright gray silk lace, with the effect of silver, was posed over self colored chiffon and topped by a standing collar of platinum fox which tied with a heavy gray silk cord and tassels.

# BUYERS' MARKET GUIDE


## COMFOTERS

COTTON-DOWN-WOOL FILLED

**The Toronto Feather & Down Co. Ltd.**

2154-56-58 Dundas St. W., Toronto

## TAPES

ALL WIDTHS AND QUALITIES CARRIED IN STOCK

**Walter Williams & Co.**

508 READ BLDG., MONTREAL
WELLINGTON ST. W., TORONTO

## Bias Tapes and Ric Rac Braid

We specialize in these necessary, every-day lines. Write for samples and quotations.

**BATES & KEIR**
**Peterborough Ontario.**




**"HOOSIER"**

The best 36-inch brown domestic in America

*Buy it by the bale; sell it by the bolt*

Indiana Cotton Mill
Cannelton, Ind., U.S.A

**T. H. Birmingham & Co.**
LIMITED
533 College St., TORONTO
Makers of
Women's High Grade Neckwear
*The Exclusive Neckwear House"*

**LARGEST MANUFACTURERS**

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our Catalogue. It's free for the asking.

**The Botanical Decorating Company**
(Incorporated)
208 W. Adams St., Chicago, Ill.

**J. F. Carnall & Co., England**
HOSIERY MANUFACTURERS
Men's, Women's & Children's
Heather Hose
Complete Stock Carried in Toronto by
**A. M. Duncan**
39 Adelaide St. W., - TORONTO

## FRED JONES & COMPANY

*Manufacturers and Importers*

Babies' Hand Crochet Goods — Notions
Babies' Hand Knit Goods — Novelties
Art Needlework Materials

Room 712 Empire Building
64 WELLINGTON ST. WEST TORONTO


"A merchant who can find the seven keys to human interest will have no trouble in unlocking the door to commercial success," Prof. S. H. Clark of the University of Chicago, declared in addressing 250 members of the retail merchants' bureau of the New Orleans Association of Commerce at their monthly luncheon recently. "Every human appeal can be reduced, in the final analysis, to one of these keys; and the advertiser should decide which is the key that will open the strong box of the public for him, and then prepare his advertisements accordingly," he declared.

"The seven keys are:

"1—The money appeal. You want to sell something because it will bring money to the purchaser.

"2—The desire for well being, health, happiness and contentment. The goods in question may not be worth money to the purchaser, but they may mean happiness and health.

"3—The affections. For instance, the appeal to take out insurance so that your dependents will be made independent; so that your wife will be protected in the event of your death; so that your boy can go to college.

"4—Vanity. This is a very strong appeal. In its highest sense, this is a noble and constructive appeal—for instance, when it is used to induce people to present a good and decent appearance. But this appeal, in the majority of cases is on the lowest basis that could readily be imagined.

"5—Sentiment. For instance, the appeal to buy flowers on Mother's day; Say it with flowers; contribute to the American Legion, because of the boys who fought for us, and public and civic movements.

"6—Curiosity. For instance, children not admitted. That's a very crude instance. The tickler advertising is a more clever use of this appeal, which is a strong one. But it can be run into the ground.

"7—Good taste. Above all, an ad must be in good taste. If it is not, it will be repellent. The words must be right and not offend or raise antagonisms; the illustrations must harmonize."


## VEILINGS and SILK NETS

**HODGES & LETTAU**
252 McGill St. Montreal



**CLIMAX PAPER BALERS**

ALL STEEL—FIREPROOF
*"Turns Waste into Profit"*
12 SIZES
*Send for Catalog*
CLIMAX BALER CO
Hamilton, Ont

Fraser's Woman's Wear Directory, pocket size, issued each July.
Fraser's Men's Wear Directory, pocket size, issued each September, and
Fraser's Textile Products Directory, each January, a combination of the above two books.
Subscription in Canada $2.00 a year. Sample copy on request.

**Fraser Publishing Company**
H. O. 128 Bleury Street, Montreal
Office, 122 Wellington W., Toronto.

## SILKS

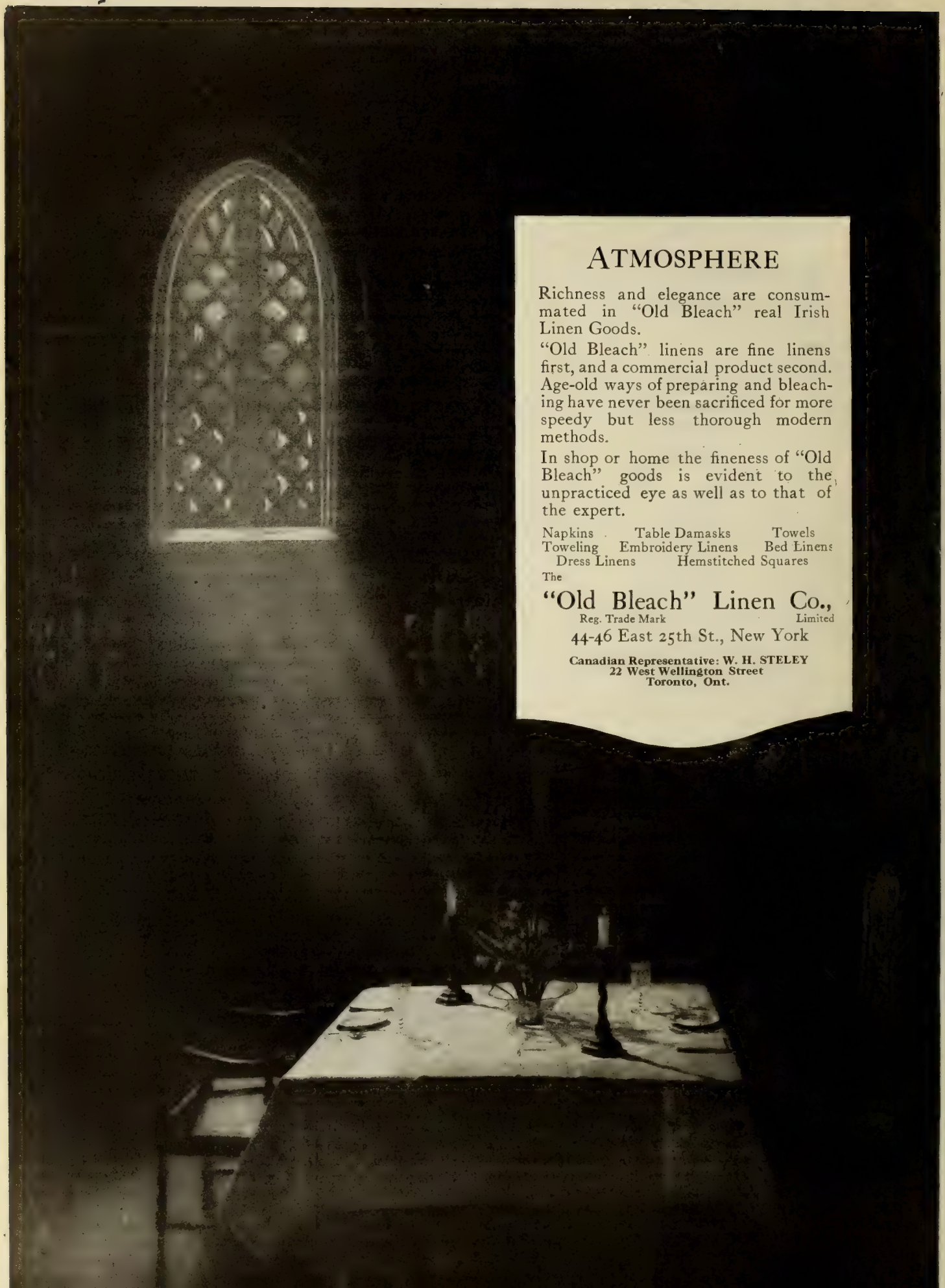
I represent in this country some of the most reliable Manufacturers of High-Grade SILKS, in plain, fancy weaves.

Quality and Novelty is my motto.

**J. H. GAGNON**
108 Dandurand Bldg. Montreal


According to the Japan Chronicles of last month, the endless number of woollen concerns which sprang up in that country during the war, are now in great distress. The Tokyo Silk and Wool Company, one of the largest of these, founded with a capital of 10,000,000 yen (approximately $5,000,000.) has been reduced to such straits that it has had to write down its capital to 7,000,000 yen, and change its name to the Fuji Wool Weaving Company. Advances of some 5,000 000 yen have been obtained from one or two banks, but there is little hope of the loans being recovered.

Some twenty odd similar companies are in like predicament, and it is reported that the leading companies are conducting investigations into the internal conditions of these concerns with the intention of amalgamating or purchasing them.



## ATMOSPHERE

Richness and elegance are consummated in "Old Bleach" real Irish Linen Goods.

"Old Bleach" linens are fine linens first, and a commercial product second. Age-old ways of preparing and bleaching have never been sacrificed for more speedy but less thorough modern methods.

In shop or home the fineness of "Old Bleach" goods is evident to the unpracticed eye as well as to that of the expert.

Napkins Table Damasks Towels
Toweling Embroidery Linens Bed Linens
Dress Linens Hemstitched Squares

The

**"Old Bleach" Linen Co.,**

Reg. Trade Mark Limited

44-46 East 25th St., New York

**Canadian Representative: W. H. STELEY**
**22 West Wellington Street**
**Toronto, Ont.**

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*THE INQUIRER'S CORNER*

You may want to know where a certain line of merchandise in the Dry Goods Trade can be procured; you may have on your hands a problem in connection with your business that is difficult to solve. Dry Goods Review can render you a service and will cheerfully do so if you will fill in this blank.

*INFORMATION WANTED*

*Dry Goods Review,*
*158 University Ave.*
*Toronto, Ontario.*

*Date .....1922*

*Please tell me* .....

.....

.....

.....

*Name* .....

*Address* .....

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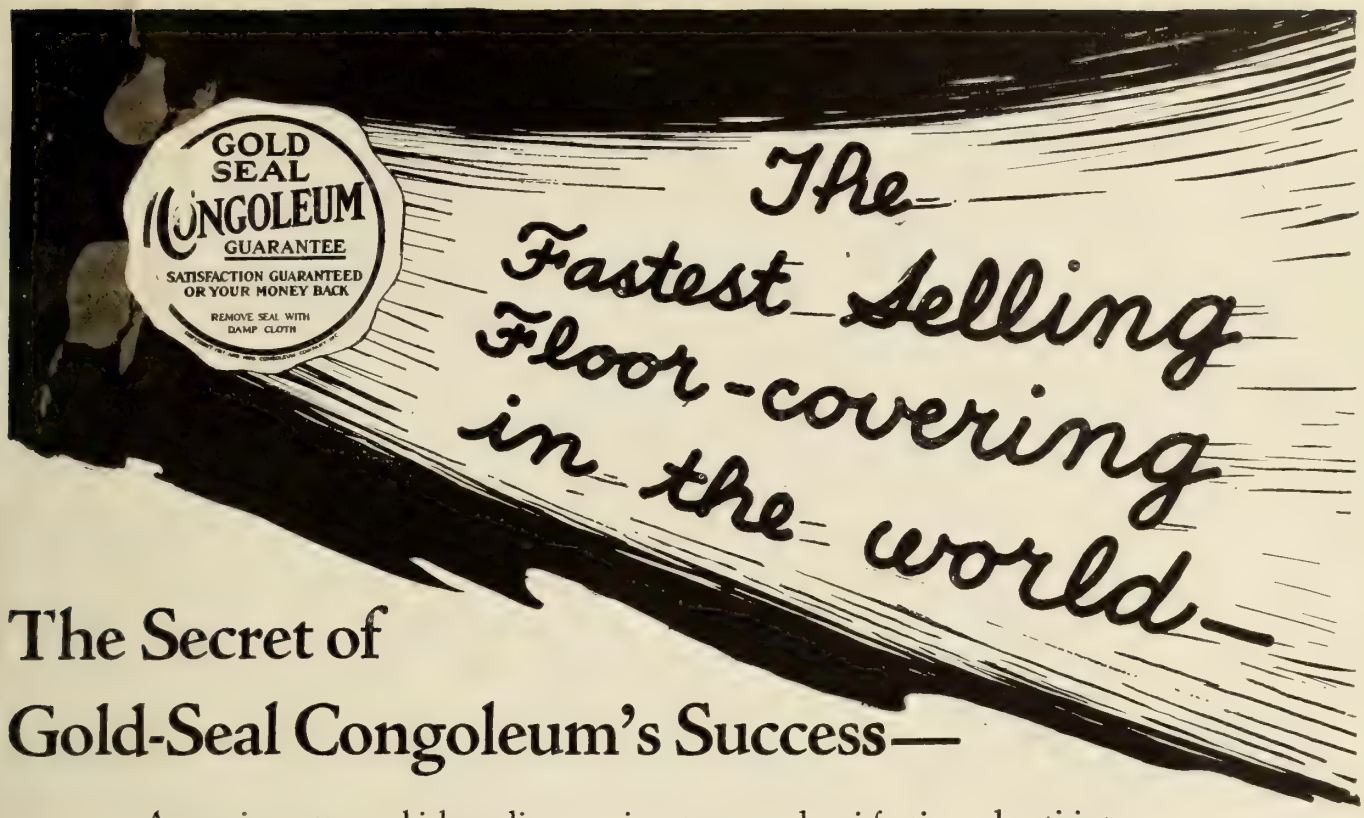
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# The Secret of Gold-Seal Congoleum's Success—

Attractive patterns, high quality, service, guaranteed satisfaction, advertising.

Those few words tell you the secret of Congoleum success. They explain why *Gold-Seal* Congoleum Rugs and Floor-Coverings are today the fastest selling floor-coverings in the world—why they give an average turnover of 4 to 6 times a year.

As you no doubt know, *attractive patterns* are the strongest single selling feature any floor-covering can have. But beauty of design is only one of *Gold-Seal* Congoleum's superiorities.

A 40% heavier wearing surface than that on any other printed floor-covering means far longer service.

A base of long-fiber, waterproof felt insures against rotting of the under surface —insures a floor-covering that will lie positively flat without fastening.

*Gold-Seal* Congoleum Rugs and By-the-Yard floor-coverings are guaranteed. If a woman isn't satisfied with the service they give, you can make good to her with absolute assurance that *we will make good to you.* The *Gold-Seal* Guarantee is our pledge to both you and your customers.

*Gold-Seal* Congoleum advertising is telling the women of Canada the truth about *Gold-Seal* Congoleum.

And it is also telling them about the *Gold-Seal* Guarantee, which insures their complete satisfaction.

*Gold Seal*
**CONGOLEUM**
*ART-RUGS*
*Made in Canada*
*by Canadians —— for Canadians*

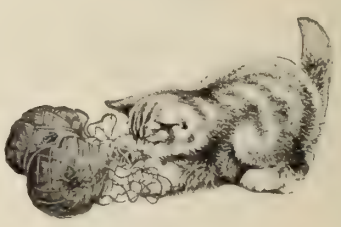
*Gold-Seal* Congoleum is the best value in the market today. Get your stock in shape for increased business. Send your order in today.

CONGOLEUM COMPANY
OF CANADA, LIMITED
1270 St. Patrick St., Montreal, Quebec



Corticelli
MADE IN CANADA

## Fingering Yarns



WITH so much knitting—every dealer realizes the importance of keeping his wool department alive with the new seasonable shades.

Many are making the smart Navajo sweaters in their combination of varied colors.

Light weight yarns are in vogue—is your stock complete?

Let Corticelli Advertising help your sales. Send for a supply of knitting direction leaflets for counter distribution. Every dealer using them finds they are a real sales stimulus.

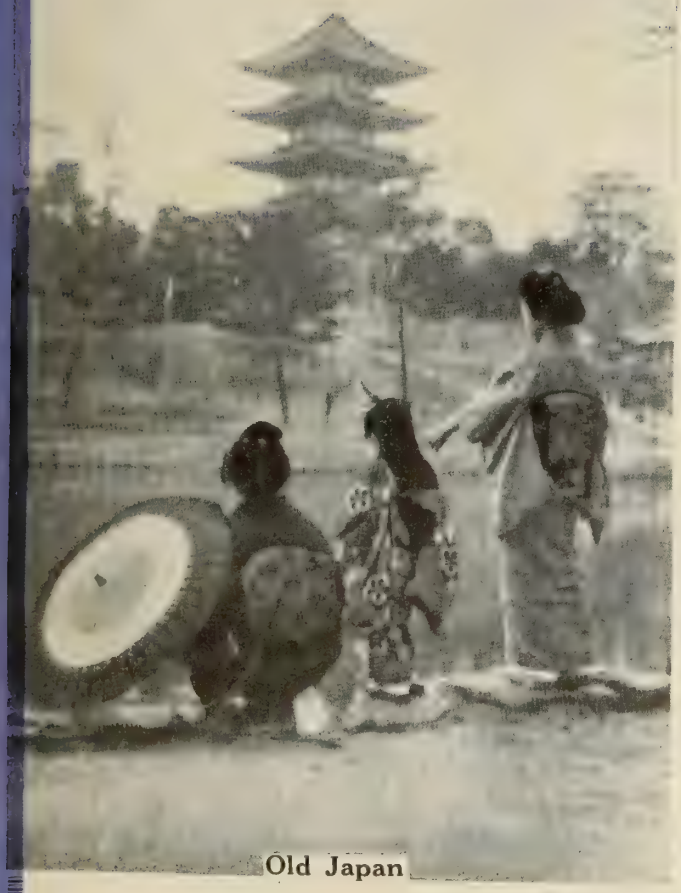
Belding-Corticelli Limited

Montreal Toronto Winnipeg Vancouver

# Dry Goods Review

Vol. XXXIV. No. 5 THE MACLEAN PUBLISHING COMPANY, LIMITED PUBLICATION OFFICE: TORONTO, CANADA MAY, 1922





Old Japan

Oriental Silks in Great Profusion

*Soft Clinging Silks*

*Silks for June Weddings*
*Dress and Lingerie*

*Summer Silks, in all Gay Eastern Shades*

**A. S. King Silk Company**

Limited

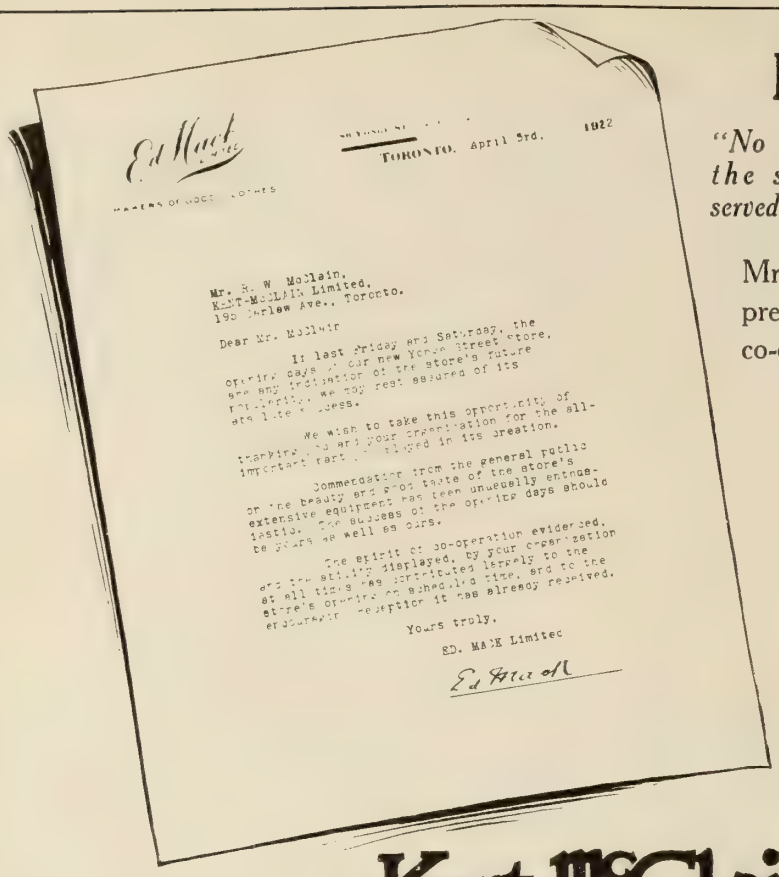
"The Silk House of Canada"

*59-61 Wellington St. West, Toronto*

Foreign Offices

*Zurich Switzerland*
*Lyons France*

*Yokohama, Japan*
*Chefoo, China*



Ed Mack

TORONTO, April 3rd, 1922

Mr. H. W. McClain,
KENT-McCLAIN Limited,
183 Carlaw Ave., Toronto.

Dear Mr. McClair

It last Friday and Saturday, the
opening days of our new Yonge Street store,
are any indication of the store's future
prosperity, we may rest assured of its
great success.

We wish to take this opportunity of
thanking you and your organization for the all-
important part you played in its creation.

Commendation from the general public
on the beauty and good taste of the store's
extensive equipment has been unequally unanimous
lasting. The success of the opening days should
be yours as well as ours.

The spirit of co-operation evidenced,
and the ability displayed, by your organization
at all times, has contributed largely to the
store's opening on scheduled time, and to the
enthusiastic reception it has already received.

Yours truly,

ED. MACK Limited

# More Than Money

*"No greater reward for work well done than the sincere appreciation of those we have served."*

Mr. Ed. Mack expresses a generous appreciation of Kent-McClain knowledge, co-operation and skill.



*The new store of Ed. Mack, Ltd., shown below, was planned, designed and equipped by,*

**Kent-McClain**
(TORONTO SHOW CASE CO.) Limited

(183 Carlaw Ave., Toronto)






# Make Us Your Stockroom

Besides being a Dry Goods Warehouse, Greenshields Limited, is an organization of buyers, who, having access to the markets of the World place at your disposal the best that is to be obtained.

Knowing that the bulk of your trade are considering price and value as never before you should bear this in mind in merchandising for your store.

We endeavor to carry in stock all seasonable items in the Dry Goods lines so as to enable retailers to buy for a maximum of turnovers and a minimum of leftovers.

# GREENSHIELDS LIMITED

***"The Hub of the Dry Goods Trade in Canada"***

17 Victoria Square - Montreal

**Sales Rooms from the Atlantic to the Pacific**

## "Peeress"

The Net that will give you the most profit and your customers the most satisfaction.

## "Peeress"

Superior in quality, package and packing to any other line put up. This Net is the finest quality hair, carefully inspected, sterilized, specially folded to open without tangles. Just a perfect Net ready to put on.




## The wood Display Case is the finest yet offered

We are producing what others promise, a net you will not have to make apologies for, 100% value in every envelope. Cap $8.00, special price in quantities. Double mesh $12.00. Fringe $9.00. White and Grey extra.

## "Vodene"

Same quality as Net you are paying more money for. Cap $7.00, Fringe $9.00. White and Grey extra. Special price for quantities.




## "Cumfy"

(6 in a box)

The handy package for holiday time.

Give your customers a chance to wear a real Net. Samples will cost you nothing and will show you there are bigger profits in Hair Nets for you.

**We cater only to Dry Goods Stores**

We would be glad to quote you on special envelopes with your own brand.

Veils Laces Nets
Organdies & Voiles

# CANADA VEILING CO., LIMITED

84-86 Wellington Street West, Toronto

# "IRON DUKE"

Overalls and Smocks for Men. Made of the Strongest Cloth, on the Largest Cut, for the Hardest Wear.

*Samples by Mail or See Our Representative.*



John M. Garland, Son & Co., Ltd.

Ottawa - Canada

*Wholesale Dry Goods*




# Motor Rugs

Made in a fine quality of Pure Wool in combination colors. Priced at a reasonable figure. Can be secured through our dealers. Every car owner should have one.

## THE BROOK WOOLLEN COMPANY, Limited

**Simcoe - Ontario**

*Selling Agents:*

**HARVEY BROTHERS & SEMPLE, LIMITED**

**Toronto Winnipeg Edmonton Vancouver**

# WAYAGAMACK PURE KRAFT




## Is The Logical Wrapper

for dry goods of every description. That is now an undisputed fact. It invariably gives satisfaction whether used to wrap an osprey or a pair of gloves, a heavy bale of cotton, woollen or linen goods.

It is unequalled as a wrapper or container for groceries, provisions, meats and hardware, in fact it can be used for anything for which wrapping paper is required.

Grocers and Dry Goods and Hardware Merchants when ordering wrapping paper, bags, envelopes or notion bags should always specify and insist upon being supplied with

## Wayagamack Pure Kraft

**which means**

## Strength and Security

It is stocked by the principal wholesalers throughout the Dominion and can be obtained in Glazed or Unglazed finish and in Plain, Finestripe and Broadstripe patterns.

# Every Month

—the demand for **Winsome Maid** Hosiery increases. Our sales for February and March were the largest in our history.

The reason is found in the splendid quality, the long wear, and the superior beauty of Winsome Maid Hose.

Pure thread silk in a variety of styles and wide range of colors.

Smart two tone heather effects in our number 400, which is unsurpassed for wear and appearance.

**Our travellers will call on you with samples and prices.**




## Allen Silk Mills Limited

**43 Davies Ave. Toronto**

*The Finest Trade buys "Winsome Maid"*




# *A. B. C. Hosiery*

## Meets Fashion's Demands

***Quoted from "New York in Spring Clothes"***

". . . first and foremost the invincible flapper in tweeds and homespuns, takes her sports clothes to church with assurance—her emancipated legs in silk and wool stockings, the color of the suit to a hair's breadth."

### A. B. C. Hosiery

in silk and wool, features the heather effects to wear with the season's fashionable homespun suits and dresses.

**Other seasonable A. B. C. lines are:**

**For Children**—three-quarter length heather mixture sock with roll top.
—pure silk, 1 and 1 rib.
—silk and wool, 1 and 1 rib.

**For Men and Women**—Silk and wool mixtures; many combinations of colors.

**All seamless weave, reinforced heels and toes.**

## Allen Bros. Co., Limited

**883 Dundas St. E. Toronto**

Made in Four Sizes 0 0 0 0 0 0 1




It's all in the Spring



Strong—Durable Made of Brass

*It's a Snap to Snap This Snapper*

# Colonial Maid

## *Wire* Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER. But is MADE WITH HIGHLY TEMPERED WIRE SPRING. . . . . KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS will not rust

ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK. ∴ ∴ SIZES 00-0-1

*To be had of all leading wholesalers.*

Manufactured by

## Colonial Fastener Co., Limited

Montreal, Que.

OTTAWA
111 Sparks St.

CALGARY
ALBERTA
517 Centre St.

St. HYACINTHE
QUEBEC

QUEBEC
Merger Bldg.

# The 5 Universal Languages

*are*

1 Music, 2 Flowers, 3 a Hand-Shake, 4 Bread, 5 PICTURES

*because*

Hearing, 1 Smelling, 2 Touching, 3 Tasting, 4 Seeing 5

*are*

## The 5 Universal Senses

HAILEYBURY, ONT.
Matabanick

TORONTO, Ont.
72 Bay Street

HAMILTON
ONT.
Lister Chmbrs.

## Dept. E. Dress Goods and Silks Dept. E.

*are*

## Dry Goods PICTURES

Which speak a Universal Language understood by every woman in the world. The Picture Gallery of the House of Racine Invites your inspection in This Splendid Assortment:

SUDBURY, Ont.
Balmoral

LONDON
ONT.
145 Carling St.

SYDNEY, C. B.
269 Charlotte St.

HALIFAX
N. S.
119 Roy Bldg.



GEO. OUIMET
Manager Dept. E

### Dress Goods

Cashmeres, Delaines, Challies, Wool Voiles, Armures, Poplins, Taffetas, Durantes, Say Cloths, Lustres, Mohairs, Merinos, Skirtings, Gabardines, Tricotines, Serges, Tartans, Shepherd Checks, Jerseys, Velour Tweeds, Meltons, Broadcloths, Venetians, Ratines and Homespuns.
N.B.—Special Wool Ratine, No. E 1198, 50 inch, 12 shades, $1.65 yd.

### Silks

Georgette Crepe, Crepe de Chine, Canton Crepe, Crepe Marocain, Crepe Charmeuse, Liberty Satin, Baronet Satin, Yarn-dyed Satin, Paillette, Duchesse, Messaline, Peau de Soie, Silk Poplins, Habutai, Pongee, Tussah, Brocades and a large variety of fancy silks.

### Velvets

Chiffon Velvets, Lyons Velvets, Paon Velvets, Velvet Cords and Velveteens in all widths and prices.

SHERBROOKE
QUEBEC
50 Wellington St.

THREE RIVERS
QUE.

St. PASCAL
QUE.

## Alphonse Racine Limited

*Manufacturers and Wholesale Distributors of Dry Goods*

60-98 St. Paul St. West, Montreal

FACTORIES: Beaubien St., Montreal
St. Denis, Que., St. Hyacinthe, Que.
18 PERMANENT SAMPLE ROOMS

CHICOUTIMI
QUE.

EDMUNSTON
N. B.

CHARLOTTETOWN
P.E.I., Queen & Sydney Sts.

ST. JOHN, N. B.
85 Germain St.

# Featuring

## Bonnie Bloomers

### The Guaranteed Perfect Fitting Bloomer

Full Reinforcement
Large and Roomy
Renewable Elastic

Pongee, Habutai, Wash Satins and Crepe de Chine fashions these attractive Bloomers, in plain Lingerie style or with Frills.

### Long Styles for wearing below the knee

a necessary accessory to the short skirt of the Sports Costume.
Made with double elastic shirring, Pleated Frills.

---

## Merri-Maid

### Dresses for Juniors

in Pongee and tub Silks with Bloomers to match.

Merri Maid creations in fine Organdies and Voiles represent the highest ideals in dress designing.

Finest material is employed with marked success in these fetching frocks, with dainty trimmings of fine Laces and Embroidery.

White and Colors.

Sizes 2 to 6
8 to 12

# H. P. RITCHIE & COMPANY

38-42 CLIFFORD STREET TORONTO

*Manufacturers Embroideries, Handkerchiefs, Silk Lingerie*

*Merri-Maid Dresses for Juniors*

# Prospect Mills
LONGWOOD ENGLAND




TRADE MARK

## Unvarying Quality & Reliability

During the 50 years in which the firm of Joseph Hoyle have been established it has been the policy to employ only modern plant and highest grade materials. And, so to-day the business stands in the forefront of Woollen Manufacturers with a reputation for Quality and Reliability.

The range of materials manufactured includes:—
GENTLEMEN'S SUITINGS, OVERCOATINGS, COVERT COATINGS, CAPCLOTHS & LADIES' MANTLE & DRESS MATERIALS—also TABLE CLOTHS, CURTAINS & ART SERGES for the furnishing & Upholstery Trades.

***Samples may be had direct from the firm or on application to any agent***

## JOSEPH HOYLE & SON, LTD.

***Woollen Manufacturers***

PROSPECT MILLS, LONGWOOD, YORKS, ENG.

Montreal—Archer Robertson, 327 Board of Trade Bldgs., Montreal.
Vancouver—G. S. McConnell, 1754 Barclay Street, Vancouver, B. C.

# STOFFEL & CO., ST. GALL

**The Largest Manufacturers of Cotton Fabrics in**

## SWITZERLAND



*The Var Races at Nice*

**Fine Muslins**

**Jaconas**

**Voiles**

**Crepes**

**Nainsooks**

**Batistes**

**Calicots**

**Fancies**

TRANSPARENT ORGANDIES IN 100 SHADES

**DOTTED SWISSES IN 50 SHADES**

"IT IS STOFFEL'S"

*The finest praise that can be bestowed upon an Organdie or Dotted Swiss*

STOCK CARRIED IN TORONTO IMMEDIATE DELIVERY

To the Wholesale and Manufacturing Trade only

# HERON & TAYLOR

**Sole Agents for Canada**

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20 St. Nicholas Street,
Montreal, Que.
Tel. Main 6248

77 York Street,
Toronto
Tel. Adel. 2253

Western Representatives:
McRae & Walker,
106 Hammond Block,
Albert Street, Winnipeg, Man.
Tel. A. 7265

FOR THE

# OUTING SEASON



**Fre-Neck & Outing Shirts**
**Athletic Underwear**
**Invisible Braces**
**Khaki and White Ducks**
**Bathing Suits**

**MEN'S RUBBER BELTS**
**Box Buckle**
Black Brown Grey
**$3.25 doz. or $36.00 gross**

The
**Van Heusen Collar**

**Men's double pad Garters $2.25 dozen**

**SPORTING GOODS** **SMOKERS' NECESSITIES**

MAIL ORDERS SHIPPED SAME DAY AS RECEIVED

## HODGSON, SUMNER & CO., LIMITED

83-91 St. Paul St., West 21 St. Sulpice St. 84-92 LeRoyer St.
MONTREAL

***Sample Rooms:***

7 Charest St., QUEBEC Windsor Hotel, OTTAWA
Carlaw Bldg., 28-30 Wellington St. West, TORONTO.
Can. Bank of Commerce Bldg., THREE RIVERS New Sherbrooke House, SHERBROOKE
Empire Bldg., HAMILTON Grigg House, LONDON
503 Mercantile Bldg., VANCOUVER 50 Bon Accord St., MONCTON, N.B.




# *Its Popularity Is Increasing Rapidly*

NOT only does "Three Eighties" enjoy the largest sale of any one style of hosiery in Canada—**but the demand is steadily increasing.** No dealer in Canada should attempt to operate a hosiery department without this steadily selling line.

The merit of "Three Eighties" lies in their comfort, durability and reasonable price. It is a seamless cotton hose with three-ply heels and toes—which ensure splendid wear and exceptional freedom from darning.

Sizes for misses and women—4½ to 8½, 8½ to 10. Colors—Black, Tan and White. Attractively boxed in dozens.

Keep your sizes of this popular line complete through your wholesaler. Let your customers know—through window and counter displays — that you carry "Three Eighties" in stock.

**Buster Brown**
**Three Eighties**
**Little Darling**
**Little Daisy**
**Rock Rib**
**Hercules**

## THREE EIGHTIES BRAND 80 80 80

*Hosiery for Women*

***Twelve Pairs of Perfect Hose in Every Box***

The Chipman-Holton Knitting Co., Ltd.
Hamilton, Ont.
**Mills at Hamilton and Welland**

# Visitin' 'Round WITH KELLY CLIENTS




MILTON J. Dedman, of Lindsay, Ontario, is another one of Canada's leading retailers who has used Kelly Service to increase business volume—reduce stock and make new customers.

IN THE latter part of 1921 Kelly Service carried out in the Dedman store one of the most successful sales campaigns ever handled in that section of the Dominion.

AT THE time of the campaign, very few retailers had the courage and foresight of Mr. Dedman to see that the remedy for difficult business conditions lay more in a greater effort on the part of the merchant to sell goods rather than the return of prosperity to the people.

WITH ALL of his twenty-two years' experience in the retail business, commencing when he was twelve years old, Mr. Dedman felt that the employment of specialized ability would be more certain to produce business.

A CAREFUL investigation resulted in his selection of the Kelly Sales System to handle the campaign and in a nine-day sale about a third of his twenty-two thousand dollar stock was turned into cash.

THIS WAS possible—even in the face of difficulties, because in his six years' association with the people in and around Lindsay, Mr. Dedman had built up a confidence through fair and above-board selling that immediately brought a profitable response from the entire district.

THE DEDMAN store—in the six years it has been a part of the business life of Lindsay—has increased its investment and annual sales from eight and twenty-five thousand to twenty-five and fifty thousand dollars—the business in 1921 amounting to a little over the latter figure.

OTHER CANADIAN merchants are enjoying prosperity and big turnover through the efforts of this organization and the service is available to merchants large and small throughout the entire Dominion.

A SELLING staff of a quarter thousand men—skilled in all branches of the retail business—is ready for any problem in sales development.

AN INQUIRY giving the size and character of your stock will bring a full explanation of our plans without obligation.

T·K·KELLY SALES SYSTEM
MINNEAPOLIS·MINNESOTA
U.S.A.




***The Velveteens*** that give real pleasure and complete satisfaction in wear are those dyed by J. & J. M. Worrall, Ltd., the Premier Velveteen Dyers of the World. Whatever the make—or the colour—you should always ask for a guarantee that the cloths are in Worrall's Fast-to-Rubbing Dyes.

**J. & J. M. WORRALL, LIMITED, MANCHESTER,**

are not merchants. All inquiries for velveteens in their dyes should be sent through the usual wholesale channels.

# "Solprufe"

# Cotton Goods

## are Guaranteed *Fast* Colors

"SOLPRUFE" Cottons are absolutely guaranteed to be FADELESS and SUNPROOF.

Whether you are ordering Goods for Curtains and FURNITURE Covers; or are replenishing your stock of new materials for Ladies' and Children's Wear, be sure to specify Cottons bearing the stamps "Solprufe" on the selvedge and this Trade Mark




on the end of the piece

This new B.D.A. process makes Cottons fast to sunlight and Washing.

It is one of the new finishes, originated and perfected by the Bradford Dyers' Association – a recommendation in itself of novelty and proven excellence.

THE
BRADFORD DYERS' ASSOCIATION, LTD

MANCHESTER
6 OXFORD ST
ST PETERS SQ.

BRADFORD
DEPT. 43
39 WELL ST

LONDON
128 & 129
CHEAPSIDE, E.C.2

(COPYRIGHT)

The Gloves and Hosiery House of Canada




Queen Quality

## Glove Silk Lingerie

## For the Summer Girl

QUEEN Quality is the ideal wear in underthings, with the dainty light costumes of the summer girl. Full comfort without bulkiness and easily washed—economical because of their wearing qualities. Made in styles to suit every taste.

**St. Catharines Silk Mills**
Limited
ST. CATHARINES - ONTARIO



# VENUS

## A "Non-Refillable Name"

THERE are all kinds of hosiery made for all kinds of people ***by*** all kinds of people but the merchant knows that Venus is HOSIERY—with capitals—pure silk hosiery made by its makers with the consciousness of a reputation to be maintained. Venus is always sold as Venus—Are you selling it?

**Venus Silk Hosiery Mills**
Limited
TORONTO - ONTARIO

Sole Selling Agents
Richard L. Baker & Co.
84 Wellington St. West
Toronto

*The Gloves and Hosiery House of Canada*

**Griffin**

**ChamoSuede**
REGISTERED

**Gauntlets**

## For the Woman Who Drives

WOMEN who "drive their own" find Griffin the ideal glove in spring and summer weather. Good looking and stylish, a shade to match the costume, full protection for the hands, without clumsiness of leather and easily and quickly washed.

*Feature them*

MADE IN CANADA

**Griffin Gloves, Limited**
TORONTO, ONTARIO




**LONDON KNIT HOSE**

*"London Knit for Wear and Fit"*

## Cotton, Lisle, Silk Lisle, Cashmere, Fibre Silk

LONDON KNIT is the kind of hose that discriminating buyers choose—the sure-to-sell kind that means daily trade and profits. They are made

***For all the Family***

MADE IN CANADA **LONDON HOSIERY MILLS** LONDON ONTARIO
LIMITED

Sole Selling Agents
**Richard L. Baker & Co**
LIMITED
84 Wellington St West
Toronto

A LARGE
STOCK OF SPRING
AND SUMMER
UNDERWEAR
AND HOSIERY



FOR MEN, WOMEN, AND CHILDREN

Balbriggan Shirts and Drawers for Boys and Men, Long and Short Sleeves, Knee and Ankle Length.

Combinations in Balbriggan.
Also Athletic style, Ecru and White.
Boys' and Men's Jerseys, short and long sleeves.
Boys' and Men's Bathing Tights and Suits.
Large assortment of Cotton, Lisle and Silk half hose.

Ladies' Mercerized and Silk Hose with clocks in latest shades.
Ladies' Drop Stitch Silk Hose.
Infants' and 3-4 length Socks.
Imported and Domestic Golf Hose, in Heather and Browns at all prices.
Full Line of Plain and Ribbed Cotton and Mercerized Hosiery.

**The W. R. BROCK CO., (Limited)**

*Wholesale Dry Goods*

**MONTREAL**

**OTTAWA SAMPLE ROOM: 415 Booth Building**

For Every Transportation Need —

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# Children's Gingham Dresses $6.50 Per Dozen

## *Have You Seen Them?*

Four different styles for choice. Made from check ginghams and plain chambrays in assorted patterns and colors. Sizes 2 to 6 years in the box.

## Misses' Gingham Dresses 8 to 14 Years Per Dozen $9.00

Remarkable for value and style having Peterpan Collar, belt and pockets trimmed with rick rack braid in assorted ginghams of various qualities.

## Other Dresses for Girls and Misses Range in Price:

2 to 6 years without bloomers at $6.50, $8.50, $9.00, $9.75, $10.50, $12.00 to $16.50.

2 to 6 years with bloomers at $13.50, $15.00, $18.00 and $21.00.

8 to 14 years at $9.00, $10.50, $12.00, $13.50, $15.00, $16.50 to $22.50.

We are prepared to take care of your sorting needs in ***Popular Priced Ready to Wear for Women and Children.***

## Now on Hand Full Range of

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| Rompers, | Whitewear, | Dresses for |
| Oliver Twist Suits, | Bathing Suits, | street and home |
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TORONTO

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## STOCKINGS AND SOCKS OF
# PURE WOOL

**Pure Silk and Artificial Silk as well as Soft Cotton (*Cashmere or Llama Finish*), Mercerised Cotton (*Silk Finish*) and Lisle Thread are now being dyed "Hawley's Hygienic Black."**

Attractive Showcards, Price Tickets, etc., featuring this and other designs are now available and supplies will be gladly sent upon application to the Offices of The Dry Goods Review, 143-153 University Avenue, Toronto, and 128 Bleury Street, Montreal.




To meet the Great Public Demand for "Hawley's Hygienic Dye" upon Hose and Socks in all makes and Materials Retailers should at once place orders for a full range of these goods with their wholesale houses.

**Every pair is clearly stamped with the name "Hawley's" and is a guarantee to the purchaser of the Fast and Stainless qualities of the Dye.**

Should any difficulty arise in respect to supplies of any particular line of goods dyed "Hawley's Hygienic Black," names of Wholesalers who are in a position to supply will be gladly given in answer to an inquiry addressed to the Publicity Dept., Sketchley Dye Works, Hinckley, England.

Dry Goods Review

Volume XXXIV. TORONTO, CANADA, MAY, 1922 Number 5

# Sixty Years of Active Business

## Bartlet, Macdonald & Gow, of Windsor, Celebrate Their 60th Anniversary—Origin of Business Goes Back to Early Days of Border Cities—Members Took Active Part in Municipal and Philanthropic Affairs—History of the Firm

SIXTY years in merchandising is a record of which any firm might be proud. Bartlet, Macdonald & Gow of Windsor, Ontario, recently took advantage of the fact that it was sixty years ago that their business was founded, to run a successful anniversary sale. In making the announcement of this sale, they did so in a most effective way by recalling the early days of their city, the beginning of their own enterprising firm, and linking its growth up with the growth of the Border Cities.

### Started April 1st. 1862

We cannot do better than reproduce from the store announcement some of the interesting facts in connection with the birth, growth and development of this Windsor firm.

April 1, 1862.—Just 60 years ago Saturday business of Bartlet, Macdonald and Gow, Limited, though then under another name, was established in Windsor, as a small general store, the usual country style of that period. To-day it is one of the most up-to-date and complete dry goods businesses in Ontario, with a reputation for integrity, square dealing and values that insured and has maintained the success of the firm since its start.

The anniversary is an important event in the Border Cities, because of the fact that the store is probably the oldest in this section of Western Ontario.

But a small shop in 1862, it grew constantly until the store to-day now covers 23,568 square feet of floor space, exclusive of the basement, and has two entrances, one on Ouellette avenue, and the other on Sandwich street.

### History of the Firm

In 1862, Donald Cameron and John Thorburn, both natives of Scotland, opened a general store on the site where the Sandwich street portion of the building now stands. Fire burned the building to the ground in 1871, when many other buildings in the centre of Windsor were also destroyed. The Cameron and Thorburn business was temporarily moved into the old Town Hall, and carried on there until the store was rebuilt on the original site.

Previous to the Cameron-Thorburn partnership, Mr. Cameron was in business as a general merchant in the old Windsor Castle. It was 60 years ago last Saturday that he moved his stock from there to the present location.

### Partnership Agreement

The following entry appearing on the day books of the firm the day the store opened under the partnership, in the hand writing of the late George Bartlet bookkeeper reads:

"April 1st, 1862.—Donald Cameron and John Thorburn have this day entered ito co-partnership as wholesale and retail dealers in dry goods, groceries, hardware, etc., in the town of Windsor, Canada West.

"Donald Cameron entered as his assets his stock and book accounts valued at $7,934.67, and John Thorburn an equivalent in cash, $6,067."

Shortly after the fire, Mr. Thorburn severed his connection with the firm and established himself in the grocery business in partnership with James Gibson, father of the Gibson brothers, now well known Windsor tobacconists.

### Active in Community Work

Mr. Cameron continued the store as a dry goods business, finally retiring and returning to Scotland to live, where he eventually died. Mr. Thorburn continued in business here and died in 1904 at the age of 70 years. Both men were very prominent in their day and were respected for their honest service in business dealings and their interest in the welfare of the community. In the death of Mr. Cameron he willed his total estate to public charities and institutions, several institutions in Windsor receiving bequests.

### Dates of Changes

The following gives the various changes of ownership since the establishment of the firm:

Cameron and Thorburn 1862-1872.
Donald Cameron, 1872-1877.
Cameron and Bartlet, 1877-1887.
Bartlet and Macdonald, 1887-1903.
Bartlet, Macdonald and Gow, Ltd., 1913.
Bartlet, Macdonald and Gow, Ltd., 1913-1922.

Joining the business in 1877, Mr. Bartlet continued in partnership with Mr. Cameron until the latter retired and went to Scotland. Colin Macdonald was then taken into the partnership, and is at present president of the firm. Alex. Gow, the present vice-president has been connected with the business for nearly 40 years, becoming a partner in 1903. George Macdonald, the secretary, has been in the business since 1900. He is a son of the president, Colin Macdonald, who is still alive and residing at Leamington.

Many members of the staff have been in the firm's employ for long terms of years. Some of the veteran employees who have given service for more than 30 years include ex-mayor J. H. Shepherd, Albert Cronk, and Alexander Chene.

Between 75 and 100 persons are employed at the present time in the spacious store. A milestone in the history of the organization was marked when the Ouellette avenue wing was added in 1916. This was extremely advantageous

to the firm, giving the store entrances on two of the city's best business streets.

### First Records Kept

A perusal of the first book kept by the originators of the old establishment back in 1862, is interesting. The cash sales were small, running from $98, $123.50, $130.14 each day, with an occasional entry of $200, or thereabouts. Much of the trade in those days was by bartering, farmers bringing in their supplies of butter and eggs, receiving goods in exchange. At the time the United States Civil War was in progress United States funds were at a discount, and a frequent entry is noted in the book such as "discount on United States funds," an exact reverse of to-day's conditions.

Some of the names of customers listed in this old book show that a number are still living and still trading with the firm. Their names are familiar to many residents as being the parents and grandmothers of well-known Windsor people, some living and some deceased.

### Policy of Firm

There have been many changes in the merchandise handled by the firm, and in the methods of transacting business, but despite all of these, the business policy of the organization prevails to-day as it did when the two pioneer Scotchmen started in 1862 and gained for themselves, the respect of the citizens who dealt with them and who continued their patronage because of their effort to give honest service and a square deal to each and everyone. The ideals of these two pioneers have been adhered to all during the 60 years that the store has existed in Windsor. This policy has been responsible for the growth of the business during the hardships that the organization encountered in the years gone by. Despite the fire, which destroyed the old established store, the war, hostile and favorable customs tariffs, good and bad times, the store has lived and flourished.

### Led Early Closing

The firm of Bartlet, Macdonald and Gow, Limited, was a leader in the early closing movement. It was one of the first concerns to adopt closing at 6 o'clock when it was the custom to keep open to a later hour on week days, and for the last few years it has been closing its doors at 6 o'clock on Saturday evenings.

### "Made in Canada" Policy

Early in its career the firm started sending a buyer to European markets, making two trips each year. This procedure was carried on until the war when there was no object in making these trips. The firm still has a large and useful European connection, and always followed the principle to buy where it could buy cheapest. It is meeting new conditions, however, by buying large quantities of "Made in Canada" merchandise, of which there are now very many more lines than could be had before the war—a change in manufacturing conditions in Canada, brought about by European supplies being cut off.

### FOUNDERS AND MEMBERS OF THE FIRM

#### MR. DONALD CAMERON

Former mayor of Windsor and one of the founders of the business now conducted by Bartlet, MacDonald & Gow, Limited. Mr. Cameron was born in the Highlands of Scotland in 1826 and came to Canada in the early '50's. In 1887 he retired from active business and went back to Scotland where he died in 1912. Mr. Cameron willed his entire estate to various charities, several Windsor institutes being remembered in this way.

#### MR. JOHN THORBURN

Who, with the late Donald Cameron, founded the business of Bartlet, McDonald & Gow, Limited. Mr. Thorburn was born in the south of Scotland in 1834 and died in Windsor in 1904. For many years after the dissolution of the partnership of Cameron & Thorburn, Mr. Thorburn was engaged in the grocery business here.

#### MR. GEORGE BARTLET

One of the former partners in the firm of Bartlet, Macdonald & Gow, Limited. Mr. Bartlet, who was born in Amherstburg in 1846, was connected with the business for many years. He died in Windsor in 1912.

#### MR. COLIN MACDONALD

President of the firm of Bartlet, Macdonald & Gow, Limited. Mr. Macdonald was born in Reelig, Invernesshire, Scotland, in 1845, where he attended school until he was 16, thereupon being apprenticed to one McCullough of Inverness, a draper whose reputation was of more than a local nature. When the young man's time had expired he decided to go to America. He finally landed in Quebec and eventually wound up in Picton with just one half crown to his name. In less than two days he had secured a position in a store in that town. But young Colin was not satisfied and in 1873 he moved on to Windsor, entering the employ of Donald Cameron. When Mr. Cameron retired in 1887, Mr. Macdonald became a partner of Mr. George Bartlet. Mr. Macdonald led the choir of St. Andrew's church for many years. During his long connection with the local dry goods business, he crossed the ocean several dozen times to purchase goods on the other side. Mr. Macdonald now resides at Leamington. He is hale and hearty despite his years.

#### MR. ALEX. GOW

Vice-president of the firm of Bartlet, Macdonald & Gow was born in Guelph in 1867, the son of Mr. James Gow. He became a member of the "B.M. & G.," firm in 1903, but was connected with the business for many years before.

#### MR. GEORGE F. MACDONALD

Secretary of the firm of Bartlet, Macdonald & Gow, and a son of Mr. Colin Macdonald, president of the company. Mr. Macdonald was born in Windsor and has lived here practically all his life.

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### CO-OPERATION HELPED

A striking example of the working out of the co-operative spirit between merchants and local or government organizations, was noticed in Belleville, Ont., last week. The Child Welfare Bureau of the Provincial Board of Health for Ontario held a baby clinic in that city each afternoon from April 29 to May 6. Church societies, women's organizations and merchants all did their part in making the week a big success for their city. Every store carried the sign in its window, "Better Babies for Belleville"—the general slogan adopted for the city.

Most of the retailers were not satisfied with this, however. They placed attractive window displays showing baby things which related either to the lines they carried or to general public health rules.

Here are a few of the showcards seen by Dry Goods Review:

Quick and Robertson's men's wear store had a picture in colors of a tiny rugby player of about six years of age. He carried a huge ball under his arm and bore the inscription: "Child Welfare made me what I am."

The Hyman Company's card had a lovely baby and the words: "The important factor in the development of men and women is proper nutrition during childhood."

Wotten's Limited made the announcement: "Take your baby to the clinic." They had a card as well of a healthy child picking flowers and saying: "I'm a lovin' welfare baby."

Earle & Cooke Company announced: "A life to be satisfied must be started right."

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During the past winter David Hartford has trapped a collection of fur-bearing animals valued at $1,365, within twenty miles of the town of Newmarket, Ont. His collection comprises 203 muskrats, 187 skunk, 59 mink, nine foxes and five raccoons. Mr. Hartford had the advantage of hunting in a district which was free from the discomforts of the north country.

# Canadian Sightless Workers are Producers of Many Lines Carried by Dry Goods Merchants

## Whether at Home or in Institutes, They Are Taught Sewing, Knitting, Netting, Crocheting and Other Useful Employment—Method of Making Aprons Described—Careful System is Followed in Institutes

IN considering the development of industrial Canada during and since the war, the work done by the Canadian National Institute for the Blind has added a considerable share to the general output. Since most of the industries at which the blind men and women of Canada are working, are directly connected with the dry goods trade, it might be interesting to our readers to hear something of the manufacture of lines which they are buying and selling every day.

There are more than 6,000 blind people in Canada to-day. Of these, 2,500 are in Ontario, 2,500 in Quebec, 1,000 in the Maritime Provinces and 1,000 in the West. The principal interest taken in these people in the past, lay in the work of educating blind children in their lifework. The Canadian Free Institue for the Blind has also performed a very important function in distributing blind literature. Outside of these two movements there was little co-ordinated effort for a long time.

Until the year 1918, when the Canadian National Institute for the Blind was given its charter, the men and women who were blinded after reaching the age of twenty, (and the percentage of these cases is quite high) had no training or work beyond what was done in a private way. Now there is a place for every blind person in the industrial world.

### Taught Handicrafts At Home

Many elderly people cannot leave their homes to come to the educational and employment centres, situated at Halifax, Toronto, Winnipeg and Vancouver. To enable them to learn light handicrafts, teachers, many of them blind or partially blind, are sent all over the country to the homes of these people to teach them to read and write in the blind fashion and to instruct them in sewing, knitting, netting, crocheting, basket-weaving and other crafts. The work of broom-making and apron making is usually taught at schools. Those who learn their work at home are allowed, after passing an examination, to use the tools and materials provided by the Institute. Their finished work is bought by the nearest headquarters and *sold at the price paid to the blind worker.* The Institute does not receive any remuneration for its part in the work.

The expertness commonly attained by these blind workers, enables their products to be sold to the public on a straight competitive basis with the output of sighted workers.

### Toronto's Apron Show

Vocational employment on a wage basis is given in the Institute's shops in Toronto for those who become qualified in the lines of work carried on there. These industries are such as cannot very well be done at home because of the machinery required and the number of different operations. Those trained by the workshop, however, are free to seek employment wherever they wish. Wages are paid in the Institute's shops on a subsidized piece rate, wherever possible, otherwise on a flat rate. Many individual pieceworkers earn over $12 a week, though the average worker makes from $9 to $11.

The shop which causes the most interest of all to visitors is the apron shop. It is the only one of its kind in the world. An average of 250 dozen slip-over aprons are turned out every week. Many of the biggest stores in this country now give their entire orders to the Institute. One manager of an apron department says that he prefers the work done by these women to that of sighted workers. The proportion of imperfect garments turned out in a single day is surprisingly small.

There are at present twenty-seven blind women in the apron shop, either operating or learning. A double row of power sewing machines, fitted with shafting is in constant use. A sighted superintendent and two sighted helpers are the only ones in the place who are not totally blind.

### Simplicity And System The Key-Notes

To the visitor watching the operations of these blind workers, there seems at first something uncanny about the way in which they work. Careful observation of the various processes reveals the fact that it is all done by a splendid system of assembling and distributing the parts of the garment. As a rule, when a blind girl has learned one operation well, she is kept at it almost entirely because it is easier on her and because even changing operations in the slightest way delays the work for a time. Two partially sighted women—they can distinguish light from dark—are in charge of the "laying" of the material to be cut, a sighted worker cuts it and the partially sighted ones roll it and tag it for the machines. This means placing the light and dark materials in their correct places for the totally blind workers. The two sighted workers then place the different parts of the garments at the left of each operator. One or two learn each operation. For example there is hemming, tucking, binding, sewing on braid, putting the parts together—all this is done by the totally blind. The making of button -holes and the examining for flaws is of course done by the two girls who can see.

How do the operators know whether they are sewing on the right side of the material? Dry Goods Review asked the superintendent. The explanation was very simple. It is a rule of the shop that all materials must be placed with the reverse side up, when given the workers. If a garment is found sewn on the wrong side, it is generally because the sighted girl has not placed it in the established way.

One girl has the difficult operation of sewing on ric-rac braid. She turns up the material and sews on the braid in one movement. She does it by simply guiding it with her finger. If she allowed it to slip even a sixteenth of an inch, the braid would be crooked or the hem on the material would not be properly done. In a whole day she rarely makes an error.

It takes two years for a blind girl without previous experience to learn to operate a power sewing machine expertly. Those who are learning receive $9 a week during their course.

Many factories are glad to employ girls trained by the Institute for certain operations. They claim that their work is better. For example a trained blind worker can thread a needle quicker than a sighted one.

### Dry Goods Merchants May See For Themselves

The workshops of the Canadian Institute for the blind are open to visitors all the time. Dry goods merchants in particular, who are in a position to buy their products, would be welcome visitors to any of the shops. Watching the complete making of a corn broom in five minutes is very interesting. This takes eight operations, all of which, from the time the corn is sorted into grades, until it comes out in the finished article is done by blind men. As a matter of fact these brooms are sold in the open market in direct competition with brooms made by sighted workers, and the steadiness of sales proves the efficiency of the work.

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Col. John Jardine, director of the firm of John Jardine, Limited, Nottingham, England, was in Toronto recently. His firm is famous throughout the world for its lace-making machinery. This visit suggests the possibilities for the establishment of a new lace industry in this country.

The windows of the Manchester, Robertson and Allison of St. John, N. B., attracted much attention to homefurnishings lines recently. Five windows were devoted to different rooms—such as would be found in a well-furnished apartment. They were hallway, library, living-room, bed-room and dining-room.

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## ROMANCE OF MERCHANDISE

ADVERTISING men are constantly on the lookout for new ideas with which they can make a stronger appeal to the customer. There is a a definite turning away from the "shouting" type of advertisement to something saner. People are tired of being shouted at in a loud and unconvincing voice. They are receptive to style, quality and price appeal. But they can be interested in one other thing that is, perhaps, too frequently overlooked in the merchandising plans of many merchants. We refer to the romance of the merchandise that is handled. For, be it remembered, there are few pieces of merchandise on the shelves of the retail merchant that are without a romantic history.

In addressing the Advertising Clubs of the World at Cincinnati recently, Fred T. Harris gave an example of this which might be quoted. In the selling of a fur coat, for instance, he pre-supposes that the customer is making some objection to the cost of the coat which is stated to be $20,000. Here is a chance for some information that is full of romance. Perhaps the consumer thinks the retailer has made $10,000 out of the sale of that coat. Eliminate the retailer and the wholesaler and how would the customer get the coat? A trapping expedition into the heart of Siberia for Russian sable, an expedition that lasts many months and, with transportation costs from one continent to another, with the skill of the master furrier to put it into proper shape, with a good deal of waste in selecting the right skins for so elaborate a skin —these would probably cost $200,000.

But bulk production and distribution make it possible to send expeditions into these innermost parts of a country where skins can be selected for the most expensive coats, while the others are made up into less expensive coats that cost $400 or $500. Thus both the rich and the poor alike can be served with fur coats at a much cheaper price than otherwise.

It is just one of many such arguments that might be used with all classes of merchandise. In this issue, for instance, we have articles dealing with cotton and silk from the raw state to the finished product. There is romance in every piece or cotton or silk goods. There is romance in all merchandise, which, if in the possession of the ad. man or the salesman will make for more effective results.

## SOMETHING DIFFERENT

THERE are many manufacturers and wholesalers who tell us these days that the only, or the best things that sell are articles that are "something different." Novelty, everlasting novelty seems to be what the retailer is looking for in many of the lines of merchandise that he is handling. The retailer is bound to appeal to the consumer with something that possesses unusual features about it. While it is a mistake to assume that there is no money in the country and, therefore, that business must wait till conditions are more favorable, it is not a mistake to assume that business is harder to get and that "something different" may get it. It may be something different in the merchandise itself, or it may be something different in a merchandising method.

There are many methods being tried out by Canadian retailers to-day that indicate an aggressive spirit, a spirit that is restless for "something different" in the way of appeal to the Canadian consumer. And these methods of aggressive merchandising are proving to be quite successful. Articles to be found in this and other issues of Dry Goods Review since the first of the year tell how retailers here and there have brought profits to their balance sheets by contests, by methods that are quite unique to the history of retailing in Canada. This month, for instance, we carry an article dealing with an altogether novel idea conceived by the Hudson Bay Co., of Saskatoon, that of chartering the street car service for the day and giving the citizens of that city free transportation from early morning till six o'clock in the evening. The success of the scheme seems to have more than justified its inception.

It is worth while impressing upon the minds of retailers that what they are looking for in many lines of merchandise, namely, "something different," many customers may also be looking for in merchandising methods. It is certainly of value to every retailer to study newer methods of merchandising, newer methods of advertising appeal. If the idea, in its entirety as worked out by some one else is too big for you, you may be able to modify it to suit your own business and locality. There are many retailers who are discovering that methods that introduce "something different" bring results.

# Dry Goods Market at a Glance

## Wholesalers Report Spring Business as Poor, But Say That Placing Business for Fall is Better Than a Year Ago—Outlook in the West Optimistic—Cottons Down From Five to Ten Per Cent.—Knit Goods Men Doing Good Business

BUSINESS is hard to get. In conversation with many wholesalers and agents during the last few days, we have frequently heard the word "rotten" when applying to business. But in going into a more detailed analysis of the development of business from month to month, that unsavory word has to be modified. Since the first of the year there have been spots of some days or even weeks duration of very poor business. But there have also been spots of exceedingly good business. Shortly after the turn of the year, many of the wholesale houses did such a brisk business—so much better than the corresponding period of last year—that they had the highest hopes of the year's business, that is, of 1922. After six or eight weeks of this, business fell off and we heard some "cancellations" of the optimistic talk of a few weeks before. Then came another brisk period of business—good spring business. About the middle of April it fell off again and from that time till this time of writing—the middle of May—things have been quiet again.

### Better Than Year Ago

But looking back over the four and a half months and comparing them with the same months of 1921, there are few wholesalers who do not say that they have done a bigger volume of business than a year ago. For the moment, sorting business is very quiet; one man said he had never known it so quiet in his whole life. But the very next thing he said was that the placing business of their wholesale houses—they have two or three—for Fall was bigger than last year. We know another house that has booked Fall business over 65 per cent. heavier than a year ago. Still a third man who said to us that business was "rotten" admitted that his business up to the 10th of May was away ahead of the business for the same period of a year ago. In some cases much more merchandise is being sold, though the actual cash returns are less; in some cases volume and cash returns are both larger. This, as many retailers will appreciate, is the experience of the retail trade all over the country. The fact that booking business for Fall in so many cases is larger than last year is regarded by wholesalers as very encouraging. It shows a returning confidence, based on an assumption that Fall and Winter business will be better than the Fall and Winter business of 1921-22.

### The West

Many eyes these days are turned to the West and to the forthcoming crops. It is admitted that immediate and placing business is quiet, that collections are not good, that credit has been extended in innumerable cases. Western retailers are not disposed for the moment to make any commitments until there is some assurance about the crops of 1922. But optimism is part of the life of the West, and there is a good deal of it at present with regard to the crops this year. Reports are that there is an abundance of moisture out there—in some spots too much perhaps. That augurs well; lack of moisture for some years has been the forerunner of disappointment with regard to Western crop conditions. From not a few sources is heard the statement that the outlook at the present time for a crop has not been as good since the bumper year of 1915. If these hopes are realized it will mean a decided improvement in business conditions in this country. Not only the West is concerned with Western crops; it is a Canadian condition which is reflected in every Canadian home. If the West produces a good crop for which there is a good market price, that fact will soon be reflected in business.

### Lower Cottons

One of the Canadian mills has just issued a new price list on cottons, in all probability to be followed by similar action from other sources. Roughly speaking, the reduction on staple lines is five per cent—some lines are not affected at all; while on printed lines the reduction will run between five and ten per cent. To the retailer, it will make a difference of only a few cents a yard at best; in the case of some staples affected it will mean less than a cent. Some of the cotton materials used in house furnishings show a ten or twelve per cent. reduction. Wholesale men state that these prices will obtain until September, at least. The price tendency of cotton is very firm with an occasional increase in raw cotton prices.

### Fabrics

"Something different." That is what dress fabric men say is selling best for Fall. One of the specialty houses believes that reversible tweeds for coatings will be very strong for Fall so far as volume is concerned. For the woman who wants something a little better for occasions such as afternoon functions or Sunday wear, velours or duvetyn are said to be in good demand. Some of the wholesale houses have booked their very best business for Fall on tricotines; in fact, we know of one house that has already over-sold its own buying of this material. Poire twills and gabardines have had fair booking by some of the wholesale houses, and one of the keenest buyers we know of believes that these are due for a big season because Paris is doing so much with them.

Novelties in silks are also the best sellers. Silk men say they have extreme difficulty in disposing of any staple lines but that strictly novelty lines are quickly cleared from their shelves. They are looking for a big white season in summer silks and they say that they have done good business on highly colored Spring silks. The price tendency in Japan is, at present, firm, and this condition is

(Continued on next page)

# Charter Saskatoon Street Car Service for One Day Hudson Bay Co. Give Free Rides in Business Hours

## Official Returns Show That Only Thirteen People Did Not Ride at the Expense of the H. B. C.—Novel Method of Holding a Sale—100 Extra Salespeople to Handle the Crowds—Conduct an Essay Contest in Connection With Window Display

GREAT things were expected when the Hudson's Bay Company opened the doors of their Saskatoon store on Monday, May 1st., but the crowds that thronged the store, and the selling which resulted far surpassed the expectations of even the most enthusiastic.

At the opening hour of 9 a. m. both entrances to the store and the entire sidewalk were swarmed with crowds eager er to be among the first to enter and share in the special offerings which had been advertised in a big two-page spread. Every minute from the opening to the closing hour every section of every department on the five big selling floors was taxed to the utmost capacity. Even with one hundred extra salespeople in addition to the regular staff of 125 it was impossible to take care of everybody. In an effort to provide the quickest possible service cash registers were used on every floor in addition to the tube cash system with which the store is served. By courtesy of the management the entire staff lunched at the King George hotel, just across the street from the Hudson's Bay store.

### 25,000 Ride Free With The H. B. C.

A "stunt" unique in the history of Saskatoon, and one productive of magnificent results was the chartering of the Municipal Street Car Service by the Hudson's Bay Company. From 8.30 a.m. until 6 p. m. no fares or tickets were collected on any street car in the city. Practically the entire population took advantage of the invitation to "Ride Free with the H. B. C." The population of Saskatoon is slightly greater than 25,000, and the official count showed that the number of passengers cared for by the street railway was 24,987.

### The Advertising Campaign

The Hudson's Bay Company acquired the business of J. E. Cairns, Limited, on April 15th. For a period of two weeks the store was closed for the purpose of taking stock, re-marking merchandise, re-stocking the various departments with new goods, re-decorating the store and preparing for the 252nd anniversary sale.

During the period in which the store was closed the entire staff of J. F. Cairns, (taken over with the business), was employed. Full-page advertisements appeared every day in both the local papers. These advertisements dealt with service and buying features of the H. B. C. and, towards the time for re-opening the store, dealt with the approaching 252nd anniversary sale and the disposal of the J. F. Cairns stock.

Local items appeared in the press almost daily, dealing with some new feature planned for the opening. The personal element was injected by using cuts of department managers who had been with J. F. Cairns a number of years and who were continuing in the same capacity with the H. B. C.

### Children's Essay Contest

As a preliminary feature to arouse interest a special window display representing the signing of the charter was arranged. Inspection was invited and special prizes of $10, $5 and $2 were offered to the children under 16 years who sent in the best essay as to what the window represented. Hundreds of letters were received and it was with difficulty that the judges made the awards. From the answers received it was very evident that the children of Saskatoon studied the history of the Hudson's Bay Company. The window display was arranged the Thursday prior to the opening and crowds thronged the sidewalk inspecting it.

### 252nd Anniversary Sale

The Hudson's Bay Company was founded May 2nd 1670. The big feature of the opening of the Saskatoon store was the 252nd anniversary sale. Comprehensive and thorough preparations were made for this event. A big two-page spread of outstanding values appeared in both local papers. Windows were filled with special offerings. Special anniversary sale cards were used throughout the store. Every window on the first three floors was stenciled with the announcement of the 252nd anniversary sale. Even the delivery rigs carried the same message. During the course of the sale windows were changed every day and a full page of fresh values advertised. The selling staff was imbued with the sale spirit. Consequently the success was tremendous. The sale continued one week and interest was maintained at the highest pitch of enthusiasm.

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## MARKETS AT A GLANCE

(Continued from preceding page)

reflected in the European markets. Conditions are not so staple in the United States where many of the looms in the important centres are idle. The necessity for business is said to be responsible for many sales of silk lines below the cost of production.

### Knitted Lines

Manufacturers are being pressed for deliveries on lines of bathing suits and some of them hint that retailers must be expecting a very warm summer, judging by the quantities of suits they have ordered. Not a few of the factories have been and are still working overtime to get out their orders. Generally speaking, there has been some very good placing business for Fall on knitted lines. While most dry goods lines have met with little response in the West for Fall, some of the knit goods men bring back better reports of their lines from the prairie provinces. Silk and wool hosiery in mixtures is selling exceedingly well and some of the newer shades such as nude, salmon and sand are meeting with a favorable response. The pullover sweater of the Bramley style is selling well.

### Other Lines

Laces are enjoying a very good run at the present time but a number of the other accessory lines are reported quiet for the time being. Some of the wholesale housefurnishing houses state that there has been an improvement in the trade during the last ten days. The Canadian agents of British carpet manufacturers are awaiting the July meeting over there, and are expecting that there will be some lowering of prices.

# Beware of the Inoffensive Match

## It is the Most Prolific Cause of Preventable Fires and Results in Thousands of Dollars' Worth of Loss of Merchandise Every Year —Campaign of Education by Fire Marshal is Bringing Results —Decrease in Number of Fires Recorded

MAY seems to be the month of the year associated in people's minds with cleaning up. The Fire Marshal of Ontario makes a special effort in the month of May to interest the school children of the province and the various municipal bodies and organizations in the question of fires and their prevention. Cleaning up the back yard; getting rid of the accumulated refuse of months, refuse that is a constant danger to every merchant's livelihood; directing attention to various preventable methods against disastrous fires—these are some of the things urged by the Fire Marshal's department in the May campaign against carelessness that causes fires, and in favor of cleanliness and carefulness that will prevent fires. For, after all, the great majority of fires are those due to preventable causes; in other words, a little care, behind which there should be some knowledge of elementary facts, would largely wipe out the fearful bill against Canada every year for fires. Some idea of the work being carried out by the Fire Marshal's department to combat carelessness that results in fires and to broadcast knowledge with regard to methods of preventing fires can be gauged from a recent report which shows what was done in a year in an educational way. Some 15,000 copies of a 16-page prospectus, suggesting ways and means for the proper observance of Fire Prevention Day were distributed, 20,000 copies of the Royal Proclamation; 25,000 lithographed posters; 50,000 copies of the booklet, "Conservation of Life and Property from Fire;" 25,000 fire prevention blotters; 1,000 lantern slides for use in the moving picture theatres; 3,000 letters to the clergy of all denominations in the province; 500 letters to high schools, colleges and universities; 300 letters to fire chiefs; and 500 copies of "Fire Prevention News" to the newspapers.

### Bringing Results

The efforts of the Fire Prevention League which works in conjunction with the Fire Marshal's office are bearing results. In his last presidential address, Arthur Hewitt used these significant words, "For the first six months of this year, while the fire losses for the Dominion and, in fact, throughout the American continent, show large increases, there were in Ontario 440 fewer fires and $280,000 less of loss than in the corresponding period of the preceding year. (This refers to 1921). At the same time, the records for July, August and September of this year are not so gratifying when we realize that there was a total loss of $1,517,000 for the month of July, $1,357,000 for the month of August, $1,532,000 for the month of September, with four fires in lumber interest alone amounting to $649,046. You see a few fires, a very few fires, have caused a tremendous proportion of the loss." This statement shows that the number of fires is on the decrease; the actual loss, as is pointed out, is most frequently due to a few large fires.

### Fires in the Province

The report for the year 1920 shows that in that year there were 9,296 fires with a loss of $11,771,718—a per capita loss of $4.70. During the last five years there have been 48,312 fires in Ontario, consuming $64,844,935 worth of merchandise, buildings and foodstuffs, averaging one fire every hour of the day and night, and a daily loss amounting to $35,500. In this day of advanced civilization it is appaling to think of this awful destruction of our substance which is gradually, but nevertheless effectively, impoverishing our people.

### Carelessness With Matches

In an address at the third annual convention of the Ontario Fire Prevention League, George F. Lewis, Deputy Fire Marshal of Ontario, gave some startling facts with regard to fires and their causes.

"The most prolific cause of preventable fires in all walks of life," he said, "is unquestionably the careless user of matches. The habit of carrying strike-anywhere matches loose in pockets results in many serious fires. In pulling something out of one's pocket it is very easy to haul out a match by mistake and drop it on the floor, barn or other place where inflammable material, hay, straw, etc., has accumulated. Subsequently it may be stepped on by a horse or a man and start a fire.

"Wherever there is human life, there are matches. They can usually be found in every room in the house and in the pockets of every suit of clothes worn by most men in the country. There is a fascination about fire and especially about the burning of the match, for the smallest child. A child uses matches carelessly because they are placed where he or she can readily get them and because children see these matches constantly handled in a careless fashion by their parents.

"It is well to form the habit of striking a match away from you, and not towards you; so that if the head flies off or the stick breaks it will not have a chance to set fire to your clothing. Always close the box before lighting a match on it. If the matches are stuck in a box holder see that the heads are not exposed, otherwise the flame may set fire to the whole box.

"One of the most frequent forms of involuntary incendiarism known is the way thoughtless individuals—generally smokers—throw away matches without taking the simple precaution of blowing them out, and assuring themselves that they are extinguished—a matter of a second or two, although they were perfectly willing to spend fifteen seconds' time in igniting the match and lighting the tobacco. This careless practice is universally prevalent throughout the country.

"There is one safe way to dispose of every lighted match. Break it in two before throwing it away. If you will preach this doctrine broadcast throughout the country people will become accustomed to breaking the matches, and you will find that the number of match fires will be greatly reduced.

"The day will come when we will not be permitted to be careless with matches or blind to the ethics of Fire Prevention. Individual responsibility will be so great that personal indifference will be pushed aside and the causes of Fire Protection and Fire Prevention given their proper status. The appalling size of the national ash-heap will be reduced, through the elmination of our worst and most deeply rooted national failing, CARELESSNESS.

"When the Ontario Fire Prevention League, Inc., was organized in August, 1918, it advocated 'the universal adoption and use of the safety match which will only strike on the box, and legislation prohibiting smoking in all parts of factories, industrial and mercantile buildings, except in such fire-proof rooms as may be especially approved for the purpose, by fire departments.' That tenet of faith has since been re-affirmed and although the loss of life and destruction of property as the result of the careless use of matches throughout this country has been appalling, yet we are somewhat encouraged by knowing that the number of fires, and amount of loss, occurring from this cause in the Province of Ontario, at least, has been on the decrease.

"The average number of match fires for the three years 1918 to 1920 inclusive, has been one thousand and seventeen, with an average yearly loss

## BEWARE OF INOFFENSIVE MATCH

(Continued from page 29)

of $413,322, out of a total average number of 9,477 fires, aggregating an average yearly loss of $12,653,063. The total number of fires caused by carelessness with matches and children playing with them in 1920 in Ontario, was 1913, and the amount of loss was $326,231. To this loss, charged directly to carelessness with matches, might well be added a large portion of the loss caused by the careless smoker. Fires under this classification during the last three years have averaged 468 in the province entailing an average yearly loss of $339,-296. This means that more than fifteen per cent. of the fires occurring in Ontario each year are caused by carelessness with matches and by careless smokers.

"In the statistics compiled by the National Board, matches and smoking are combined under causes that are strictly preventable. In 1917, the total loss from this classification amounted to $15,406,-165 and in 1918, the loss amounted to $16,453,562. It is of noteworthy consideration that of twelve classifications under which the National Board places strictly preventable causes of fires, that of matches and smoking heads the list by several million dollars."



*R. T. CHANDLER*
*who has been connected with the Belding-Corticelli for over three years as advertising manager has recently joined the London Office of McConnell and Fergusson.*

*Mr. Chandler has been actively engaged in sales promotion and advertising for eight years both in Toronto and Boston.*

# To See Ourselves as Others See Us

### Trenton Merchants Hold Regular Conferences to Listen to Criticisms of the Store That Reach Ears of the Sales Staff—Some of the Difficulties Set Right After They Are Known

TRENTON, Ont. has a dry goods store which believes its customers' criticisms are the foundation stones for better service. The owners of this business are two energetic young men who have placed their all, in the full sense of the word, in their work. Both have had experience with large department stores as clerks and as managers. It was this experience which showed them the invaluable lessons which are learned from the store's patrons. Both of them can recall criticisms they heard of their respective employees which might have been used advantageously had they had the courage to report them.

#### Conference to Report "Kicks"

Now the heads of a store, no matter on how small a scale that business is carried on, are not the natural ones to hear stories. In smaller towns especially, where the employees are well known, discussion of the community's merchants is carried on quite freely. The only time the merchants themselves hear these, are when concrete cases of dissatisfaction as to merchants or values, come to light. These are matters which can be settled. But it is the small criticisms as to policy, personality and methods which the merchant should hear and which in reality he never does unless he invites the confidence of his employees.

This Trenton store has for some time held fortnightly conferences at which everyone connected with the business is present. At one of these talks, the employees were invited to come prepared to tell of the "grouches" they heard about town. They were instructed to think them over beforehand and to report them with all confidence, knowing that these would not be held against them.

#### A Few Criticisms

To show the different types of things which can make enemies for stores, we give herewith some of the criticisms. One woman who was well-known to these merchants and who was always interested in new merchandise, had remarked that she objected to being invited in when she chanced to pass the store. One of the partners had been in the habit of doing this simply because she had always seemed very much pleased at his interest. This policy was immediately stopped.

Another criticism was that the partners bought their supplies of groceries and meats for use in their homes, in another town. As a matter of fact, they had been doing this but only to clear a bill which had been owing them for some time. This of course, could not be explained to their customers but means were taken to settle the account sooner than would have happened in the ordinary way.

A third complaint was that one of the partners had offended a purchaser. Until this conference was held, he had never understood why that man had stopped coming into his store to buy. He immediately took steps to bring him back and obtained a good customer by doing so.

#### Other Conferences

This is only one of the series held by these partners. Another meeting which was of much value, was one in which two people representing different types of customers, were invited to give their opinions as to what an ideal store service should be. One was the manager of the local Hydro Electric plant, the other was a teacher in the public school of Trenton. Both gave interesting talks on what they expected from the store itself, from the clerks and from the advertising and window displays.

Other meetings are held to discuss the clerk's troubles and means of remedying them. Occasionally, instructive talks are given on current events and on industries and manufacturies connected with the dry goods business.

### FACTS ABOUT FURS

The varieties of Real Seals, meaning fur seals, are Alaska from the Islands of St. Paul and St. George owned by the United States; Copper from the Commander Islands owned by Russia; Lobos or Cape Horn, southern point of South America; Japanese taken from the Islands northeast of Japan; West Coast Seals taken from the Pacific Ocean off Mexico and lower California; Northwest Coast off British Columbia; Shetland from the South Shetland and Sandwich Islands, and from South Georgia in the Antarctic Ocean. No Shetland have been brought to market for some years, since they became practically extinct.

Broadtail is the young of the Persian if killed when only a few days old. If allowed to grow to the age of six or seven weeks, they would be Persian Lambs, and to improve the beauty of the curl, the Lambs are covered with jackets fitted on in such a way that they will grow into them. These jackets are made of either cotton or leather. Unborn or still-born lamb would have no value. That fact in itself would answer the question of their being so taken.

# Profitable Trading With the Boys

## Manager of New Department in Ottawa Store Says Meagre Stocks and Poor Assortments Drive Customers Away—Barber Shop Has Become Very Popular—Keep Men's and Boys' Distinct —Ogilvy Store of Ottawa

ONE of the main reasons why boys' furnishings make such a minor showing in the majority of stores which cater to the younger generation as well as grown-ups, is that most retailers regard these lines as unprofitable and more or less a necessary nuisance. As a rule, all the prominence given to boys' furnishings in window displays is that which cannot be avoided, and such merchandise is used mainly to finish off trimming the clothing forms or simply as decorative accessories with more important outer garments. Such arguments are upheld principally by retailers who have limited space at their disposal and are unwilling to devote room to a separate section which, of course, is the best plan to adopt, while at the same time they recognize the disadvantages in stocking boys' and mens' lines together.

The problem has been successfully met by many stores, nevertheless, although the department store has naturally the best chance of success with boys' furnishings by reason of the fact that women are the principal purchasers, rather than the boys themselves.

### Studies Boys' Needs Closely.

In answer to a question regarding the means by which the Chas. Ogilvy Company store of Ottawa has achieved such remarkable success with its boys' department, the manager of the men's section, A.W. Kritsch, ascribed it to a constant study of what the boy wants and a very liberal stock of these requirements at the right prices. Meagre stocks and poor assortments are sure to drive customers elsewhere, according to Mr. Kritsch, who is constantly endeavouring to impress upon the minds of residents of Ottawa the thought that the Chas. Ogilvy store stands ready at all times to supply instantly everything that the boy wears.

The boys' department has only been opened a few weeks in the Ogilvy store and is a development of the regular men's section, which proved to be too small to contain both men's and boys' merchandise. Fortunately there was available a fine large stockroom just below the men's section, and no pains have been spared to transform and decorate this new department until it has become one of the finest and most up to date in the store. A broad staircase leads down to the new department which occupies an area of 50 by 30 feet and is equipped with the most modern fixtures and lighting service. Solid oak woodwork and pure white walls, polished hardwood floors and a complete fire proof construction throughout, are the principal features of the layout, but mention should be also made of the new haircutting shop and children's nursery which opens off the main department and is the first of the sort in Ottawa. The hair cutting shop is under the care of a competent barber who is kept busy all day long trimming curls and giving shampoos, and so popular has his immaculate and up to date establishment become that the nursery or play room is continually filled with happy youngsters who amuse themselves indefinitely with the blocks, rocking horse, picture books and dolls provided by the store management. Mothers also find it advantageous to study the merchandise on display in the glass cases or on the tabls, and this likewise results in many additional sales, besides introducing the new department in a more effective manner than would be the case ordinarily.

### Keeps Men's and Boys' Lines Distinct

"This new section has developed in a rather remarkable manner," said Mr. Kritsch to Dry Goods Review, "and it outgrew the men's section so rapidly that it was difficult to decide which was the more important of the two. Since opening the new section however, our men's section has gone ahead equally well, and we are of the opinion that it is much wiser to run each independently of the other. It is my intention to feature only high class goods. There is a widespread demand for smart, even expensive clothing and furnishings for boys from 3 to 20 years in this city, and we intend to go after this class of trade as we develop. We already require a sales-staff of four experienced men to handle the boys' trade, and each is thoroughly familiar with the needs, tastes and styles of the average boy from childhood to the stage of "first longs". We have introduced the idea of having tables and chairs grouped here and there down the centre of the department, at which customers may be seated in order to examine merchandise more comfortably and with greater convenience. Later on, we shall have small benches built upon which small boys can stand during fittings. At present, we have one large fitting room which answers our needs."

The publicity methods of the new department are adequately handled by means of a constant display in two of the store's windows, one at the front and another at the side. These displays are carefully done and feature a representative range of smart merchandise, both clothing and furnishings for boys, so that pedestrians cannot fail to learn of the new department. Likewise, good use is made of printers' ink and in addition, the new department is being advertised on movie programmes, especially in connection with the theatre that features the Jackie Coogan pictures, so popular with all children.

The ambition of the manager of this successful boy's section is to make it a busy, efficient, profitable and important part of the organization and even in the short space of a few weeks, he has succeeded in his aim by reason of making a comprehensive study of the wants of boys and meeting these requirements with an intelligently selected stock that is kept right up to the mark as regards quantity, quality and variety.

## Better Organized Than Ever Before

*At St. Thomas, President Fitzpatrick said—"We believe that this year business is going to be a little harder to get, and will require a little more thought and effort in order to secure it. We have gone through very difficult years, and the majority of us don't really know where we are going to get out at. The retail merchants I consider to be the one class in the community which has borne its losses, as much as 50 per cent. in money in many cases, and we are getting down to brass tacks, down to normal, so that we are now able to do business on a more stable market. We have been criticized in some quarters for not taking our losses, but on making an investigation we found that in the section with which we are familiar—the clothing—prices have been reduced from 40 to 50 per cent. all round, and in some cases even more. That being the case, statistics show that prices are down to a fair market value, and we are starting in on the ground floor. We are starting all over again to put our business on a sound footing, and we are laying plans for studying conditions for the coming season." Mr. Fitzpatrick took the view that the retailers were going to be better organized in the future than they had ever been in their history. The clothing section had visited all parts of the province, but nowhere had they met with more hospitality than in St. Thomas.*

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As a result of a fire on April 27. the Ontario Clothing Co. of Toronto sustained a $5,000 loss to their stock.

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It is reported that an acid proof cloth has made its appearance in England which is being made up into overalls, leggings, gloves, aprons and other articles of wear. Orders are said to be numerous from Canada, the United States and Brazil.

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Tke tailor store of H. Krahling of Niagara Falls was entered on April 27 and over $2,000 worth of suitings carried off.

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George Sangster, general organizer of the Custom Tailors' Union, is making a drive in Toronto to secure membership in the local union.

# Young Men Prefer Woman's Judgment

## Madame Maille, of Verdun, Keeps Well Posted on Men's Styles, Acts as Advisor to Customers and so Keeps Trade at Home—Does a Good Deal of the Buying—Handle Jewelry and Perfumes as Side Lines

THERE IS a certain phase of retailing which offers many difficulties to the average retailer and which has been the cause of much pessimism and gloomy foreboding this year among men's wear merchants. This may be characterized under the heading of "catering to high class trade" in the small town—a branch of retailing which is usually regarded as a sort of trade "hoodoo," or else as a mere empty-sounding phrase used to cover up the fact that there is very little profit in the high-class trade anywhere in these days. In seeking for information relative to successful work in this particular line, Dry Goods Review visited several small towns in the vicinity of Montreal to ascertain how customers who prefer high grade merchandise may be lured away from the city stores or the specialty shops of recognized fame, and interested in goods shown by the retailers of their own immediate neighborhood. One such example came to light in the suburb of Verdun, located about half an hour from Montreal, in which the success lay, not so much in the fact that there was no competition in this direction, but rather because this particular merchant has so thoroughly studied his field that he left no loopholes for failure and has thus won the right to term his store a "specialty shop" in every sense of the word.



*Spring headwear display shown in one of the windows of the Verdun store of Diogene Maille. This window is effectively dressed considering its small space and owes not a little of its smartness to the soft velour draperies used in the backgrounds and floor coverings.*

### Men Shoppers Prefer Feminine Aid

When a staff member of Men's Wear Review visited this store, the proprietor, Diogene Maille, was away, but his partner explained the various methods by which Mr. Maille has become successful. His partner, it should be pointed out, is also his wife, and to an immediate query as to whether it was really possible for a woman to run a high grade men's furnishing shop, Madame Maille answered emphatically in the affirmative.

"In a small town, where we all know one another, a tactful, experienced woman can sell men's furnishings just as well as a male clerk,'" she said. "My husband has asked our customers if they would prefer to be served by a young man and they invariably reply that they prefer a woman's taste and judgment. Of course, I myself am thoroughly familiar with business methods as I have been trained in one of the largest Montreal stores and know a good deal about the psychology of selling. I see no reason whatever why any woman should not become well acquainted with what is correct in men's wearing apparel and if she reads trade papers constantly and keeps in personal touch with the new goods from the manufacturers, she should be able to make a conspicuous success of her work. I know they say a woman cannot pick out a necktie for a man, but let me tell you that I not only buy our entire stock of neckties but none of our customers would think of selecting one without my personal approval regarding his choice. I believe in studying what is correct in the large cities, and in offering advice to customers who plainly do not know what they should select. They never mind such advice, and when one has gained their confidence, they become regular customers because they simply cannot do without it."

This theory of women as successful sales clerks in a men's furnishing store is not, after all, so revolutionary. It is being tried out here and there where conditions demand its adoption, but the idea meets with the most success in French communities where masculine taste is inclined to run to somewhat more elaborate details than elsewhere. For example, Frenchmen are extremely punctilious in the matter of adopting mourning for deceased relatives, and after a death has occurred, they immediately betake themselves to their preferred haberdashery store to purchase a black tie, gloves, black bordered handkerchiefs, etc. Thus, there is a real opportunity to be of service to the particular Frenchman and this Madame Maille does with conspicuous success.

### Is a Style Authority

"I even go so far as to let it be known that I am an authority on full dress details," she said with a smile, "and I find that my customers take my word implicitly when I recommend such and such a collar as being correct for them. They used to ask if they might take certain furnishings home to get the approval of the family, and this I gladly gave, but this happens very seldom now. They have confidence that I know what is right and I take good care that I am right too."

According to Madame Maille there is no need of a large store in which to sell better class furnishings. It is not the gorgeousness of the surroundings which brings in profits but rather the worth and value of the goods themselves. The store itself in this case is one of the smallest that ever laid claim to be "exclusive," being little more than 20 x 15 feet, with a stock room in the rear. But with a French woman's shrewd knowledge of making the most of things, Madame Maille has utilized every inch to advantage and in the limited space there is adequate room for two large glass show cases full of shirts, a commodious glass fronted fixture for hats, tie stands, and tables for hosiery. There are large mirrors on the walls

which are finished in an artistic color scheme of cream with a deep blue dado. The fixtures and equipment are modern and fully in keeping with the character of the store, which now boasts among its patrons all the professional men and office workers of the town of Verdun. A family trade is the ambition of Mr. Maille, who goes after sons when fathers have once called, and brothers and husbands as well, feeling sure that when one member is pleased, the rest will drop in sooner or later.

**Jewelry and Perfumes Profitable**

"We keep two rather unusual side lines in our store," remarked Madame Maille pointing to one of the show cases. "You see there that we feature jewelry a little more than you will find in most men's stores. The reason for this is that few jewelers are ever posted on what is correct in masculine accessories, such as studs, stick pins, masonic badges, fobs, tie clips, etc. The average jeweler wants to sell his stock and does not trouble himself much about the style value of his wares. We therefore keep only such jewelry as is really desirable for well dressed men to affect, very simple scarf pins, and cuff links, etc. We make a real speciality of masonic and Knights of Columbus ensignia though, carrying these in both simple and expensive styles, some even jewel-studded. We also will take jewelry repair work for customers, including watches and rings, etc., and we get this done at low rates by a reliable firm and pass the benefit along to our customers who greatly appreciate this service.

"Our other side line is perfume, which is much affected by Frenchmen in this part. A well dressed Frenchman would never think of using an unscented handkerchief and he is not averse to using a drop or two on his clothing as well."

**"Satisfaction—or Money Back"**

One of the policies of the store is to exchange any goods which are not perfectly satisfactory to the customer, without question, even to the giving of a new pair of gloves or anything which shows a flaw after the first wearing. "We are glad to exchange anything without question and guarantee satisfaction with every purchase," pointed out Madame Maille who added that she also would take special orders for anything not in stock that might be wanted by a customer, and she also will shop in Montreal for anyone who wishes something not kept in stock. This last service is gratis and is merely done to establish a greater feeling of good will between customers and the store. "We are never taken advantage of in this respect," added this competent woman.

A very interesting point brought out further was the fact that in this remote corner of Montreal, sales of $8 shirts and $5 hats are more frequent than any other kind, and even neckwear is preferred which costs above $1.50. So great has become the demand for fancy furnishings of all kinds that Mr. Maille has decided to add a range of blazers and other Summer accessories to be in readiness for the opening of the "Verdun Outing Club" in the near future.

**Display in Theatre Lobby**

The store was opened last September and during the past seven months has been so successful that Diogene Maille has acquired the premises next door which he will include with his present store. The absence of a local newspaper is no deterrent to the progress of the store from the publicity standpoint, for apart from the two dressed and modern show windows of the store proper, there is also a similar one maintained in the lobby of the local theatre not far away, where patrons cannot fail to see what is new in men's furnishings whether they are going in or coming out. The theatre display also is changed often, plainly priced with neat tickets, and well lighted.

"We have many women customers of course, but we cater chiefly to the young men, for they are the best customers in the end, and are not bargain hunters. We have had a very good year and think next summer will be even better," concluded Madame Maille.

How many retailers can say as much?



*"HATCHWAY"*

*Above is a new light fabric summer garment that is just making its appearance to the trade. The feature of this underwear is that it is a "no button" garment. As can be seen, it is removed by slipping the upper part of the garment over the shoulders as one does with a pair of suspenders. The sole distributors of this garment are the Woods Underwear Co. of Toronto.*

# Cash Refund Sale Was Popular

In these days when every one, almost, is running a sale under some pretext or other and the public has become a little slow to respond to the ever increasing lure of the cut price it is rather difficult for any store to conduct a really big sale unless the reductions are very spectacular.

One would be inclined to say that a ten per cent. reduction would not likely entail any great strain on the staff in times like these when twenty, thirty-three and fifty per cent. reductions on many lines are claimed in the current newspaper advertisements; yet Gordon's Ltd., in Victoria conducted a most successful sale a few weeks ago giving only ten per cent. reductions off the regular prices.

**Cash Refund**

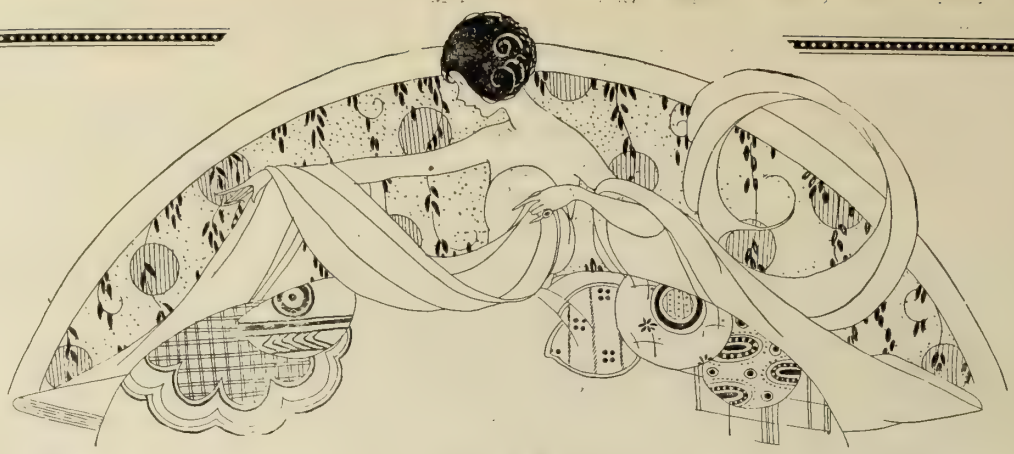
The thing that made the sale "go over big" was the fact that the display and advertising manager, J. Jones, kept the interest centred on the method of discounting rather than the amount of the reduction. The idea was introduced first by the name under which the sale was heralded. The Victoria public was advised in generous space that for the first time in the history of the Capital, a "Cash Refund" sale was going to be conducted. The idea of actual cash handed back was stressed so persistently and so effectively that the novelty made a big success of the sale, when without the idea of the cash refund and refunding conditions, the ten per cent. reduction for two weeks would not have evoked more than passing interest.

It was pointed out that on all purchases made at the regular price during the first week of the sale, the purchaser would receive a ten per cent. refund in cash if the sales slips were presented at the refunding desk on the following Monday. The same arrangement was made for the second week.

**Liked The Money**

The idea caught on in Victoria. The refund desk was kept busy on both Mondays and the purchasers seemed to better appreciate their saving when it was handed back to them in cash than they would have done had a ten per cent. been deducted from the price at the time of purchase. Of course, on the Mondays the various department heads and the display manager arranged the most enticing displays of merchandise and the sales records on the Mondays indicated that the major portion of the money refunded was spent again in the store; additional purchases being particularly pleasing to the purchasers by reason of being bought with almost "found money."

"In this sale we were able," said Mr. Jones "to offer what every one wanted. If we chose various lines of merchandise we would only suit a certain percentage of the prospective customers. By making the sale general, every one that could use any line carried in a store such as this was reached and offered a 'special' on what she wanted to buy—and in gratifying numbers she came and bought it."



Canton Crepe
Crepes Georgette
Crepes de Chine
Liberty Satins
Ninons
Chiffons
Novelties
Silk Dress Nets

# *SUMMER SILKS*

Lustrous—Light—Cool—always holding first place in the hearts of fastidious women for the dainty garments of the Summer wardrobe.

You will find them irresistibly beautiful in their lavishness of color and pattern, lending themselves to the Summer display window. Visit us at our showrooms.

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The AGB Fabrics

LONDON SHRUNK

## *But by whom?*

IT'S NOT worth while paying good money for good cloth unless you ensure that it is properly shrunk. Weave and weight are readily tested and the maker's name may not matter. It's the shrinker who handles it last, and you *need his guarantee.*

*The best of all guarantees of perfect shrinking is the stamp of*

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**London, Huddersfield, Bradford**

JENNENS WELCH & Co LIMITED OF LONDON SHRUNK

**—the world's premier firm of cloth workers, shrinkers, finishers, etc., who are also the proprietors of the renowned JENNWEL Waterproof Rubberless Finish, applied to Tweeds, Serges, Coverts, Fancy Worsteds, Costume Cloths, etc.**

**JENNENS WELCH & CO., LTD.**
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# Chatillon, Mouly, Roussel & Cie.

## *Silk Manufacturers*

*at:* LYONS, TARARE, VEYRINS, CORBELINS, (France)

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*CREPES*
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*All the Newest Creations*

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SILKS LIMITED

RIBBONS LIMITED

NOVELTIES LIMITED

DRESS FABRICS LIMITED

4

Steps to Successful Merchandise

Toronto
Montreal
Winnipeg

Salesmen Constantly Out to Serve You

# Draws 500 Customers by Two Courses

## Dress-making and Millinery Courses Promote Fabric Sales in Montreal Store—Shows the Importance of Lines to Classes—Results from the Courses—Small Equipment Necessary—How it Stimulated Yardage Sales

HOW TO increase sales in yardage goods departments is the problem that faces the departmental manager during the greater part of the year. It is all very well to take for granted that certain months are going to be slack and others active, simply because such has always been the case. The aggressive merchandizer knows that there is such thing as stimulating demand out of season just as the enterprising grocer tempts her customers with ripe strawberries in the month of January. The policy of holding a "home sewing week" has been successfully advocated for some years, yet this plan is now lacking to a certain degree in the element of novelty which after all, is the real sales compelling factor rather than the time worn "week."

Almy's of Montreal registered the greatest success in their history in the matter of promoting sales of yardage goods this Spring through holding two courses of dressmaking and millinery lessons in the store auditorium which were attended by upwards of 500 women, each of whom it is calculated, purchased her materials at the store as well as doing together incidental shopping, perhaps necessary at the time, or merely suggested by the sight of the store merchandise.

### Scope Of The Courses

The plan adopted by Almy's was simple but was thoroughly worked out in detail, so that customers knew just exactly what they would be taught and could feel sure that they were getting full value for their money. The course was divided into two classes, A and B. A stood for 12 lessons in dressmaking and B for the same number in millinery, and each cost $3.50. The first course embraced such topics as cutting, fitting and garment constructing, tailoring, draping and a knowledge of correct lines, while the millinery lessons included instruction in copying, blocking, making, trimming and an analysis of lines and types in hats.

A programme of the proposed class was printed in a neat folder and placed on all the counters of the store while tickets for the courses were sold in advance as well.

One of the foremost dressmakers in America was engaged to give the class lectures and to teach the pupils in each of the courses which were arranged on alternate afternoons. Just before the opening of the course, two free explanatory lectures were given in the auditorium by the lecturer who demonstrated to large audiences the scope of the proposed courses. To these women she pointed out the purpose of the courses and emphasized their value from an economical standpoint because students would be taught how to plan their wardrobes more scientifically and less expensively, while each would be shown how certain colors and lines were individually becoming to them, in order to conceal any defects or bring out good points.

### The Importance Of Lines

With a blackboard she demonstrated that form or harmony has a basic law and that correct lines are elusive and must be reduced to an almost mathematical basis while still bearing the proper relation to beauty, correctness and character as a whole. As an example of the elusiveness of lines, she illustrated a diagram composed of five strokes, measuring 5 and 12 inches. By placing the shorter strokes in a downward direction, she conveyed the impression of shortness while placed in the reverse manner, an impression of height and length was obtained. This, she explained, was the fundamental law to observe in millinery and garment designing, since lines will either counteract or emphasize natural defects in a way undreamed of.

### Courses Stimulated Yardage Sales

The walls of the auditorium were used to display all kinds of dress goods, and students were enabled to purchase similar goods if desired, from the regular departments of the store. A saleswoman was on duty during the classes to take any orders desired. At each lecture students were told what materials they would require for the next lesson so they might make any necessary purchases in plenty of time. This was the sole effort made to interest the students in store merchandise, yet according to reports made, the silk and woolen dress goods departments both did greatly increased business during the weeks of the course. Millinery materials also were promoted, including wire, canvas, silks and flower trimmings, ribbons and straw braids. The sale of findings for finishing dresses likewise showed a satisfying increase, especially braids, buttons, edgings, etc.

### Results Incidental To Courses

The indirect results achieved by the holding of the courses in the store were summed up as follows: five hundred customers, many of whom were new, came to the store every other day for a fortnight. These women not only spent time in the store looking at materials suitable for their lessons, but they also studied the ready to wear for ideas in finishing, etc, and they found it convenient to see about spring household needs in the furniture, wall paper and hardware departments as well. Their names can also be used as the basis of a good mailing list.

As regards the apparatus required for the holding of the classes, the usual equipment of a sewing room, including machines, cutting tables, plenty of chairs, electric irons

(Continued on next page)




*A window that attracted many people was recently arranged by Goudies, Ltd., of Kitchener, Ontario. The use of the figure in the center of the window is an appetizer to the women to begin their spring sewing on cottons.*

# Paris Takes Up Red In Fabrics

## Pillar Box is Said to be the Best Shade—Places of Fashion Are Alive With Red Costumes—Returning Buyer Believes Red Will be Good Through Fall Season—Tricotines for Fall

A BUYER for a Toronto wholesale house has just returned from a trip to England and France on which he secured some interesting woollen goods for Fall business. One of the biggest surprises of his visit was the big advance in the price of all French woollen goods. There has been an increase on every line he saw of 15% over the prices of six months ago. English prices have advanced in the last few months as well and prices still show an upward tendency. For example, a line which he repeated a month ago was 6 shillings per piece higher than in December and the manufacturers have written him that if he wants any more he will have to pay a further increase of nearly four shillings.

### Red Very Strong in Paris

Not only is the millinery world in Paris greatly excited over the vogue for red, but the fabric houses as well, are affected. Pillar-box is the best shade. Our informant says that the restaurants, the theatres and the dance-halls are alive with the flaming hue, not very often seen alone except in hats but frequently with other shades. Grey is by far the strongest color worn in combination with red and biscuit color comes next. These two are rarely seen alone as in other seasons but their use in combinations makes them even better than before from the point of view of actual yardage.

This buyer says that red will be good in Paris right through the Fall season, for it will not have spent itself when the warm weather arrives and the pastel shades take its place. As a proof of this he mentioned the fact that he had bought three pieces of red serge for a manufacturer who makes uniforms requiring stripes. Almost all of this material has been disposed of in Toronto to ladies' wear manufacturers and he has to send for more for the original purpose and because he is certain there will be a steady demand for it.

The best shade of grey is the old-fashioned cambric grey. This is good in combination with red, henna and blue in both checks and stripes. Neither checks nor stripes predominate in the samples of woollen goods brought over by this firm.

### Tricotines Again for Fall

Once again the tricotine serge will be shown more than the regular lines. Navy will, of course, take its usual place as first in staple Fall colors. The crossbred and botany serges chosen are probably not quite as good as last year, that is, those selling at the same price as formerly are of a slightly inferior grade.

White broadcloth and white flannel are two of the best materials for sport's wear in Paris this season and there is every indication that they will be good here.

### What about Homespuns?

The woollen goods houses in Toronto seem to have a diversity of opinion in regard for homespuns. One house says there may be a falling off this Fall for the reason that the demand was so unexpectedly big this Spring. Another says they will be very good in this country.

There is no doubt that the United States will not stress homespuns and tweeds as much next season but that is only to be expected, one manufacturer says, because Canadian goods of this type have had such a wonderful reception over there. American manufacturers have found it necessary to turn the attention of the public to materials which they can make better than homespuns. Canadians, however, will buy both tweeds and homespuns again, particularly the plain materials in the latter. They will be at popular prices rather than anything else. The makers of the best grades of coats and suits will use broadcloth.

The use of broadcloth brings out an interesting point, one man who had dealt in woollen goods for forty years, tells Dry Goods Review. Whenever tweeds have been remarkably strong, that is strong enough to sell at popular prices, broadcloths have been good. Women who want exclusive materials, have always turned, in the past, to broadcloths, because of their contrast to the rough tweeds.

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### DRAWS 500 CUSTOMERS

(Continued from previous page)

and fitting forms were supplied, while customers brought their own needles, pins, scissors, tape measures and thimbles. All the garments were first made up out of book muslin before being cut out of the goods and this also necessitated a small outlay on the part of the customer.

#### Special Sales For Course Students

Special sales of interest to amateur dressmakers were featured by the store all through the duration of the classes which also proved profitable and of great interest to shoppers.

Taken all round, the idea of teaching women how to construct garments or millinery in the store is the surest way of stimulating sales in yardage goods, for the saving in the cost of making will in most cases be willingly paid out for more goods or better materials as the case may be.

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The following directors were elected for the T. Eaton Company at the meeting of the Board of Directors following the death of the president, Sir John Eaton: R. Y. Eaton, president, Harry McGee, first vice-president, and Charles Boothe, second vice-president.

### HELPS MILLINERY OPENINGS

A novel way of linking up store anniversaries and openings with local organizations has come to the attention of Dry Goods Review. Sky Bros., who have a retail store in South Porcupine, Ont., are the originators of this idea.

Each season this store has a millinery and fashion display opening which lasts three days. Instead of serving tea in the ordinary way to visitors, the refreshments are given in charge of different societies at each opening. These societies are glad to have the opportunity of raising money. They undertake the decorating, supply the refreshments and pay for the music. The store has only the expense of advertising, which amounts to very little since it is only an added feature for their newspaper advertisements and hand-bills.

One season the Ladies' Auxiliary of the local Orange Lodge served tea and realized enough funds to assist several families in distress. At other times the ladies of the Presbyterian Church, the Catholic Church and the Daughters of the Empire were in charge. As the refreshments are always donated by their friends their expense is not great.

Sky Bros. have the slogan "Pioneer family outfitters of the north." They stress the fact also, that because they are manufacturers and wholesalers as well, they are able to give their customers good prices. Their wholesale and manufacturing branches are in Toronto.

"Sky's the limit in good value," is the way this firm talks business to the people of South Porcupine and the neighboring mining camps.

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A further step in the program in connection with the Associated Textile Products Exhibition held in Toronto in February, is the exhibition of textiles on a much larger scale at the Canadian National Exhibition this year. The textile men have taken 7,500 square feet in the manufacturers' building near the retailers' fashion displays.

Marcus L. T. Hare, director of Wm. Hollins and Co., London, England, was a visitor to Toronto the latter part of April. This visit marks the beginning of a world tour on which Mr. Hare is to give intensive study on export markets.

Walter Blois, who conducted a retail store for twenty years in Toronto, died in that city on May 6.

# The Silk Industry of Switzerland

## Ranks Fourth in Markets of the World—Weaving of Silks is the Chief Line—The Weaving of Silk Ribbons—Silk Bolting Cloth Manufacture—Some Auxiliary Industries—Passed Through Crisis

THE SILK industry of Switzerland is the fourth in the rank of the markets of the world, writes the Swiss Exporter.

The chief line is that of the weaving of silks. This has been in existence in Zurich and East Switzerland for centuries, and used to send out its products in the Middle Ages. It employs more than 15,000 (mostly wide) power looms and about 18,000 hands, together with some 1,000 and looms which, however, are of no great importance. The output is a varied one, seeing that, with the exception of tulle, all kinds of silk fabrics including velvet, are made in Switzerland from the cheapest to the dearest kinds. Articles dyed on the skein, especially taffetas, were long ago a speciality of Swiss industry. For many years, however, more attention has been paid to the manufacture of goods dyed in the piece. Tie fabrics play an important part, and coarser fabrics of all kinds, for umbrellas, furniture, etc., with other specialities, are among the products of Swiss factories.

The yearly output of Swiss silk weaving mills was valued before the war at close to 120 million francs. This sum has since considerably increased, particularly during some of the war years, which fact is chiefly to be attributed to the rise in the price of raw silk. The figures for 1921 are not yet known but probably touch about 200 million francs. In this connection it may be mentioned that 1919 exhibited the greatest export quantities up to now, viz., over 415 millions. In 1920, with exports to the value of 322 millions, the exceedingly high prices of raw silk still made themselves felt, so that the state of affairs, together with the restrictions of production, does not offer a normal picture.

Switzerland herself never took over more than a small fraction, perhaps 5 to 10 per cent. of the total output; hence factories are almost exclusively dependent on the export markets. For many years, England has been the chief customer. It is true that exports to Great Britain dropped considerably during the war; they soon caught up again, however, and reached the sum of no less than 174 million francs in 1920. The amount for 1921 is probably much less—perhaps about 100 million francs.

### Canada Second Customer

In the course of a short time, Canada has become the second best purchaser of Swiss products; it is a feather in the cap of Swiss industry that it has been able, in competition with all other silk-producing countries, to capture this remote but good market. In 1920, the exports reached 50½ million francs.

In normal times, France takes the third place, although her imports fluctuate exceedingly. In 1920, conditions were very unfavorable, and goods to the value of 45 millions only were supplied. Other countries follow at a long distance: the figures for 1920 are:—Sweden, (18½ millions); Argentine (13); U. S. A. (9) Belgium (9); Denmark (7) and German Austria (6).

The weaving of silk ribbons, the commercial seat of which is at Basle, has developed on the same lines as the silk stuff weaving. There are about 10,000 looms, half of which are utilized in the home industry; these however, in contradistinction to the hand looms of the silk-weaving are efficient machines driven by electricity. The number of hands is about 12,000. All kinds of ribbons are made at Basle, medium and good qualities prevailing. The factories of St. Etienne are the biggest foreign competitors. The ribbon industry of U. S. A. is likewise of greater dimensions than that of Basle, but hardly touches the export trade. The ribbon industries of Germany and Italy are of no importance for exportation.

### Cloth Manufacturing

The manufacture of silk bolting-cloth has suffered comparatively little from the crisis and the fluctuations of rates of exchange. The products of this industry are turned out exclusively on hand looms and their excellent qualities have raised them to a monopoly. The total exports in 1920 amounted to 11.6 million francs, and the figures will probably be the same for last year. All countries buy these cloths, but U. S. A., Germany and England are the best customers.

In a brief mention of the other branches, we may first speak of silk-twisting, which has existed for a long time in this country, and is divided into raw silk-twisting (trame and organzine) and sewing and embroidery silks. The weft (trame) twisting is very important and the Swiss products are of established reputation, finding their way into every silk-weaving country whose customs tariffs do not make it impossible to do so. The sewing and embroidery thread throwsters, produce both the raw and unbleached article, and the goods for the retail trade, not omitting the twisting of artifical silk. These articles, too, are exported everywhere.

The schappe industry is a branch of the raw silk industry and is exceedingly efficient. The chief customers are the velvet weaving mills of Germany and U. S. A. But schappe is likewise used in silk-weaving and the knit goods industry.

### Artificial Silk

Another raw material is artificial silk, which, however, is made only by one factory in Switzerland. This factory is a very important one, and is capable not only of covering a great part of the needs of the home markets, but also sends considerable quantities abroad. At the present moment, U. S. A., England and Spain are the principal buyers.

### Auxiliary Industries

For the sake of completeness, the auxiliary industries must likewise be mentioned. They have grown up with the silk-weaving and give employment to many thousands of workpeople. The principal are the skein and piece-dyeing works. The printing of silk, which turns out excellent work in hand and mechanical printing and also works for other countries, is likewise important. The picture of the auxiliary industries is completed by the finishing industry with its manifold processes.

The Swiss silk industry is ably seconded by the silk trade which, however, bears a predominant international stamp. This is particularly the case with the raw silk, one branch of which markets east Asiatic silks in Europe and America, while numerous other firms are occupied with the purchase and sale of Italian, French and Levantine greges and twisted silks, utilizing a part of their own spinning and twisting mills in Italy. The Swiss raw silk trade not only supplies raw material to the industrials of the country but has also done so time out of mind to the German and Czecho-Slovakian factories to a considerable extent.

The wholesale trade in silks works hand in hand with the weavers, whose products it partly takes up and leads into the channels with which the manufacturer does not occupy himself. Foreign goods are likewise held. The firms in question are numerous, and many of them are of the first importance. They are in connection with the wholesale and retail trades of every country and frequently possess their own organizations abroad.

### Went Through Crisis

For about a year, the Swiss silk industry has been going through a crisis which has made the most exacting claims on its technical and financial efficiency. It shares this fate to a certain extent with the silk industries of all countries, seeing that purchasing power has everywhere diminished and big markets are lost for the time being. The

(Continued on next page)

# From Plant to Finished Article

## The Growth and Development of Cotton Described—Comes Originally from India and Mentioned in Works of Herodotus—Some of the Enemies of Cotton Plants—Process Described from Spinner to Woven Cloths

COTTON is grown from a plant of the natural order of Malvaceae and of the genus Gossypium, and at present is widely distributed throughout the world. There is abundant evidence to prove that from the earliest historical periods this fibre has been known, cultivated, and worked in India. The earliest writer of history in its modern sense—Herodotus—mentions the existence of "wild trees bearing fleeces as their fruit," and the making of cloth by the Indians from these trees.

### Cotton Zone

At the present day the cotton-growing zone includes the greater part of India, part of China, and Central Asia, the Nile Valley and Delta in Egypt, certain of the Southern States, Brazil, Peru and several of the Islands of the Pacific Ocean, also in parts of Africa.

The cotton plant produces a better fibre in some situations than in others, and there is no doubt that other conditions such as the character of the soil and humidity of the atmosphere have much to do with the character of the fibre.

The condition of the soil is one of extreme interest and has a determinate effect on the plant. A loamy soil easily penetrable by the roots of the plant is preferable to a heavy one, and its sustenance will be much affected by the character of the soil, especially as the plant is one of those possessing tap roots.

### Plant Enemies

The cotton plant is liable to the attacks of a caterpillar, which is regularly developed like all other moths, and is most prolific during a moist season, which is not too hot or too cold. When in the worm form it feeds upon the leaves, bulbs and bark of the plants, and does an immense amount of damage. The moth is not so destructive, but as it is migratory, the eggs are laid over large areas. The loss of crop, has, in some cases, been total, but there may be very little damage done. The most favorite ground for the development of the moth are the low-lying, alluvial lands, in which the plant rapidly attains maturity. There is also a moth which is developed from a worm called the boll-worm, which is hatched from eggs in the usual way. It hibernates in the chrysalis form in the ground, and many of the species are killed by the exposure caused by ploughing. The boll-worm feeds upon the flowers and bolls of the plant, and by penetration into the latter often completely destroys them.

### Its Commercial Value

The commercial value of cotton is determined by several features, viz.: its length, fineness, strength, pliability, smoothness, uniformity, color, cleanliness.

In testing cotton, a sample is taken from each bale. This sample is opened by hand, care being taken to see that sand and leaf will not be shaken out.

It has been indicated that the character of the different growths of cotton fibre varies considerably. Some are strong and others are weak, some harsh and wiry, others soft and pliable. Generally speaking the best yarn is that in which the greatest number of fibres are found in the cross section.

The presence of broken leaf and seed is mainly caused by lack of care in ginning and is a result of a forced production at the ginning factories. The former especially is bad to eliminate and does not always finally disappear until the cotton has been considerably treated. To the same cause may be attributed, broken fibre and stringy cotton, and there is also in the ginning process a good deal of "nep." The latter is the name given to little knots which are composed mainly of dried-up fibre and are always formed by the rubbing together of the fibre. These are very hard to remove, and appear in the sliver even though it may be well carded, only the specially thorough treatment by combing removing them. It is a very rare thing to see a carded web entirely free from the little white specks or "nebs" and until methods are improved they are not likely to disappear.

### To The Shipper

When cotton is presented to the spinner it is, owing to the pressure to which it is subjected during packing, in a matted state, and the first operation which is necessary is that of opening out the bale. This is sometimes done by hand, especially in mills which are of small size, but it is becoming the usual practice to effect it by machinery. This machine is generally known as the bale breaker, through which the cotton passes to a number of other machines in the picking room. Cotton is treated in this manner to remove as much of the seed and leaf as possible, and at the same time is being made into lap form. It then passes on to the carding engines. Owing to the method in which the material has been dealt with in the earlier stages it is now in a fit state to be sent to the machines for drawing and spinning. The carding operation resolves itself into one of cleansing alike by the removal of the remaining motes, short fibre, or nep.

### Sliver Form

The cotton leaves the carding engine in what is known as sliver form. It then passes to the drawing frame sliver, intermediate, second intermediate, and speeder. There is no cleansing of the cotton after it leaves the card or comber. The other processes are simply doubling the cotton and drawing it out to the required size, or thread, or hank roving. Cotton is sometimes doubled three or four thousand times before it leaves the mill, depending on the class of work for which it is intended. The roving which has been prepared in the card room is then delivered to the spinning departments where yarns are spun therefrom of the required counts with which cloths are woven.

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### THE SILK INDUSTRY

(Continued from previous page)

high currency rates of Switzerland are an unfavorable factor, as through them the manufacture comes dearer than in other countries. This tension of prices must be overcome, and over-supply prevented by means of restriction of output. Both of these call for great sacrifices. They have hitherto been accomplished so as to maintain relations with customers and to secure a place on the market for Swiss goods as previously. Hence the Swiss silk industry still stands unshaken as hitherto, and even if production has been limited owing to the bad times, its efficiency and manysidedness have not suffered in any way. The buyer can still find in Switzerland all the goods that he has been accustomed to get from Zurich for many years, at prices which compete favorably with those of foreign products.

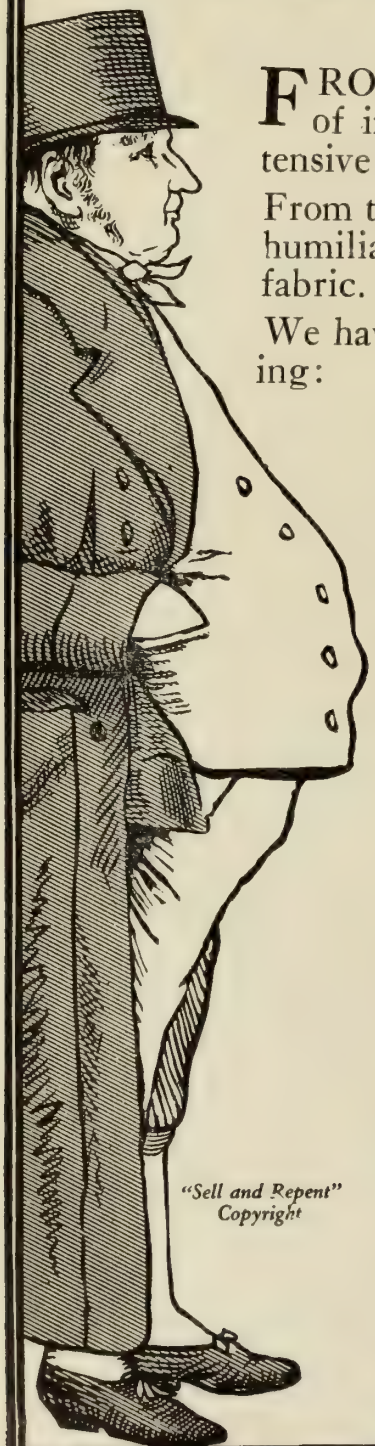
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J. A. Larocque will commence operations immediately on a $75,000 department store in Ottawa, Ont.

An effort to offer better goods at lower prices will be made by the National Retail Dry Goods Association of the United States through a trade fair to be held in August. This fair is the outgrowth of discussions held by the various retail merchants at their convention in February. If the project proves successful, the idea of making it a semi-annual affair will be seriously considered. The method proposed will eliminate both buying and selling costs by presenting merchandise to the consumer direct. Through this system it is believed that retailers can lower their buying costs and wholesalers their selling costs.

REG. U.S. **Genuine LINGETTE Garment** PAT. OFF.
"SELL AND REPENT"

# Protection for Retailers



FROM the very beginning, we foresaw the horde of imitations to which Lingette's beauty and extensive advertising campaign would lead.

From the very beginning, we protected you from the humiliation of offering your customers an imitation fabric.

We have repeatedly stated in our consumer advertising:

***"Ask for Lingette by name—look for Lingette on the selvage of the fabric; in the label of ready-to-wear garments. Only in this way can you be sure of getting Lingette's quality; Lingette's permanently silky finish; Lingette's long-time satisfaction both in wearing and washing."***

## *Now We Say to You—*

No garment is a genuine Lingette garment unless it carries the Lingette label.

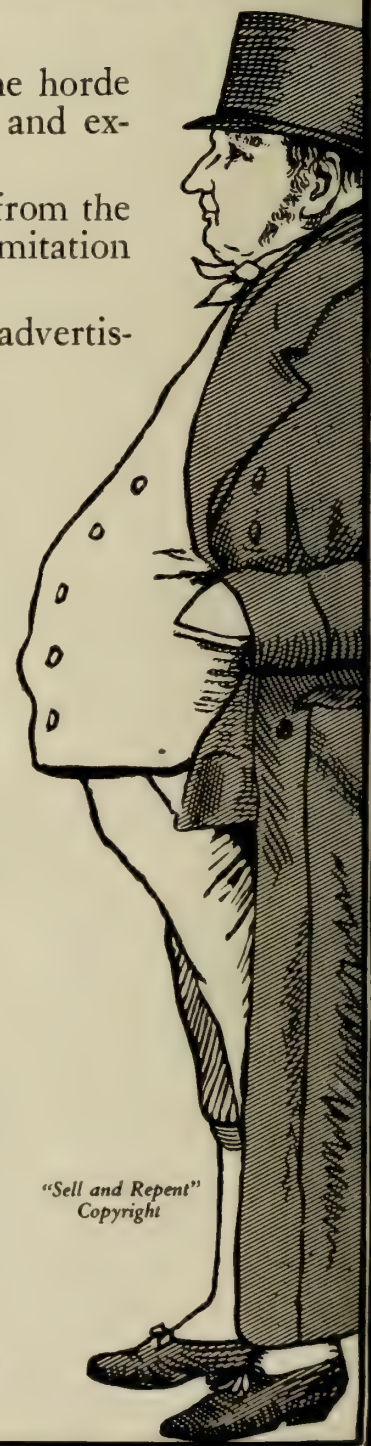
Any manufacturer of genuine Lingette garments can obtain Lingette labels from us gratis.

No fabric is the genuine Lingette unless it is stamped "Lingette" on the selvage.

Substitutes for Lingette may be slightly cheaper—at first. They may also lead to endless complaints and the alienation of your patrons' faith.

We shall be grateful for any information you may have, that will enable us to protect you from manufacturers who misrepresent their merchandise as "Lingette."

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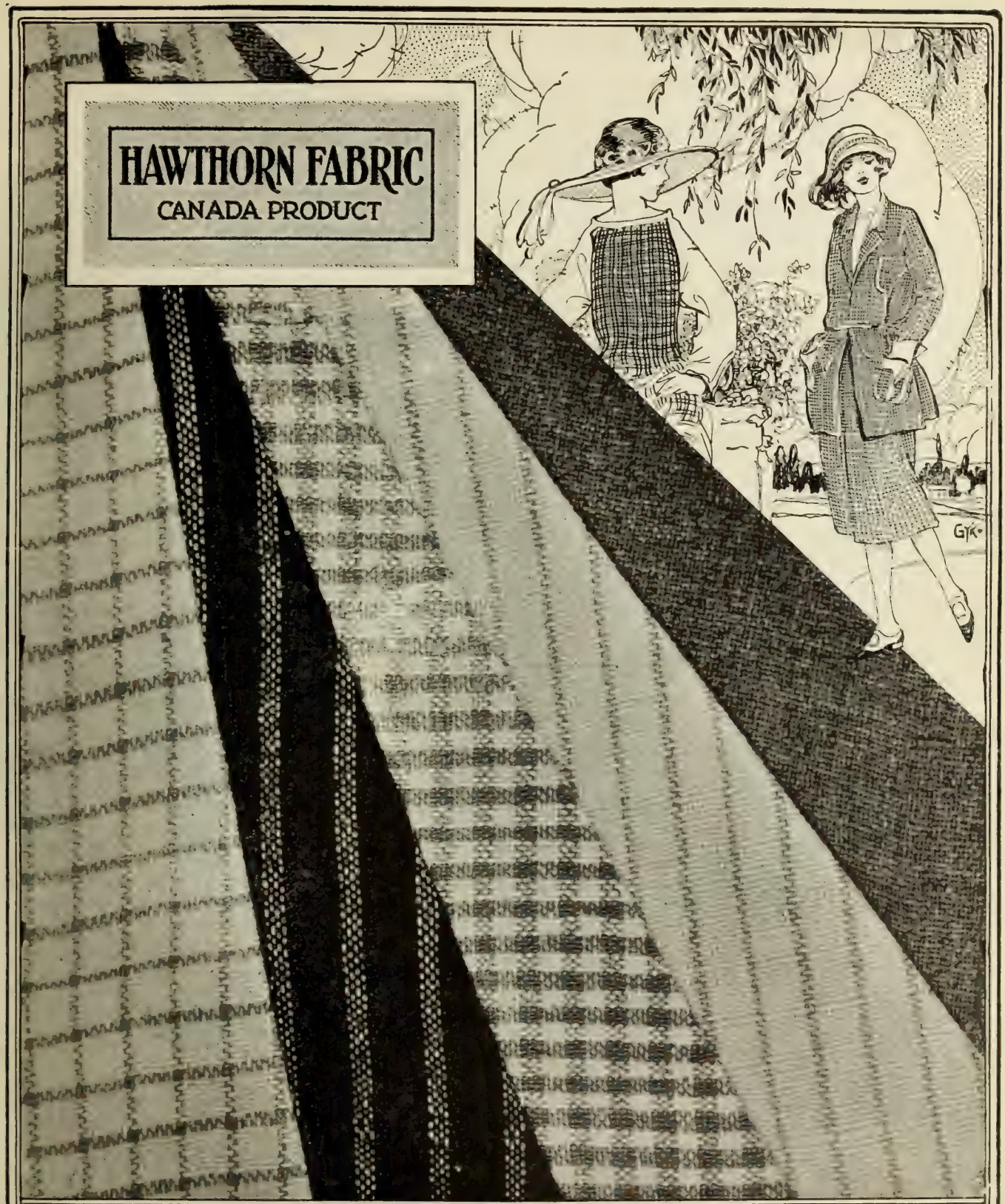
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# Features Lingerie With Millinery

## Proprietor of Exclusive Millinery Shop in Toronto Gives "No Exchanges"—Has Dispensed with Charge Accounts Altogether —No Two Hats Are Alike—Only Male Designer in Toronto— Lingerie Adds Charm to Showroom

"I WOULD rather sell to business girls than to any other group of women buyers." This is the opinion of Jack Beaumere, proprieter of one of those specialty shops in the Bloor St. district, which Toronto people speak of as "exclusive."

Mr. Beaumere makes this statement after many years' experience with women not only of Toronto but of New York. He was at one time head designer for Joseph in New York. Sometime previous to the war he opened up a millinery shop on Bloor St. in Toronto. His was the second specialty house in the uptown district, the first being that of Lady Evelyn Ward, who has since returned to England.

In those days Mr. Beaumere did busines with the wealthy people of Toronto. Only those customers who had leisure and means were in the habit of patronizing such establishments. The business woman shopped altogether downtown.

Then with the war Mr. Beaumere gave up his shop and joined the Air Force. After the armistice he opened up again not far from his former location. He found, however, that times had changed. The business girl had received recognition during the war days, many of the leisure class had joined the ranks of the workers and those who were in offices had learned to dress as well as any other class. Now he would rather have them as his patrons. The society woman likes to ask for favors, she nearly always demurs at the price asked and she dearly loves running charge accounts. The girl who has learned how to take her place in business affairs understands something of profit and loss as applied to retail merchants, she pays the price asked and she always gives cash.

### No Charge Accounts Allowed

As one direct result of the addition to his clientele, Mr. Beaumere has been able to dispense with charge accounts. It is all a question of education. Women who want to run up bills of three or four hundred dollars before they pay, are poor customers and should not be encouraged.

It is this giving of excess credit which has ruined so many high-class shops. There is no reason to think that the word "exclusive" means "don't pay cash." Exclusiveness should consist in the type of goods shown and the fact that merchandise cannot be duplicated either in the shop or in any other shop in a given town.

In Mr. Beaumere's shop, there are no two hats alike nor will a second hat be made at the request of a customer. Copies of models are unknown. The customer knows that she is buying the only one of the kind in Toronto.

### A WELL-TRIED POLICY

**"I find that it is best to show any lady a good hat, a rather more than average priced hat," said Miss H. Workman, in describing the policy followed in her department in the new Hudson's Bay Store at Victoria. "Any woman will admire the most expensive hat even though she finds that the price is beyond what she feels justified in spending." Note the last phrase. It's an attitude—a policy. It's not diplomatic, apparently, even to THINK that the lady might not be able to afford the expensive hat. Much better to say that she doesn't feel justified in spending the larger amount.**

**"If the price is high, it is easy to show something priced lower but one can never be offended by being shown the best first. As a matter of fact the biggest share of our business in this department is in the medium priced hats. That is the trade I cater to. They are the substantial clientele. I would much rather sell three hats at ten dollars each, than one at thirty. I think that in the last few months, business, with the preponderance of medium priced hat sales, proves that we have avoided that danger of being considered too exclusive for the popular trade."**

**"If one can keep a large number of medium priced hat purchasers satisfied, one has a greater field for merchandising. I have priced all the hats closely. They bear a definite relation to their cost—not a fanciful estimation of what could be charged for them. It is better to clean up stock than to exact a stiff price for some and then throw the balance onto the sales table at a sacrifice price."**

### La Ville de Paris

Is the attractive name which is given to this shop. It is situated in, what was once a private home, the old-fashioned windows are used as show windows. Rose-colored hangings and a light of the same color draw the crowds who like to walk at night on Bloor St. The shop remain open until 9 o'clock every evening.

There is a sign inside reading "Please do not touch the models." This is not only for the purpose of protecting the hats but it is necessary in keeping up the high tone which such a shop needs. The clientele can thus be more carefully watched, for if customers who are not desirable enter the shop, they are at a loss unless the persons in charge come forward to wait on them.

Mr. Beaumere will not exchange millinery. He believes that the habit of returning does more to ruin the exclusiveness of an establishment than any other. He gives customers all the time they would like before purchasing but they must understand that their decision is final. The practice of copying and the even more dishonorable one of wearing articles several times, has become so prevalent in Toronto that this step is a necessity.

### Only Man Designer in Retail Trade

The proprieter has the distinction of being the only man in the retail trade in Toronto who is a designer. He believes that the day is past when women will buy only a French hat or a New York hat or even a Kamloops, B. C. hat. They are more interested in the article itself. They want style and finish and know that they can get them in Canadian millinery just as well as in any other, he says. It is no longer necessary to import French saleswomen who can say very few words to customers other than "Si chic, Madame," and "Merveilleux." Intelligent Canadian girls, with tact and taste can sell equally well.

This year there are fewer enquiries for hand-made hats than formerly. Women are inquiring for the block shapes in the best straws. They give better service than the others, the French blocked hats being particularly well-made and pliable.

### Lingerie as Well as Millinery

In this country it is not unusual for a shop to feature lingerie with millinery, Most of those who add a second line, have gowns. While Mr. Beaumere believes that gowns are valuable in selling hats, he makes his second line French lingerie. It is still a little early for a market here in this but in another year, many travellers predict that women will show interest in beautiful hand-made cotton lingerie. Moreover, undergarments always attract feminine attention and they add a charm to a showroom when placed here and there between the stands which hold millinery creations.

# Exquisite Work In Midsummer Hats

## Montreal and Ottawa Workrooms Turn Out Some Very Original Designs—Larger Shapes Prevail—Subdued Hues And All White Emphasized Strongly—Crochet Trimmings Lend Individuality—Some Models Described

HANDWORK of the most original and exquisite quality distinguishes the wholesale showings of midsummer millinery shown in Montreal show rooms this month. The handmade hat prevails, whether it be as regards shape and composition or merely trimming, for there are undoubtedly plenty of the body shapes in evidence, but even these are wonderfully elaborated by sumptuous or simple swathings and drapings which lend an indefinable air of feminity and coquettishness to wide drooping brims.

### Straws are Large

So far as straw hats are concerned, the majority are large in size, with narrowed sides and drooping all round slightly to give the most becoming effect in framing the face beneath. Crowns are either plain or swathed in crepe or taffeta, and frequently facings are applied either under or on the top side of the brim. The straws preferred in better grade hats are leghorn, timbo, hair, yedda and Italian milans, and such straws are seen both in combination with fabrics or alone. The all straw models favor the use of one or two large flat flowers which may be tulips, roses, water lilies, etc. On certain wide, shady hats, loosely woven in the new effect, there is nothing so lovely as a simple swathing of crepe de chine with picoted edge which may be wrapped about the crown and allowed to overhang the brim by nearly a yard. Designers of midsummer millinery point out that Miladi is never so charming as when her face is framed by soft drapery, and they predict a wide vogue for this particular trimming. One such model was seen this month at a well known Ottawa wholesale show room, which turns out model hats of individuality and exceptional smartness. It was developed in pearly grey straw with exactly matching drapery. The various tones of medium grey, by the way, are plentiful in the Summer showings, but are not perhaps so universally becoming as is the newer tone called "Yellowstone" or carmel—a soft, warm coffee color. Beige, which is on the order of carmel, with a trifle of grey in it, is likewise leading demand in Summer colors for dress hats. Beige is one of those shades which effectively set off light summer frocks or wraps of any color and is adaptable for both blondes or brunettes.

In hats of still more elaborate and Summery character, there is provided wide latitude of choice from tulle, organdy, and ribbon, each used alone or in combination with something else of a similar character. Thus, tulle and lace are exquisitely developed into stunning evening or reception headwear, while organdy is linked with felt, a very new touch just arrived from New York. Organdy may also be joined with gingham for more informal millinery, but in any case, it is treated with cordings or shirrings which render its original transparency less apparent. Bright colors as well as in the subdued carmel are popular.

### Prepare for All White Season?

Undoubtedly the coming Summer will witness an even more marked revival of all white millinery than was the case in 1921, according to Montreal milliners. A great proportion of models on view this month are developed in all manner of snowy white material, unrelieved by even the tiniest touch of color. The all white hat is now regarded as the most economical choice of the average woman and no longer an extravagance. Thus, white taffeta, yedda and timbo straw appear as well as Canton crepe and many delightful novelty straws which are known by various names. Crowns are usually decorated by self loops or embroidery of angora wool, or flat trimmings. In another category come the colored sport hats of vivid hue, including, jade—the Summer tone par excellence, blue-eye blue and certain browns. Cretonne is impressed into service as a charming facing on large hats, especially when of the shadowy, small patterned variety in pastel blending which can be daintly picked out with angora wool outlinings. One such hat was relieved from ultra simplicity by the use of tiny puffs of silk in the predominating colors of the cretonne, in blistered or puffed effect, appliquéd on to the cretonne which was faced underneath by white timbo. But by far the most intriguing of Summer trimming for sports hats are the handmade crochet flowers and other appropriate motifs which are stitched onto the crowns of many models. Such motifs resemble appliqué work and are done in vivid colors combining as many as possible. The flower basket motif from which buds and blossoms seem to be falling is an idea favored by a leading Montreal designer who has also trimmed a chic jade crush hat with tennis rackets of white angora crossed in front, with balls "rampant" all round the brim. Another coarse braided straw sports hat had two wonderfully realistic peacock feathers embroidered right on the hat in exactly natural colors. The crochet work is done mostly in coarse silk such as is used for sweaters and is thus appropriate to wear in conjunction with these popular garments.

### The Rainbow Hat

Velvet ribbons are much used also, either flat or twisted into cords and used in multi-colored effects. Two-toned riboned and certain shiny fruits with patent leather leaves are also new and much favored. The rainbow hat is said to be especially popular with brides this season and is made in various ways, chiefly of leghorn foundation with layers of two-toned taffeta in the most delicate shades, laid in soft folds around the crown. Cordings are much used to finish these shapes and in some cases are run through the brim to hang down in streamer fashion according to the prevailing fad for downward movement.

### Navy and White Combine

Prediction regarding periwinkle blue and dent de lion yellow is even yet inadvisable to hazard, many milliners in Montreal being of the opinion that the former has been "done to death" and the latter is too trying for Canadian women. Navy blue and white are, however, among the smartest combinations for immediate wear, especially when the white is made of moire ribbon or silk and the blue is of fine Italian milan straw. Long white wings of extreme slenderness are posed on the exact edge of the hat sometimes, trailing off to curl over the fair wearer's shoulders.

### *EXPRESS CHARGES*

*J. Ramsden of the J. Ramsden Co., Castor, Alberta, writes to us as follows:—*

*"We received this morning a small parcel from Stanfield's Ltd., the amount of the invoice being $23.75 for six suits of men's light weight combinations, and two spindles of wool (6 pounds each). The express was $3.65, tax 69 cents and cartage at this end 25 cents, a total expense of $4.95. Figuring cost on the dollar will be a little over 19 per cent., the rate per hundred is $13.65, but on a small shipment of 21 pounds they seem to have a scale making it per hundred from Nova Scotia, Truro, approximately $18.00 per hundred.*

*"We cannot get goods on to the public at a reasonable price while this is what the retail merchant is up against."*

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Dominion Fabrics, Limited, are erecting a new factory building in Dunnville. Ont. This firm will be engaged in the manufacture of towels and cotton and silk dress goods.

# Fall Fashions Crystallize Into Form

## Montreal Houses Favor Straight Line Effects—Attention Paid to Outside Garments—Linings Show Handpainting and Embroidery —Larger Quantity of Pelts at Spring Auction—Some of the New Styles Outlined

AS THE TIME approaches for buying activity in fall and August, styles for manufacturer's sample lines are taking more definite form. Although there is no unanimous feeling yet as to whether the cape or wrap will be favored, the popularity of the so-called sports coat is spoken of with assurance. Manufacturers are developing regulation box coats without hesitancy and a big demand for this garment is expected, especially in muskrat, raccoon and other light furs. While the cape is spoken of as a leading style for fall, the feeling of assurance is absent when this mode is discussed, for the cape is not a practical garment and does not enjoy a widespread demand in smaller centres. Dolman wraps likewise are rarely seen in the early collections, for this type of garment has its drawbacks in that it is inconvenient on account of the sleeves.

### Straight Line Models Favored

By far and away the most popular model will be the regulation straight-line coat with Jenny or plain sleeves which will interpret the tendency of the present mode for slenderness, while combination cape and coat garments are spoken of as being suitable for wear either in daytime or evening. These latter types are coats fundamentally, with cape effects on the sides at the sleeve section, achieved by various methods. Some are made with open sleeves which can be adjusted by snaps to protect the arms, forming a coat, or left open like a cape.

Particular attention is being paid to convenience and comfort in the models designed for the fall season. The sleeve is given much consideration and the popular roomy style which has a very wide armhole reaching to the waistline, is so cut that the arm may be raised without spoiling the effect of the garment as is usually the case.

### Individual Styles For Large Women

In years gone by it has been expected of a fashionable woman that, regardless of her own figure, she must wear a fur garment of the length chosen by the fur manufacturer for that particular season. The effect of a long coat with a high collar on a short stout woman with a short neck is painful and is only equalled by the effect of a short coat on a tall slight woman with short skirts. Designers have endeavoured to alter this state of affairs this season and as a result, the lines and types shown offer a variety of styles appropriate for all uses by all women. There are sport coats, skating coats, wraps, capes in different lengths, in fact an almost unlimited variety to meet the tastes of the individual type. Extremes are avoided and freakish fur garments will be conspicuous by their absence, for the keynote of the coming season must be "saleability."

Furs for the stout woman will receive more than usual attention also, for this type of customer demands comfort as well as style, two factors scarcely given any attention a few years back by fur designers. The prime consideration in developing a stout garment is the sleeve, for invariably a woman of big form has a large arm and she wants plenty of muscle room in the sleeve, necessitating a wide, full armhole, no matter what the style. Although it is generally believed that a straight-line box coat is the best style for a big figure to give a slim silhouette, the slightly fitted waist is really suited to large sizes. Waistline effects are best for all stout garments, and an unbroken line tends to give a stout woman a squatty appearance.

### The Collar

The collar also is an important consideration. Shawl collars that form a surplice effect are liked but are developed with modifications to give this staple collar a style tone. Stout women should not wear big round or wide collars as they tend to impart width to the garment. Narrow shoulders are other features that require attention and in several new coats intended for stout figures this effect is achieved by working the sleeve from the neckline like a raglan style, and in the best models the set-in sleeve has given way to the former effect entirely.

Black furs are used principally in developing outsize coats, and the trimmings are usually skunk, even though it is thick and bulky. Hudson seal and skunk will therefore continue to be the popular choices for the coming winter. The success of any fur garment intended for a stout figure is measured by its fitting merits, since it is flattering to a stout woman to buy a coat that does not require alteration. Buyers who are interested in suiting all types of customers will do well to recognise the fact that a sale is half made when a perfect fit is assured without costly fittings and changes being made.

### The Question Of Linings

Although there is a limit to the selection of linings, and the choice of silks in pattern and color is more or less the same, their appearance in the finished garment is distinctive. The border and panel has given way to unconventional effects that do not follow symmetrical form. Sometimes a deep yoke is attached to a different color silk, and joined by a corded seam, while back panels are made of flowered silk and the front panels of solid color. Two tone effect silks of crepe background with satin design in high colors are often used, and it is rumored that hand painted and embroidered motifs will be largely used on plain satin surfaced silks in futuristic designs. Even popular priced coats of sealine are showing embroidered border linings, or woven ribbon effects achieving a border effect. Ribbon rosettes, handmade, trim some linings, while other garments show much hand embroidery in solid color favoring such combinations as beige and beaver together. Embossed velvet is sometimes seen as a lining to dressy wraps but few veiled linings have been spoken of as yet, these being more appropriate for use with evening wraps.

### Spring Auction Will Stimulate Trade

The Montreal market is awaiting the outcome of the May auction which will provide the necessary impetus to open the new season. The spring collection of skins is said to be somewhat greater than that sold during the winter auction, and despite the talk about money tightness in the fur market, most fur buyers maintain that there will be sufficient cash available to absorb the offerings put up. The new plan promoted at the last auction whereby clearance of purchases made at the sales must be made within 60 days, will be tried out again, and it is thought that such a plan should be adopted at all fur sales in future.

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J. D. Bayne, manager of tthe Empire Cotton Mills, Welland, Ont., is president of the Board of Trade for Welland.

Thomas Henry Crawford died in Brampton, Ont., on May 8. For many years he was in business in the east end of Toronto, before becoming connected with the T. Eaton Co.

Steacy's Limited, Kingston, Ont., celebrated its 41st anniversary with a huge sale. Coincidental with this celebration came the news that plans are under way for additional floor space of 7000 square feet.

The death occurred recently of L. J. Henri Beaudry, president of Montreal Suspender and Umbrella Co. Mr. Beaudry was well-known in business circles and was prominent in philanthropic and benevolent work in Montreal.

As a section of the Canadian Manufacturers' Association, the firms engaged in needle trades are forming a Dominion-wide organization. The total number of firms engaged in these trades is 700, of which 250 are located in Ontario.

A silk farm will soon be established at Newmarket, Ont., by an enterprising man named Ben Watson of Connaught Gardens. He is planting about 200 mulberry trees from which the silk worms can derive the raw material for the basic thread of the silk.

# Persian Lamb Coming From Russia

## Revival Due to Fact That it Can Now be Had in Greater Quantities—Belief That Many of the Skins Have Been Held Since Before the War—Curl an Important Factor in Selling Lamb—Short-Haired Furs for Small Pieces

ONE HEARS a great deal about Persian lamb in fur circles these days; in fact the impression seems to have been obtained by some women and even by a few retail furriers that lamb will take the place of Hudson seal. Reliable houses, both wholesale and retail, say that this will not be so. The revival in lamb is due to the fact that it can now be procured, rather than to a falling off in the cry for seal. Lamb will certainly be bought for next winter to a greater extent than it has been for years but it will be favored for older styles. The younger element will still choose seal, coon and muskrat.

The head of one of the oldest fur manufacturing houses in Toronto, declares that there will be some trouble for the next few years with the lamb that is being received. At present it is coming in large quantities from Russia by way of China. It is landed on the Pacific coast and from there distributed to all parts of the United States and Canada. But there is no way of telling how old these pelts are. The length of time it has lain before being treated plays serious havoc with lamb skin.

### Persian Lamb Skins Split

Unlike any of the fur-bearing animals in common use, the lamb which comes from Russia has a skin which splits into layers like shoe leather. The outer skin, which is the one carrying the hair, is very fine in texture. After this has been separated from the coarser inside layer for some time, there is great danger of its losing its hair. Consequently after the wearer has had a lamb coat for a short time, she may discover "bald" spots.

This is not the fault of the manufacturer. It is difficult for him to tell how old a skin is. There is no doubt that many of the pelts in their hands are from animals killed before the war; in fact it is almost reasonable to expect that very few have been taken in the last year.

The manufacturer who told Dry Goods Review of this condition of the lamb market, believes that it is in the interests of retailers to understand exactly the dangers there are ahead of them. Of course there will be many Persian coats turned out which will give the service for which they have been famous in the past. It is just as well however for merchants to be prepared for every emergency.

### Curl A Big Factor In Selling Lamb

A retailer in Toronto says that he has much more difficulty in selling lamb than seal. Now that the Hudson seal skins are prepared in a very efficient way, there is little reason for women to object to buying because they are not satisfied with the grade. With lamb it is different. A woman may be pleased with the fit, the lining, the style and refuse to buy because of the curl. There are four grades of curl in the skins which are shipped to this country. They differ in price not because one is better than another but because the demand is for the small tight curl. Yet the other curls must be made up or there would be no profit. In an ordinary stock, a retailer has only one or two of these small curls and how to satisfy every purchaser in style and fit as well, is his big problem.

### Un-hairing Machine Big Boon To Seal

The un-hairing machine has made a great change in the seal market during the last few years, a change which has resulted in making seal almost a staple fur. When lamb was popular years ago the sealskin offered was not liked by many women who were particular about grades. It had many long hairs which could not be extracted. Now these are unheard of and all of the real Hudson seal is of a very good grade.

The vogue of Hudson seal coats is a point of debate in the trade. A few raw fur dealers believe that this has been an active seller so long, some other fur must soon take its place. The great lack in most furs is the draping quality. Those which have it are too high-priced. The Hudson seal will therefore, according to many, continue in favor until a fur which drapes as well as seal and is less expensive than mole and squirrel is brought to light.

### Southern Rat Replacing Muskrat

Fur men say that it does not pay them to use the muskrat as such. When they can obtain the best quality of muskrat they turn it into Hudson seal, for which they can always get a good price. For muskrat coats, they now use a Southern rat. It is not nearly as good as the muskrat in most cases but it is selling well. There is one grade of this Southern rat which is particularly good. It comes from a spot in the Mississippi River and is called by one manufacturer the Marsh Island rat.

### Short Haired Furs Best In Small Pieces

Despite the impetus which furriers expected earlier in the season in foxes, there has not been a very strong demand. Neither the cinnamon, the red, nor the white fox have sold to the same extent as the short copper sable and marten. Women who wear spring and summer furs prefer the neat choker. It will probably not be a big day for the once popular lynx, fox and wolf until pieces are again used in place of fur coats. Then the big question of warmth will force women to buy these.

Paris and New York are talking muffs very strongly. This has not yet been felt in Toronto and wholesale houses doubt if muffs will be wanted to any extent before the winter of 1923-4.

By Appointment

**MILADY GOES TO THE HORSE SHOW**

Saturday will be Gala Day at the Hunt Club. For the Out-of-Doors Horse Show, Montreal will gather "her beauty and her chivalry." Much attention, of course, will be paid to the attire of the ladies. A problem to be sure. But one which you may solve most happily at the Holt Renfrew Shop.

Here for instance is an outfit which will surely win admiration and approval:

**Her Gown** An afternoon creation of marvellous beauty and so novel in its many new style features. Lobster Pink Crepe Romane is fashioned with an over-skirt of black, so arranged that the bodice shows a Russian tendency. Inset in the loose flowing sleeves, and in the bodice are pretty shadow laces, which form the background of a cameo effect worked out in the new silhouette embroidery . . **$125.00**

**Her Wrap** At a glance you will know that it came from Paris. The "Bernard" label tells you you are right. A wonderful heavy Silk Crepe is developed in a new effect, which fits close to the figure. Clever work in rich Steel Beads trims the skirt, while the unusual Collar and large Cuffs are formed of rose petal work deftly carried out in the Black material, for . . . . . **$125.00**

**Her Chapeau** This must be from Paris of course. A creation of perfect French Milan. It rolls smartly from the face and is caught up just over the left eye with two most remarkable flanks of Bird of Paradise. Truly a most exceptional headdress.

**Her Stockings** These are probably a pair of our newest wide lace clocks, pure silk, excellent in appearance, perfect in quality . . . . . **$6.75**

Or she may prefer a Silk and Wool one, often especially if the day is chilly. The White and black mixture with embroidered clocks is especially smart . . . . . **$3.75**

**Her Gloves** With a Dress and Wrap for afternoon, the elbow length French Suedes with neat pearl buttons are supreme. The quality is perfect, the texture beautiful . . . . . **$8.50**

**And Her Furs** What could be better than one of these new Grey Fox Scarfs. The many tones of grey afford a delightful opportunity for personal taste. The rich deep Fur is luxurious and beautiful. It will add an elegance and grace which nothing else can achieve. These Fox Scarfs are priced from . . . . **$85.00**

Holt, Renfrew & Co. Limited

*This is the advertisement which the Holt Renfrew Co. of Montreal ran in the dailies just before the Horse Show. The management report splendid results from it as many customers enquired about the very items mentioned. The comment was that the "tout ensemble" sounded very smart. This store believes that fashion news and hints should be provided by ready to wear departments. It intends to feature this style of advertising as occasion demands. The same idea is to be developed in popular priced merchandise.*

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THE MONARCH KNITTING COMPANY, LIMITED

SEND your sorting orders now for summer lines. We are equipped to give prompt service and the style, quality and value of Monarch-Knit products assure sales, profits and satisfaction.

# Monarch-Knit

## Sweaters, Hosiery
## Bathing Suits
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Have you placed your order for Monarch Style Book No. 8?

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HEAD OFFICE: DUNNVILLE, ONT.

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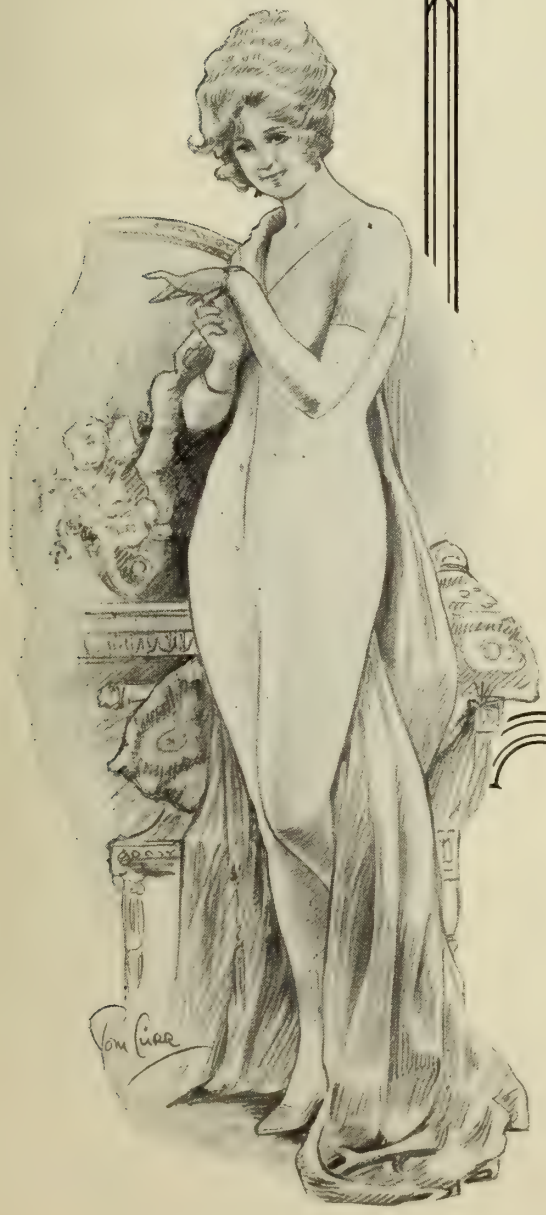
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# Pesco

## "Scotch Knit" and all that Scotch Knit implies—that is Pesco Underwear.

A product—based on knowledge and experience—knitted stitch by stitch to the standards set by the stockingers of old—partaking of the character of the Scottish people in the thoroughness and honesty of its workmanship—built up bit by bit through conscientious effort to the premier position it enjoys to-day!

Undoubtedly the brand of SUPREME quality for high-grade trades. The proved best brand in the home market, and the most attractive imported line for the Canadian dealer catering for people who love good clothes.



**We invite your enquiries**

## Peter Scott & Co., Ltd.

Hawick, Scotland

London, (England),
Carey House, Carey Lane,
E.C. 2

**Canadian Agents for Pesco Underwear.**

(Pure Wool, and Silk and Wool, for Ladies, Gentlemen and Children, and in shapes for the Canadian market.)

**Messrs. C. and A. G. Clark**
35 Wellington Street West,
Toronto, Ont.

**Messrs. Hanley & Mackay Co.,**
Hammond Building, Winnipeg.

**Mr. R. C. Poyser**
418 King's Hall Building, St. Catherine Street W.
Montreal

**Mr. J. J. Mackay**
804 Bower Building, Homer St.
Vancouver, B. C.

# Both Style and Comfort in Outerwear

## Knitted Outerwear Garments Become a Staple Line—Sales Staff Can Make Selling Points of Style and Comfort—How to Build More Business for the Knit Goods Department—Suggestions for Window Display

AFTER visiting several large stores recently a staff member of Dry Goods Review was enabled to form certain conclusions with regard to knitted outerwear. They may be summarized as follows: "Knitted outer garments as merchandise are no longer novelties but have become practically a staple line, even as lingerie has been accepted." This opinion has been corroborated by many buyers who have studied the question of knitted wear from every viewpoint. Some of their views are given in this article for the purpose of assisting the sales person who finds occasional difficulties in selling any of the various kinds of knitted apparel this season.

It is taken for granted that the sales clerk is interested in studying her merchandise, for as everyone knows, the more knowledge gained regarding any goods, the easier it is to sell them. And in consequence, the more thoroughly the individual selling points of a garment are studied, the more quickly will the overhead expense of selling dwindle.

### Sell Knit Goods by These Rules

According to one successful Montreal buyer, who has made her department an outstanding one, even at times when there is apparently no demand for any type of knit goods, there are certain definite points to be kept in mind by anyone who handles such merchandise, which will be valuable to remember as sales-aids:

### Selling Points

1. Master the selling points of each individual line of garments:

Each garment has naturally its own special selling points, such as length, stitch, design, color, weight and trimming. In sweaters, for example, all these points must be emphasized and on this account require close study each season. Any one of these different points may not only make the sale but effect it in shorter time than by any other plan.

2. The salesperson must get the customer's viewpoint accurately in order to sell knitted outerwear successfully.

Viewpoint may be defined as "the ability to put yourself in the customer's place," and in this connection, the salesperson must endavor to discover whether the customer regards the garment as just "another sweater" or whether she expects to get more than a season's wear from it. Or again, perhaps the customer imagines that a sweater is a dressy garment or merely a wrap for outdoor wear. There are still many women who have not adopted knitted wear as a staple type of attire and who have to be studied, advised and assisted by the sales-staff. Viewpoint is the one essential to successful selling.

### Show Interest in Sale

3. The salesperson must be well posted on style suggestions and knowledge of lines because the customer expects help whether she asks for it or not. This form of service is common to all parts of a store's selling activity but is rarely given enough attention.

An example of how this quality may be used to advantage was quoted. A certain customer was buying some summer clothes recently to replace the mourning she had been wearing for some years. She desired to buy a knitted dress but was uneasy regarding the choice of color as she had lost touch of what was being worn. A certain saleslady sensed her uncertainty and ascertained that she wanted to buy a colored dress but was afraid that the prevailing sports shades were too bright. Taking down a subdued beige colored knitted frock, developed in a silk weave, she suggested that the customer try this color together with a hat and sun shade of orchid or periwinkle. The suggestion was accepted with the result that this customer was delighted and commented on the fact that she had not thought of choosing a neutral color for her frock but rather the reverse, and would not have considered the question of a hat at all. This kind of sales argument is logical and very desirable since it does not imply coercion to buy. In connection with knitted wear, it is important to emphasize the distinctiveness of such garments—their absolute comfort, style and durability, as well as their novelty and individuality. Where bathing suits are concerned, these latter points are indispensable as sales arguments.

### Knitted Outerwear with Regular Apparel

In another department visited this month by Dry Goods Review, knitted goods, such as sports garments, are featured prominently, close at hand to the ready-to-wear. In answer to a query as to whether one line did not tend to interfere with the sales of the other, the head of this section replied in the negative. "It is not unusual," he said, "to see one of our saleswomen introduce her customer to knitted goods when she has reached a standstill on size, price or style in regular ready-to-wear. We encourage this action in such cases for it invariably saves the day and tends to familiarize the customer with an entirely new product. Besides, the addition of a range of knit wear in an apparel section doubles the power of such appeals as price, style, and utility, and consequently customers are rarely lost through lack of variety. Just as novelities speed up interest in regular staple lines, so do knitted outer garments enhance the interest in ready-to-wear."

There are many other useful features about knitted garments which should not be overlooked by the department manager who is debating the point as to their practical value. For instance, the entire family can be supplied with knitted apparel from the grandmother down to the baby in arms with equal success. Knit wear does not replace regular cloth apparel—it appeals to young women especially, for their leisure hours, whether for sports or general wear. Finally, knitted outerwear is a natural sales stimulant and is now an accepted part of every up-to-date store.

### Introducing Bathing Suits

As a starter for the summer season, a good bathing suit display should be featured as early as May 24th. Here is an idea which created keen interest last year in a leading department store window.

A sand beach ran down to a painted ocean and on one side was a bath house. Sand toys, a bench and a beach sunshade were used as accessories. Two wax figures in women's suits, two in children's and one in a man's suit were placed in natural groups, the man's figure being partly covered by the sand, apparently done by one of the youngsters.

During the day, two living models garbed in smart beach suits occupied the window, reading, doing fancy work, or building sand castles—just as a summer girl would actually do. And at lunch time a picnic was held—right out of a basket, and cold drinks were served at intervals. A man also took part in this realistic display, posing as a kodak enthusiast who snapped the girls. It was simply an informal sea-shore scene but provided an admirable setting for the display of bathing attire and accessories.

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Clatworthy & Son, one of the largest manufacturers of display fixtures in Canada, have opened offices in London, England, and propose to sell direct to British department stores. This is an innovation in the Canadian manufacturing world. It should prove successful because many of the fixtures manufactured in Canada are not made by British firms. Moreover, there is a growing tendency on the part of retailers in England to use new methods of display work such as are seen in this country.

# Fall Placings Reported Good

## Knit Goods Men Say Fall Business Better Than Last Year—Bright Shades Are Demanded for Children's Wear—Plain Shades in Fall Hosiery—Many Knickers Being Seen in Toronto

TORONTO manufacturers report splendid orders for fall in nearly every line of knitted goods. One man says that those placed so far, exceed orders up to May 15 last year by several thousand dozen. The trouble is for immediate delivery. Merchants do not want stock until late in July or August. Many will be satisfied with September delivery. In the meantime, the wholesale trade is offering many inducements for June buyers.

A manufacturer of hosiery and children's knitted wear, who has just returned from a trip to the Maritime Provinces, informs Dry Goods Review that things are not quite as good as they were even earlier in the season. Glace Bay and Sydney merchants are ordering but in Halifax business is very slow. The latter city is still suffering from the overbuying craze which followed the great disaster, so failure to do business there is not taken as seriously as it would be if only present conditions held.

Prince Edward Island business is fairly good. Though the hay failure was a great disappointment to the island, the other crops, particularly the potatoes, are so plentiful that there is a fair circulation of money all the time.



*One of the new knitted capes for little girls from 2 to 6 years. It comes in all colors and color combinations. This one is pink with white collar and trimmings. Shown by J. M. Robertson Knitting Co., Toronto.*

### Children Wearing Bright Shades

This year, even the children's sweaters and hose are made in other than the regulation blues, pinks and whites. Some of the best sellers in sweaters up to six years are honeydew, golf red, buff and peacock. Every manufacturer is specializing to some extent on fast colors and this is no doubt having its effect.

The Bramley slip-over is the best seller for children as with grown-ups. One Toronto manufacturer is several weeks behind orders on this line, while the demand is very poor on the regular slip-over, he says.

Short sleeves are by far the most in demand for children. Stripes and pockets are shown on most of the models. Children's capes are more prominent than last year.

### Wool Hose For Fall

One manufacturer of women's wool hose in Toronto believes that the plain shades will rival the heather and lovat mixtures next winter. Desert and sand, so popular in silk hose just now, will, he says, appear in the wool lines for fall.

Wool and silk yarn is playing a prominent part in hosiery, sweaters and dresses this year. Brushed wool is selling well particularly in a combination of brushed coat and plain skirt. In some circles it is reported that coat and skirt are a little better than jumper and skirt. The ribbing pattern is very prominent in hosiery, suits and sweaters. Checks are probably not as strong but stripes are very good

### Knickers Seen Around Toronto

The sweater and skirt combination has not made the progress this year it did last Spring, probably because of the vogue for homespun and tweeds. There is no doubt in the minds of prominent retailers, however, that sweaters will revive with warmer weather. The other types of sports suits are far too warm for summer wear.

Around the golf links in Toronto, knickers are becoming more prominent every day. A few have been seen in combination with sports waists, Bramley sweaters and even coat sweaters.

Capes are not in demand so far in the knitted fabrics but whether they will be good or not, manufacturers are unwilling to say until after the light dresses appear.

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When the Grand River overflowed its banks a few weeks ago, part of the new building of the Riverside Silk Mills at Galt, Ont., collapsed.

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Six Stratford, Ont., merchants in cooperation with one of the local papers held a joint fashion show in their city. The gowns and millinery displayed were from the Duncan, Ferguson Co., the shoes from John Agnew, jewelry from Norval F. Babb, men's apparel from Thornton & Douglas, furniture from R White & Co., and the piano from Mason & Risch.



*This bathing suit is made of Hawthorn fabric. It is guaranteed by the makers to be absolutely fast in color. Note how the skirt opens at the sides giving freedom of movement to the swimmer. It comes in all the new shades for this season and in all the best combinations of shades. Shown by Newton and Carpenter, Toronto.*

# Increased Volume 48% Last Year

## Brooklyn Merchant Tells How They Increased Their Volume During 1921, Increased Their Number of Transactions, and Cut Down Their Operating Expenses—The Cash System—Bargain Spaces

METHODS of increasing their volume of business during 1921, and decreasing their overhead expenses, by closely following the trend of public buying, are told in the May issue of System, the Magazine of Business. This story is told by B. H. Namm, president of A. I. Namm & Son of Brooklyn. It will be remembered that Dry Goods Review some months ago told of the No Profit Sale which this firm ran at a time when unemployment was very acute in the city of Brooklyn and a number of Canadian retail firms conducted a somewhat similar sale after the character of this sale became generally known. Incidentally, in this article Mr. Namm refers to the advantages derived from that sale. He says it cost them $50,000 to buy, sell and deliver the $500,000 worth of goods, but the net gains were "first, we sold at least as much of our regular merchandise as we should have expected to sell had the No Profit sales not even taken place; second, we rendered a service to our customers and to industry; third, we increased the purchasing power of many who would otherwise have been idle—and the success of every store depends upon the purchasing power of the public; fourth, and very important, we built a store prestige both local and national unequalled by anything we had done in the 46 years of our existence."

### Pass Savings Along

From our experience in business during the last two or three years, writes Mr. Namm, one principle stands out. That is that when you make a saving of any sort, it pays to pass along the saving to your customers. To phrase this another way, it is sound business to take a fixed percentage of net profit and whenever you find a way to operate at lower cost, to cut your prices by the percentage you have saved.

The differential between our selling price and our gross cost (the price we paid plus operating expenses) is something we never increase. And if we slip back a little and our operating costs increase, then we suffer the loss out of our net profit, instead of increasing the price to the consumer.

This is sound management, we find, for when we are penalized in this way for an operating inefficiency or a falling off in volume of sales, we forthwith busy ourselves about the job of eliminating the unnecessary expense, or of increasing the sales volume, or of both. And in a very short while we discover that our costs have decreased to a point lower than ever, which enables us to cut our selling price, increase our volume, and lower our costs once more. It is the antithesis of the vicious circle.

There are those who declare this procedure is all wrong, who in times past have assured us it might do well enough while prices and consequently sales volume were increasing. "But look out," they warned us, "for the time when prices and volume drop! Then is when you will change your policy, or go broke."

Certainly sales volume of retail stores fell off last year. Authentic figures for 1921 showed a considerable decrease in the dollar volume of business of department stores over 1920. Some stores showed, I think, a decrease also in number of transactions. For the same period our store showed a fraction more than 48% increase in volume of business, 83% increase in number of transactions handled, and 3% decrease in operating expenses. We were forced, by our growth to erect a new building; the new building, of course, helped us to increase our volume.

We did not sacrifice net profits. We did not curtail our service. We did not reduce our salaries. What we did is very simple and not new. It is chiefly the result of the fundamental merchandising policy I have described, plus common sense methods of handling the situation which arose when the business boom of 1920 ended.

At that time, we met replacement costs promptly. The mark-down was a bitter dose of medicine; but we took it all at once. We bought and sold entirely for cash, as we always do and we went out for big sales and small profits. And last, but not least, we advertised as never before.

### Advantages of Cash System

In this fight for business, we had no greater ally perhaps, than our 46-year old cash policy. In buying merchandise we enjoyed, I must admit, a very real advantage over those concerns which did business on credit.

This was clearly illustrated during January, 1921, when we bought and sold a great quantity of bargain-priced merchandise. We put a quick turnover price on our merchandise and sold it all within a week, promptly converting the proceeds into special goods again. Another store, obliged to price its merchandise to include the cost of credit accounts, took longer to dispose of its stock on a similar sale and even then was forced to wait from 30 to 60 days before it could reinvest the proceeds of its sale.

Another advantage of cash trading was the effect upon our manufacturers and jobbers. When they had merchandise to close out at a price, their need for cash prompted them to offer it to a store such as ours, which was known to pay cash.

And again, we had another advantage in that those women, whose charge accounts at other stores had been closed or cut down due to delinquent payments, but who, woman-like, resented being "dunned," came our way. Many of these women were able to pay their bills but were careless in the management of their affairs. Consequently we not only did not lose customers; we gained many.

As far as the fundamental merchandising problems were concerned, our situation did not differ essentially from that of the general store in a small community, or that of a sizeable store dealing largely in staple merchandise of almost any sort, whether it be a women's speciality shop on Fifth Avenue, New York, or Chestnut Street, Philadelphia, or a department store on State street, Chicago, doing chiefly a charge-account business.

Our "buy for cash, sell for cash" policy gave us an edge, to be sure; but where we have profited especially, the profit has been attributable to our general merchandising methods rather than to the fact that we do a cash business.

And let me here point out the fallacy of an idea which business men rather generally hold that a cash store must by reason of being a cash store, handle trashy merchandise, or at least merchandise not above the "moderate-priced" lines. We have, iconoclastically perhaps, worked away from that idea. And we have proved in the retail field that it is not only possible, but even more profitable, to sell quality merchandise to cash customers than to deal in inferior stuff.

### Bargain Spaces

A point brought out by Mr. Namm worth consideration by every retail merchant, whether large or small, is that in regard to providing bargain spaces for that considerable class of persons who are unable to pay regular prices for merchandise and who are, perhaps, content with seconds or bargain prices on merchandise not strictly up-to-date. Mr. Namm says:

"In line with our idea of upgrading our merchandise and our trade we looked about for a way to direct from the main parts of the store the bargain seekers who, because of their financial limitations, must seek the low-priced goods. We wanted their business, not only because it is profitable, but also because

(Continued on page 51)

# Where Should Sports' Wear be Placed?

## While Many Stores Have Separated Sports' Wear From Other Apparel Others Have Good Reasons for Keeping Them Together—Wise Retailer Will Recognize Specializing in His Merchandising—What of the Permanency of Sports' Wear?

Should sport's wear be segregated from other lines of wearing apparel? This is question to which there are many interesting answers. The big majority of stores in the United States and Canada have segregated this department, but there are some representative houses which have not and which give good reasons for their policy. They claim that a greater advantage is gained by distributing their merchandise throughout the various departments so that customers who might not go to a sports section will see it. They support their argument by the assertion that a large proportion of the sports' material now sold, goes to men and women who are not actively interested in such for sports' sake. These prefer them because of their attractiveness, their comfort and their style.

### Retailer Must Conform to Specializing Craze

On the other hand the devotees of the segregation scheme, say that in an age of specialization the retailer must lead the way. The proper and logical grouping of merchandise is one of the greatest expressions of this specialization era. While admitting that a great deal of sports wear is sold to others than sport devotees, they insist that "atmosphere" is decidedly helpful even with this class of customer. This is lost if displayed among ordinary merchandise. They support their theory by saying that the majority of sports' specialty shops do a phenomenal business with people who have never handled a tennis racket or a golf club simply because of the "atmosphere" they have in their shops.

The manager of one of the largest ready-to-wear departments in the United States gives as his opinion that the mere exhibiting of attractive merchandise is not sufficient to achieve maximum results. The activities of various outdoor and indoor sports must be suggested to the eye before the inducement is great enough to arouse general interest. A sample of his faith in "atmosphere" is the miniature Country Club which he has installed in his department. It is a model clubhouse set in a green field. The large verandah, the bright coloring and the rustic furniture creates the illusion that a part of the "great outdoors" has been transplanted. The quantity and variety of merchandise which people can be induced to look at in this setting is extraordinary.

It is this very thing which brings business in a never-ending chain to the sports' department. For example, take the question of golfing shoes. Everybody who plays does not rush to a store for the type which are shown this year—doeskin with rubber soles. They would be satisfied with any heavy soled shoe. It is the few people who see them on a smart window model which drives a ball an imaginary long distance, who are induced to buy them; and it is these people who are the propagandists of the shoes. They wear them on the links and thus start a long procession of buyers for the store. Were these shoes shown among others of every kind the golf enthusiast would, no doubt, never notice them in the window.

### Permanence Dispels Expense Theory.

There are still some retailers who say that this sports' craze may not last long enough to warrant the expenditure of money on such a department. Authorities believe that the permanence of the consumer mind in this direction, is assured. Special departments would not be prepared by many of the most far-seeing business men in America, particularly at this time, unless there was a fair indication that the need is permanent.

And, after all, it is no more than a natural consequence of the war which brought so many of our men into England. There, sport is as firmly established as business itself. It was because of the difficulty and hardship which this country was forced to endure during pioneer days that sports took so small a part in our scheme of living. But now luxury, of which sport is one phase, is part of our lives. There seems no doubt that it is in America to stay.

## THIRTY-THREE QUESTIONS FOR HOSIERY AND UNDERWEAR SALESPEOPLE TO ANSWER

John Stevenson, vice-president of the Equitable Life Assurance Society, has developed a formula for success which can be applied to any work.

Dr. Stevenson's formula was published in Women's Wear recently. One of the steps in this plan is for the employe to list all the things about his work that he doesn't know and then get the answers to them and to analyze and apply the results to his work.

If you are a salesperson in the hosiery and underwear departments and want to see how much you know about your work, try and answer the questions perpared by Miss E. Viggars, of the Burgess-Nash, Omaha, educational department.

1. What is the advantage of full fashioned hosiery or underwear?
2. What do we mean by a semi-fashioned hose?
3. What brand of hosiery is seamless and still full fashioned, owing to special machinery used?
4. Describe a lisle hose.
5. What do we mean by silk lisle?
6. What is mercerization?
7. Does mercerization add value to the garment?
8. What do we mean by plated underwear or hosiery?
9. What difference is there between a silk stocking and a fiber silk stocking?
10. What can you advise a customer to do to prolong the life of fiber silk?
11. What is the best way to wash silk hosiery?
12. What can you suggest to keep white silk from turning yellow?
13. What is the meaning of "loading?"
14. What is meant by "pure silk thread?"
15. What do we mean by "ingrain?"
16. What is dipped hosiery?
17. Which is apt to be the purer, dipped or ingrain?
18. What is "resist dyed" hosiery?
19. Describe lisle lined soles, toes and heels and tell why they are used.
20. Where is the finest silk produced?
21. What does Italian silk mean when applied to silk underwear?
22. What terms are used for other than Kayser silk underwear?
23. Describe a genuine Swiss rib garment and give its talking points.
24. What manufacturer makes a full fashioned garment?
25. Describe a seamless garment.
26. How are the other fashioned garments made?
27. Which is the least expensive?
28. Why is silk often used with wool in making underwear?
29. If a customer asked for peeler underwear, what would you show her?
30. What is the significance of "Maco underwear?"
31. What do we mean by French band underwear and what is its advantage?
32. What does "tight top" underwear signify?
33. What is meant by flat lock seams, and what advantage are they?

## INCREASED VOLUME 48% LAST YEAR

(Continued from page 50)

these folks are potential upstairs customers. So we installed a bargain basement in charge of a merchandise manager whose instructions were to provide real bargains, good values in dependable merchandise of a lower grade.

This basement handles merchandise of the lower grade—and provides remarkable bargains. The prices are low because of limited service; we do not deliver basement purchases, and in general people serve themselves. The stock is turning regularly at the rate of 12 times a year. No wonder, for such values as serge dresses at $1.88, woment's coats at $1 and all-wool yard goods at 75 cents occur there from time to time, though I do not want to give the impression that they are typical; they are exceptions, yet we had them recently.



# PROGRESSIVE MERCHANTS CAN'T AFFORD TO BE WITHOUT CIRCLE-BAR HOSIERY

because it is different from other makes and gives what particular people want. Distinctive features are the

*Deeper Heel* *Neater Instep* *Elastic Ankle* *Tapering Toe*
*Narrowed Ankle* *Perfect Weave* *Reinforced Feet* *Superior Quality*

Your customers will appreciate the new weaves which mark this season's lines.

All styles for men, women and children in silk, wool, mercerized lisle and cotton.

***Our representative will call, or write Direct to***

**The Circle-Bar Knitting Co. Ltd.**

**Head Office: Kincardine, Ont.** **Mills at Kincardine and Owen Sound**

CIRCLE BAR REGISTERED HOSIERY

# MOODIE'S *Peerless* UNDERWEAR

*For Women---Children---Infants*

***Introduce Your Customers to Luxury without Extravagance***

by selling them Peerless Underwear. It is so well-made, so perfect fitting and durable that it will win their approval as quickly as will the popular prices.

***Representatives:***

E. R. Woodill, 123 Roy Bldg., Halifax, N.S.

Ernest Hamel, 66 Rue de L'Eglise, Quebec, Que.

R. C. Poyser, 417 King's Hall Bldg., St. Catherine St. W., Montreal, Que.

C. & A. G. Clark, 35 Wellington St. W., Toronto, Ont.

Hanley & MacKay Co., 407 Hammond Bldg., Winnipeg, Man.

J. J. MacKay, 504 Mercantile Bldg., Vancouver, B.C.

**PEERLESS UNDERWEAR Company, Limited**

**Controlled by**

**J. R. MOODIE & SONS**
HAMILTON, ONT.

"Italian Silk"

*For Ladies and Misses*

Handsome Hosiery. An attractive quick selling line in Season's latest colors.

"Leader"

*2-1 Ribbed Cotton Hose for Children*

A very quick and ready seller—at low prices.

"Jack and Jill"

*1-1 Ribbed Cotton Hose for Children*

A very profitable staple every dealer should carry.

THOMSON KNITTING CO., LIMITED

Manufacturers of Quality Hosiery

Bowmanville, Ontario

SELLING AGENTS:

Wm. R. Begg & Co., 20 Wellington St. West, Toronto.
J. B. Trow & Co., Old Birks Building, Montreal.
A. E. Montgomery, 212 Hammond Block, Winnipeg, Man.

"Craftana"

Registered No 262.005




THE HALL-MARK OF

**Maximum Comfort and Durability at Minimum Cost.**

FIRST IN THE FIELD AND STILL LEADING.

Manufactured on THE GRADUATED PRINCIPLE, and Commencing with TWO THREADS in the TOP, it increases in WEAR-RESISTING PROPERTIES as it descends.

Thus THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR, and the HEEL and TOE FIVE, making it essentially

**A HALF HOSE FOR HARD WEAR.**

ABSOLUTELY SEAMLESS
PERFECT IN FIT
GUARANTEED UNSHRINKABLE

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

PURE WOOL
TRADE MARK
REGISTERED

O.V. BRAND
PURE WOOL UNDERWEAR
*For Men and Boys*

**For 15 years the standard underwear for outdoor workers. Made in Combinations and two-piece Suits.**

SOLD THROUGH
WHOLESALE TRADE

BATES & INNES LIMITED
Carleton Place, Ont.

Agents:
H. J. FOX, 152 Bay St., Toronto
C. E. WINKS, 44 Aiken Bldg., Winnipeg
W. R. MILLER, 807 Mercantile Bldg., Vancouver
General Sales Office: 35 St. Nicholas St., Montreal

*"It is not what we pay for an article, but what we get for what we pay that governs the measure of our satisfaction."*

**Mackinaw**
**Tweed**
**Flannel**
**by the yard**
**or in clothing.**




**Overcoatings**
**Suitings**
**Travelling Rugs**
**Blankets for home or camp in various styles or quality.**

**Bird's** Mackinaws and Tweeds are worn in practically every lumber camp of any size in Canada. This is because the men have demanded the very best value for their money, and for thirty years have found it in Clothes made from **Bird's Cloth.**

## Bird's Wheeling Yarn for Socks, Mitts, Etc.

**Bird's** yarn is of the best quality wool, dyed before spinning, with high grade dyes, thus the color thoroughly penetrates the wool, insuring an evenness and permanency. It is warm, wears well, and is free from lumps and uneven places. **Bird's** Yarn has a tensile strength of from eight to ten pounds, most yarns test five to six pounds and often much less.

***Every Merchant should sell Bird's Stocking Legging***

Made in two and three-ply black or grey. Sold by the yard in any length, usually one yard for a pair of stockings, it is then only necessary to knit the feet in by hand, one-quarter pound of yarn being sufficient, and the stocking is complete.

If you cannot get these goods from your dealer write us.

## The Bird Woollen Mill Co., Ltd.

Bracebridge, Ont.

## Horrockses

**NOW**
**is the time**

to push Horrockses' Summer lines —the Nainsooks and Cambrics for Ladies' and Children's Dresses— "Diaphalene" for dainty lingerie and blouses—fine India Longcloths for underwear (and ordinary wear).
And Horrockses' Sheets and Pillow Cases for outfitting Summer homes.

**JOHN E. RITCHIE**
**Canadian Agent:**
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Branches: Toronto and Vancouver

**United States Agents:**
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110 Franklin St., New York City

Made by
**Horrockses, Crewdson & Co., Limited**
Cotton Spinners and Manufacturers,
Manchester, England

## J.F. CARNALL & Co.

REDCROSS ST. LEICESTER, ENGLAND.

—MANUFACTURERS— OF

SEAMLESS HOSE,
½ HOSE & ¾ HOSE.
PLAIN & RIBBED,
FINE & COARSE MAKES.
MEN'S SELF, & FANCY
MIXTURE, HOSE & HALF HOSE.
LADIES' SPORT HOSE.
GENTS' EMBROIDERED
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CANADIAN AGENTS.

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18, DISMORR BLOCK,
327, PORTAGE AVE,
WINNIPEG.

East,
H.A. MUMFORD,
ROOM 19,
34, VICTORIA ST
TORONTO.




***Right there with the Wear!***

# Burritt's Silk Hosiery

Even if the slippers do seem dainty, even if milady's step is light, the punishment is gruelling for the silk stocking she wears.

We are well aware of that fact. We know the Burritt reputation depends on the Burritt Silk Hosiery ability to last

***So we make***
***"Silk Stockings that Wear"***

## A Burritt & Co.
**Mitchell, Ont.**

Established 1875
Manufacturers of Sweaters, Pure Camel Hair Men's Seamless Gloves, Pullovers, Toques, Boys' and Men's Ribbed Worsted Hosiery.



# JEM KNIT GOODS

***Made in Canada***

**For Infants and Children**

Dainty knit goods are always readily saleable.

The JEM label stands for the best in infants' and children's knit goods —moderately priced.

Everything in fancy knit goods and always something new.

**PROMPT DELIVERY**

CANADA'S BEST JEM KNIT GOODS J.M. ROBERTSON KNITTING CO.

## J. M. Robertson Knitting Co. Limited

**35 BRITAIN STREET, TORONTO**

**Sales Rooms 66 Wellington St. West.**

*Established over a Century-and-a-half*

## WM. GIBSON & SON LIMITED

***Hosiery and Underwear Manufacturers***

Head Office and Warehouse:
THURLAND STREET, NOTTINGHAM, ENG.
Telegraphic Address: "Wigibson, Nottingham"

**Factories:—**

**Lincoln Street, Nottingham. Cromford Street, Nottingham. Castle Donington.**

Gent's, Ladies' and Children's Underwear in Cotton, Lisle, Union Mixture and All Wool, in weights to suit all climates.

Plain and Fancy, Striped and Embroidered Hose and Half Hose, Seamless and Fashioned.

***Registered Brands:***
**ACTÆON, COMMONWEALTH, HOMANCOL**

**Agents for Canada:—**

**Allan & Macpherson, 31-33 Melinda St., Toronto**

# CELTIC
## SILK HOSIERY

The CELTIC line of Hose, with distinguished, hand-finished embroidered clocks and anklets, is now being shown. It is sure to please you, in regard to both quality and price.

Have you seen the CELTIC range? If not—drop us a line.

*Selling Agents*

HARVEY BROS. & SEMPLE Ltd.

224 Empire Bldg. TORONTO — 313 Fort St. WINNIPEG — 325 Howe St. VANCOUVER

## THE CELTIC KNITTING CO., LIMITED

**14 Turgeon St. Montreal**




# "FOUNTAIN BRAND"

Manufactured by

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# CIRCULATION DEPARTMENT

MacLean Publishing Company, Limited
143-153 University Avenue, Toronto

# Vestee, Collar and Cuff Sets Active

## Fad for Colored Cotton and Linen Handkerchiefs—Chantilly Lace Strong for Fall—Sports Suits Are Promoting Neckwear Sales—Handsome Moire and Taffeta Bags—Various Shapes Featured in Bags

STILL the fad for colored linen and cotton handkerchiefs, reigns in Toronto. Importers and manufacturers cannot dispose of their white lines. Few of the orders so far received, have been for Christmas business, a traveller informed Dry Goods Review. The trade will have to be satisfied with the white lines for that season, as he expects to be very short of novelty styles by that time. Hand-drawn effects and frivolity edged handkerchiefs are the only present sellers in anything but color.

### Veils Better than Veilings

Paris and New York are talking about veilings rather than veils. The Canadian trade prefers the latter so far and is buying them in fairly large quantities. French dots are very good with our buyers.

As to laces, whatever New York may be saying about the return of the fine lines, retailers in this country seem hard to interest in them. One importer has a French shipment of beautiful Chantilly lace which he thought would be picked up very readily but so far has disposed of only a little. However, he is not disappointed, because he knows Chantilly will be good in the fall. It is just the old question of the difference of temperament between the Canadian retailer and the American or probably between the Canadian public and the American. In the United States everybody is willing to try something new just because it is new. Here, an article must prove itself before it gets a real chance.

### Neckwear Reviving

The tricotine sports suits have had a great influence on the neckwear business in the last few weeks. The prestige of light-colored polo and homespun suits with the wide collars and bright scarfs, delayed collars and cuffs considerably. Suits are taking their place so rapidly however, that neckwear people are getting back their courage.

The Bramley collar is still best. There is no doubt that it will last all through the summer because the ready-to-wear manufacturers are stressing this kind of neck and the sweater mills cannot supply enough of Bramleys.

Imported neckwear seems to be in particularly strong demand because of the particular liking for cutouts and embroideries in which European neckwear firms specialize. In linen collars and cuffs, Canadian makers are doing a very live business. These are good in white, natural and all the bright colors.

Three-piece sets composed of vestee, collar and cuffs are the best sellers in the more expensive lines. Swiss organdy, lace and embroidered lawn are featured in these. The Tuxedo is perhaps the best collar in sets which include the vestee because they are more becoming with suits and coat sweaters than anything else.

### New Handbags

Toronto importers have received some beautiful samples of moire and French taffeta bags from New York during the last week. They are of every shape and size. The only thing that is definite in these is the handle, which must be of the pannier variety, either corded or plain.

Rhinestones are being used as mounts in many of the bags. They are inset in the frame and the clasp and sometimes in the bag itself. Hand-engraving is seen on the better bags, especially those with the silver finish.

In leather, the octopus grain, a variation of the spider-web, is prominent and the vachette or patent is getting a fair amount of publicity in keeping with the vogue for patent shoes.

A noticeable feature in this season's handbags is the large mirror often placed on the outside or covered only by the flap. In the regulation strap-back models this is sometimes the same size as the face of the purse itself.

As to shapes, matinee bags come in a variety of styles. There is the one re-

(Continued on next page)



*Four of the new bags which the Julian Sale Company of Toronto are making. The very best grade of French moire is used in these. Note the variety of shapes, the handles and tassels and the hand-chased finishings. Navy and black are two of the most prominent colors in these.*

# Believes is Place for Novelty Shop

## Alfred Stock, of Toronto, is Specializing on Only Two Lines of Accessories, Gloves and Hosiery—Does Not Get Larger Profit on Novelties Than on Staples—Suggests Method of Promoting Novelties in Canada

WILL a shop which sells novelties only, make good? There is one man who believes it will. This is Alfred Stock who has recently opened a store which specializes on two lines of dress accessories—gloves and hosiery. Now the gloves and hose he carries are not such as may be found in any department or specialty store but only those which other stores regard as novelty attractions.

Dry Goods Review believes that of the several thousand specialty shops in Canada, this is only one which does business in exactly this way. Most stores regard their novelty stock as a means of attracting regular business. Mr. Stock believes that novelties are now regular business in themselves. This, he says, applies particularly to gloves and hosiery. Women who can afford to buy better grades are not satisfied with regular lines.

The day when the trade follows the demand is gone, says this merchant. Retailers who try to do business in such a way will soon fall behind. The trade must create the demand for, as Mr. Stock puts it, "stores must now merchandise the public!" The last year and a half have taught people to tighten their purse-strings as never before. It will take years to undo this teaching. Merchants who wait for the call of their patrons, will wait, because nowadays the call does not come. It is only the producer and the promoter who can remedy this reluctance on the part of the consumer and the remedy is making things so attractive that the consumer cannot withstand the temptation. Novelties are the solution, he claims.

### Asks Only Staple Profits on Novelties

Contrary to the unwritten law that a business man is entitled to greater profit on novelties than on staples, because of the greater risk he runs, Mr. Stock is only asking for profits which are asked on regular glove and hosiery lines. For example, he is selling for $2.95 embroidered hose in colors and in color combinations which cannot be purchased elsewhere in his city. Embroidered hose in the regular shades are selling in other stores at $4.50. He explained to Dry Goods Review that he is willing to take the risk in doing this. Though in business only about six weeks his turnover has been suffiicient to warrant his keeping this up.

Though regular lines are not stocked, they may be obtained on order so that business is not lost on this account. The big object is to attract women who do not usually patronize the department stores. As a rule these are not the buyers of staples.

### Guild to Promote Canadian Novelties

Mr. Stock's lines, with a few exceptions, are imported from France and the United States. He says that he would be very willing to stock Canadian goods only, if they could be obtained. He says, however, that manufacturers here, do not begin on novelties soon enough. Embroidered hose for instance, stand out as a prominent example. Retailers who want these must buy ordinary hose and give them out to private embroiderers to do by hand. In the United States there are at least a score of firms who are making embroidered hose.

The small field in this country is of course responsible for this reluctance on the part of our manufacturers, although it has been brought to the attention of the Review many times during the last few months, that only those firms which are making novelties are doing a live business. Mr. Stock propounds a solution which he thinks worth while putting before our readers. He says that if Canadian manufacturers and wholesalers in each line would form guilds or crafts along the lines of those which existed in the early history of trade in England, they might accomplish something. When one man is responsible for the creation of a novelty, each member of the craft could then undertake the promotion and even the manufacture of it, calling it by his name and allowing a certain percentage of all sales to go to the originator. In this way, the novelty would become known all over Canada at once and the originator would not run the risk he does at present because of costs and failure in promoting it. A creation approved by the whole association and promoted by the whole association, would rarely fail, particularly because of the nation-wide campaigns which would result instead of the very local ones under the present one-manufacturer method.

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### VESTEE, COLLAR AND CUFF

(Continued from page 58)

sembling a man's tobacco pouch, and the one which opens in the centre with full sides, called the ham-sandwich bag. The oval shape so good last year in mesh and leather bags, is shown in the moire and the ordinary flat folding purse as featured is good in both taffeta and moire, the only relieving touch in this model being the stripe.

*MAY and JUNE*

*Leading Shades*

Flower tones in blue, mauve, and red. Pearl grey. Biege, from champagne to toast; porcelain and turquoise blues. Foam, mistletoe and Chinese greens. Combinations of three or more contrasting tones. All black; all white. Trimming touches of orchid, raspberry, orange, cerise, hyacinth blue, mimosa yellow, jade.

*Shapes and Trimmed Hats*

Capeline and cloche shapes wide at the sides and back, narrow in front. Portrait sailors. Coolie, pagoda and Hindu shapes. Large and small Rococo shapes with tilted brims and dome-crowns. Portrait hats in Gainsborough, Romney and Rembrandt effect. Drooping capelines worked soft and supported by bandeaux. Pokes in 1830 and 1860 effect, with fancy facings. Draped crowns accompanied by rigid brims

*Materials*

*Body hats of hair, Swiss, Batavia, leghorn and felt. Milan, lisére, hemp, visca. Timbo and other fancy braids combining hair with milan, angora wool with wood fibre, maline braid with plain hair, Tuscan with leghorn. Panama and Batavia cloth and crepe (embroidered, beaded, printed or plain); maline and hair lace used in conjunction with heavier materials. Organdies, muslins and chiffons in delicate and brilliant colorings. Angora and straw chenille combinations in Eastern tones and patterns. Kandee and Hindoostan cloth.*

*Trimmings*

*Graceful garlands of small flowers on wide-brimmed hats. Ostrich bands and fringes, curled, aigretted or long-flued. Large bows, torsades and streamers of georgette and other crepes, or organdy. Scarfs and fringed bands of Oriental silks, plain or embroidered. Organdy, lace and tulle arrangements veiling flower crowns or flower-banked brims. Pleatings, puffings and shirrings of lace, tulle, organdy and crepe. Hand-worked trimming motifs of raffia, braid, fabrics, cellophane and ribbon. Flowers and foliage in vivid color blends or in solid black or white. Wheat and oats tied with field or garden flowers, fruits or berries. Ribbon chin and chignon loops and streamers on dress hats. Lace bands and lace veils on hats of hair or fine straw. Wool and floss embroidery on sports hats. Organdy and taffeta flowers, hand-made, in the tone of the hat.*

# Phenomenal Demand for Ribbons

## All Widths up to Six Inches are Being Asked for—New Effect in Striped Cire Ribbons Called "Bagatelle"—Good Demand for Vals and Venise Laces—Some of the New French Veilings—Gauntlets For Summer Wear

MONTREAL importers comment on the demand for cire ribbons this month as being phenomenal particularly in black and navy, and say that from present indications, it looks as though the demand would continue strong all through the season. All widths up to six inches are included. Next in favour with the retail trade are the two-tone satin faced ribbons, particularly in such unusual combinations as navy and jade, navy and silver, and navy and dent de lion. In plain shades the most wanted colors for midsummer trade are said to be mauve, sand and periwinkle blue. All white ribbons of all kinds are being shipped out in enormous quantities to fill the steady demand from millinery and fancy goods departments. A new effect in striped cire ribbons called "Bagatelle" is exceptionally smart on summer hats, as it provides a white ground with different colored stripings running lengthways. Lingerie ribbons continue in strong demand, particularly in the new bird motif which is developed on all widths in a graceful festoon designed in all the pastel shades. Orchid and lavender are the favoured shades in lingerie ribbons at present.

The demand for very wide fancy ribbons is quiet, owing to the lapse in popularity for all ribbon camisoles. The wholesale trade would like to find some means to stimulate sales in these wider effects and suggest girdles in many charming panel styles.

### Vals And Venise Laces Attract Buyers

A leading lace importer in Montreal commented to Dry Goods Review on the demand for val laces this spring, saying that they were the backbone of the present season's business. Venise laces and embroidered organdy bandings are next in demand and the latter, although by no means inexpensive are expected to improve considerably with the advent of June and warm weather. Elaborate organdy laces may be obtained in all the pastel colors in several widths while simple but exquisitely dainty plain organdy bandings are shown in all white with a half inch colored border hemstitched on the edge. Some of these plain bandings show dainty Swiss embroidery in dot or openwork effect done in delicate colors.

In real laces there is a heavy demand for Venise in narrow widths and also for real filets in 1 and 1¼ inch widths. Apart from these lines, demand is quiet. The lace importers have done a heavy business on filet and venise tuxedo collars with or without vestees, this season, and believe that good business will still be done on these goods through the summer when sweaters are more generally worn.

Veilings are very good, especially in novel effects, was the report from a Montreal importer of French lines. Chenille dots are all the rage, especially on medium meshes in plain and fancy weaves. Henna, silver and blue dots on navy mesh are the most popular sellers at present and French spots on combination meshes are particularly good as well. The veil has now become an accepted part of every woman's wardrobe and must be as carefully selected as are her gloves, hosiery or neckwear. The very fact that the veil covers the face of the wearer accounts for the absence or presence of smartness and chic in the appearance of the wearer. Therefore, the question of meshes and spots must be most carefully considered to achieve the most successful result. Many women will not wear a veil when they take up the fad for using earrings, but even the longest dangling effects can be worn with a veil if care is exercised.

The sheer and dainty guimpe of pastel colors or white is reappearing in full force this month for use with the sleeveless sports frock. Cross barred dimity and Swiss muslin are favorite fabrics for developing these little guimpes which may have short sleeves or three-quarter flaring lengths.

### Silk Gauntlets For Summer

The demand for silk gloves has become very marked as warmer days approach. Strapwrists and gauntlet types, as well as 12 and 16 button lengths are going well. Pongee shades or the various putty, sand or beaver tones are most popular, probably on account of the extraordinary vogue for mannish top coats which has sprung up in Montreal and elsewhere during the past month. In leather gloves, the encircling strap seems to be preferred to that which is just across the front of the hand and a pearl buckle finish on the back is used a great deal by one Montreal firm. Silk linings are being featured by the same firm for early fall wear. A capeskin gauntlet shown to Dry Goods Review has a flaring cuff, slit up one side and lined with silk. Elaborate pointing adorns the back of this glove which can be had in various shades.

### Novelty Jewellery Favors Bracelets

Rumor has it that bracelets are going to be worn as never before, and returning buyers from New York and abroad comment enthusiastically on the fad for novelty bracelets which they claim are most necessary to wear with the present styles of sleeves. Flexible and triple styles are very popular and are quite appropriate for wear with sports clothes. Many charming pendants of clouded crystal or carved semi-precious stones are being worn, suspended on narrow ribbons. Sets including earrings, bracelet and neckchain are now the order of the day, and it is predicted, by midsummer, fashionable women will have taken them up ofr wear at Canadian summer resorts.

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# Favor Styles of Half Century Ago

### Paris Goes Back to Well-Remembered Styles—Metallic Laces for Fall

Though Paris and New York are talking about sunshades and emphasizing novelties in their summer lines, Canadian manufacturers say that the rain-and-shine umbrellas in different colors seem to take the fancy of the trade in this country. Except for a few which the department stores are using for their window displays, there seems little tendency to stock the white and bright-colored shades of a few years ago. There is no doubt, however, that these will be revived for the summer of 1923 because the best Parisian actresses and designers are favoring them as an antidote to the graceless sports types. They claim that the habit of going about without hats and of allowing the neck and arms to become somewhat sunburnt, will soon be discontinued by smart French women. Another interesting bit of news is the arrival of lace mittens to go with the parasols and lengthened skirts. In fact there seems a general desire on the part of Paris to bring back the fluffy, fussy things of half a century ago.

### New Laces in Toronto

Representatives of Swiss, Parisian and English lace houses have recently displayed in Toronto some lovely samples to attract eager buyers. The vestee is remarkably prominent in all the washable materials. Net and organdy are probably strongest, though there are a great many lace ones shown. The Peter Pan collar is featured in lace to match the vestee; of these, Dry Goods Review noticed that points were best. There were usually edgings to match the vestee whether it be made of organdy, embroidery or lace. Evidently European lace manufacturers have great faith in the Tuxedo sweater or they are trying to emphasize the wearing of vestees and collars with suits.

### Metallic Laces for Fall

All doubt has been dispelled as to whether the gold and silver metallic laces will be seen next winter. They are here in a great number of patterns and combinations. Narrow edgings, wide embroideries and allovers are seen

(Continued on next page)

# Are we Going to Have A Blue Summer?

## Blue Organdies and Voiles Are Selling Fairly Well—Celluloid Necklaces and Girdles Favored in Paris—A Word About Fall Laces—Very Brilliant Tunics of Sequin for Next Season's Dances —Fingerless Gloves Appear

WILL THE "blue Easter" which New York had this year mean a blue summer here? Importers of organdies and voiles say that the blues show every indication of being very good. Princess Mary is the best probably. As was prophesied earlier this spring, plain organdies are not selling very well. The dotted organdies and the dotted voiles are much better. All colors are selling in the checked and dotted materials—dandelion yellow and the blue tones being the best gamble for June, wholesale houses declare. Bright red is one of the best for the moment but it is believed it will not last much longer than the red hats.

Most of the cotton materials for the summer gowns are sold by the veiling houses with a certain percentage of white. Rarely is a bright shade used alone as it was last summer. The vivid colors are in the skirt while the waist has some white. Contrasts of the most startling kind are very strong—tangerine with scarlet and black with yellow being two of the best.

### Necklaces & Girdles

The bead necklace seems to have given way for the moment to the one of celluloid, according to recent Paris visitors. This has, as a rule a pendant plaque of the celluloid. Even the girdles are being stressed in celluloid. Whether this is the end of the exciting rage for girdles, wholesale dealers are not in a position to say. The consensus of opinion is that they will have a fair market in the fall but that their peak was reached two months ago.

Every shipment from France contains more of the Spanish combs. Those of tortoiseshell with colored rhinestones are very much stressed but there is reason to believe that every kind will be worn.

While all of the best houses carried them last year, the public were satisfied with the echo of their success in Paris and New York. This is something which the retailer should keep in mind, says one Toronto importer of novelties. When Canadians take kindly to a novelty one season, it is a safe venture that it will be very good the following season. New York, on the other hand, accepts a creation at once or not at all.

### Ostrich Fairly Certain for Fall

Ostrich is not moving very fast at present, either in the natural or glycerined state. The large summer hats may bring it back in the grey and pastel shades and fall will see a real revival of it, manufacturers declare. In the bird line, vulture is one of the strongest things just now and a fair quantity of the white osprey is moving.

Flowers are about sold up for this spring and Toronto flower houses seem a little doubtful as to their status for fall.

### More About Laces

Just before going to press, Dry Goods Review received the following news about the lace market for Fall, radiums and Spanish will certainly be in demand again. There are several lace importers in Toronto who are willing to state this authoritatively. The Spanish radiums may be better than the all-radium or the all-Spanish. These so-called Spanish radiums have the Spanish motifs and the radium finish.

One hears less talk about Chantillys and fine laces than was heard a month ago. This may be only a temporary lull however.

For weddings, there is a live market in white radiums in flouncings and in allovers but particularly in the latter. Futurist designs are seen on some of the new Paris radiums.

### Tunics Very Brilliant

A shipment of tunics for next year's dances, has already reached Toronto. These are much more brilliant than last year and nearly all of sequins. Even the white tunics have multicolored and opalescent sequins of the very bright hues, such as flame, brilliant greens and blues.

There are very deep flouncings, some 45 inches wide, shown, the lower edge being scalloped and the sequins running up for fifteen inches to the fine tucks which cover the upper part of the flounce.

### The Net Gloves

A few of the old-fashioned fingerless gloves which grandmother was so proud of, have found their way into the large retail houses in Toronto but the glove and accessory importers are not taking them very seriously yet. If New York asks for them as eagerly as preseent conditions indicate, they will no doubt be a big feature in Canada next summer.

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### FAVOR STYLES OF HALF CENTURY

( Continued from page 60)

in them. The medallion is featured in a great many and others have inserts of chenille work in bright colors.

The Chantilly laces now in Toronto give some indication that the lighter laces will be asked for as well but there is no foundation to the earlier report that people are tired of the heavy lines One importer has as much faith in radiums for next winter as he had last year although others, while admitting they must be stocked, think caution should be used in buying them. Sequins are promised again and silk embroidery on net is very prominent.

### Girdles?

Dry Goods Review is not able to state with any great assurance just what place the girdle will take next fall. Our Paris correspondent still talks about the straight-line silhouette; if this continues, girdles must necessarily be worn again. Yet the importing houses in Toronto seem in doubt. One of the largest intends to stock only about a third of the number he had this year and those he uses for next fall will not be held over. Another well-known wholesaler thinks there is still a big field for him in girdles. He is holding his prices with the object of keeping a supply for fall. Of course there has been a gradual drop in the last few weeks in orders for girdles but this has been because manufacturers and retailers are busy on summer dresses which will not stand metal girdles and not because of any lack of interest.

One manufacturer is doing a surprising amount of business in belts for porch dresses. These are not only in leather but in rubber.

### JOHN WANAMAKER'S IDEAS

Here are some of John Wanamaker's ideas as expressed in his advertisements. He calls these advertisements "editorials" and they are like editorials because the are comments upon life generally.

"Mr. Edison says idleness is sickness; what does he know about it? He never indulged in it."

"One must ballast the soul with patience."

"Surely a man may be tremendously greater than the greatest structure that can be built."

"There are other compensations in doing the day's work than pecuniary gain."

"It is of great importance in business to be just right, as well as right just."

(Continued on page 79)

# *Women's Neckwear*

Complete New Lines for Late Spring and Summer

The Newest and Brightest

in

**VESTINGS—BANDINGS**
**RUFFLINGS—TUCKINGS**
**GUIMPES WITH CASCADES**

***See our Salesman or Write for Assortment***

## Phoenix Novelry Company

New Address

22 Duncan Street at Adelaide TORONTO

*The Seal of Superior Service*

# *Looking Ahead Means Looking Now*

The mill will not grind when the water has gone, but your business will boom with the new goods that we have.

We have what you want—when you want it

Handkerchiefs, Colored Organdies, Embroideries
Laces, Veilings
Infants' Wool Goods, Spotted Swiss Muslins

***Write or Call to See Us***

*Mail Orders given Special Attention*

## WESTLAKE BROTHERS LIMITED

**24 Wellington St. W., - TORONTO**

# The Blouse

has come back to its own again

As a quick selling line
our Blouses are worth your consideration

**Skilful Cutting**
**Correctly Styled**

Material of the best ensure rapid turnover

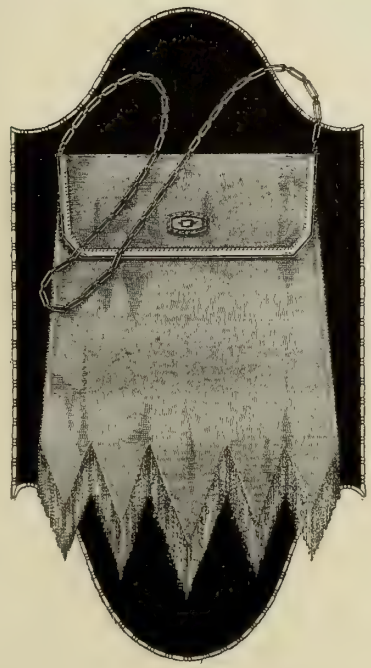
## Dress Essentials Ltd.

***Originators and Manufacturers***

Ladies' Waists Ladies' Neckwear Pleatings

14 Breadalbane St. Toronto





MESH
WHITING & DAVIS CO
BAGS
TRADE MARK REG. U.S. AND CAN.

# *Whiting & Davis Mesh Bags*

## Have You Stocked the Season's Big Mesh Bag Success? *The New "ENVELOPE" Design*

A mesh bag innovation!
A departure from familiar mesh bag styles that has been accepted by women everywhere.
Its beauty, novelty and *practical* value have already compelled dealers to re-order.
Aggressive advertising is also popularizing the new design widely.
If you have not stocked it, ask your wholesaler to show you the line. If you are carrying it, *display* it. The envelope bag is its own best salesman.
FREE ELECTRO of bag illustrated sent dealers on request.

Whiting & Davis Company
*(L. W. Cooke, Mgr.)*
Sherbrooke - Quebec

# New York Firm Finds Department for Stout Women Most Profitable Department of the Store

## Hearn's of 14th Street Have Made Great Success of This Specialty—Statistics Say That 40 Per Cent of All Women Are in Stout Class—Living Models Help to Popularize Possibilities of Stout Customers in Outer and Underwear

CHATTING with a representative of one of the largest stout wear manufacturing companies in New York recently, a staff member of Dry Goods Review gleaned some interesting data relative to the promotion of stout wear from both the wholesale and retail ends which may be carefully considered by ready-to-wear buyers in Canada in anticipation of important development in this connection next fall. Those buyers who cater to the needs of the Canadian woman have all too often looked abroad for something novel and something different with which to stimulate trade and attract customers, and have overlooked the possibilities existing right at their door in the needs of the stout woman. Now the problem of the stout woman, according to American designers does not necessarily apply to the wealthier classes only, for strange to say, full figures are just as frequently found among the rich as among the poor, avoidupois apparently being no respecter of persons. It is well known that women of the poorer districts who do not wear proper corsets invariably run to corpulency although they may be hard workers, and similarly, the rich woman who rides in an automobile instead of taking proper exercise, faces the same problem with regard to retaining her figure.

### 40% of Customers are "Stouts"

Manufacturers have been working on statistics relative to the ratio of stout and thin women in this country and have arrived at the conclusion that fully 40% are stout, or above 42 bust measurement. These are the women upon whom the dressmakers depend for a living, since until the present, the ready-to-war departments of most stores paid little heed to their most important wants. But going to dressmakers is inconvenient to many women, especially to those who are in business or occupied by duties which prevent their having the time to be fitted, etc. And so matters have stood until last year when the first really important step in advance was made.

### To a Million Women

In a pamphlet sent out to a million women by a combine of American manufacturers of stout wear, this significant introduction was used as preface in order to give women a proper conception of the possibilites in stout wear.

"Are you one of the stout women who have sought so long to slenderize your figure? In thinking of prominent women of the day such as Mary Garden, Mrs. Woodrow Wilson, Ethel Barrymore and others you would never think of their figures as being large, but rather you think of their beauty, their grace and charm. By their very knack in the art of dressing, by accentuating here, subduing there, by careful selection of colorings and materials, these women produce an effect admired throughout the world. We suggest that you place yourself in the hands of our experts. Let them study your particular figure, assisting you in selecting the proper apparel. We are confident that this will result in your taking a new pride in your appearance."

### Living Models Supplied to Stores

Booklets containing many illustrations of outer and underwear for figures from 40½ to 52 1/2 are being sent broadcast in the United States by these firms which have made a scientific study of the requirements of stout women, and in addition to this publicity, the several manufacturers who represent the combine above mentioned have planned to send a fashion revue complete with living models, settings and costumes to any store which desires to demonstrate to its customers the newest developments in stout wear which is practicable and inexpensive yet stylish and becoming. So popular is this idea of the living fashion revue of stoutwear becoming in the American cities, that a leading moving picture producer has adopted the same idea in a series of moving pictures to be shown in a chain of theatres this summer which will demonstrate exactly how a stout woman may improve her figure by adopting scientifically designed under and outerwear. The system devised by these makers is said to produce an effect of at least 35 pounds lighter weight in appearance by reason of the fact that all garments are made according to the



*COOL AND PRACTICAL SUMMER CORSETS*

*are quite as essential this year as ever. This new elastic girdle is especially suitable for the woman who goes in for sports. The front section provides just the necessary flattening effect to look well but the elastic sides permit all the freedom of action necessary to the sportswoman. Shown by the Parisian Corset Company of Quebec.*



*THE 1922 SILHOUETTE IN CORSETRY*

*demands suppleness and freedom with enough restraint to enhance the natural charm of the figure. This light weight model will prove ideal for wear in hot weather and is cleverly designed to give support to all figures. Shown by courtesy of the Parisian Corset Company of Quebec.*

same measurements, which are standardized and the makers likewise recommend that retail stores which intend to give more attention to the selling of stoutwear, should go so far as to instal distinct stoutwear departments, in which a woman may buy everything from inner to outer garments without having to visit different departments all over the store. Although this idea may sound too revolutionary and extreme to be practical, yet an interesting proof of the value of the idea was given to Dry Goods Review by the first New York store to adopt this idea. This store is Hearn's, located down on 14th Street, one of the oldest stores in New York dating back nearly 100 years in age. Despite the conservatism of its methods this store decided to open a department of "Women's Extra Size Apparel and Accessories," as it is called, and located it on the third floor adjacent to their millinery department.

### Stout Wear Section is Profitable

According to a member of this firm, the success attendant upon the inauguration of this new department was so great and so rapid that it has already become the best paying department in the store. Women comment enthusiastically upon the saving of time and energy which a concentration of merchandise effects, and furthermore the standardized system of measurements means that when one garment fits correctly all the rest can be counted upon to conform exactly as well.

"We are trying to make the stout figure so talked about," said the department head, "that we hope to have the mature figure idealized rather than the 'flapper' type, and to educate women to realize that when properly attired their figures convey dignity, poise and authority—possibilities they frequently do not know they are capable of. We insist that no woman is too stout to be stylish and we assume the responsibility for the result. So far our customers have shown almost pathetic gratitude and we can only say that we would not consider giving up this new department, nor this scientifically designed line of apparel under any circumstances."

Other large stores in New York are realizing the possibilities in the idea and are planning to introduce Extra Size departments in the near future, duly heralded by a Stout Wear Revue as before described. It is expected that the plan will be tried out by one or two leading Canadian stores early next fall, and in a modified form by several others.

The point above all upon which both makers and retailers are most emphatic is the fact that stout wear need no longer be costly and prohibitive to less wealthy customers. According to the Hearn store, the poorer woman is most worth cultivating in the end, and it is quite possible to cater to both medium class and high class stout wear trade in one and the same department.

# Taking a Trip Round the World

**Managing Director of Wm. Hollins Co. Ltd. Spent Few Days in Toronto, First Visit to Canada**

The managing director of William Hollins Co. Ltd., Mr. Hare, recently paid a visit to his Canadian offices. While in Toronto, Dry Goods Review had a chat with him relative to conditions in the Old Land and prospects for the development of Canadian and Dominion trade in the other sister-nations of the empire where they have established offices.

Mr. Hare stated to Dry Goods Review that conditions were showing some improvement in England but that they were still quite unsettled. This, he said, was the reflection of European conditions as a whole and that until there was more stabilization on the continent, they did not expect things to right themselves in England.

### Future of Prices

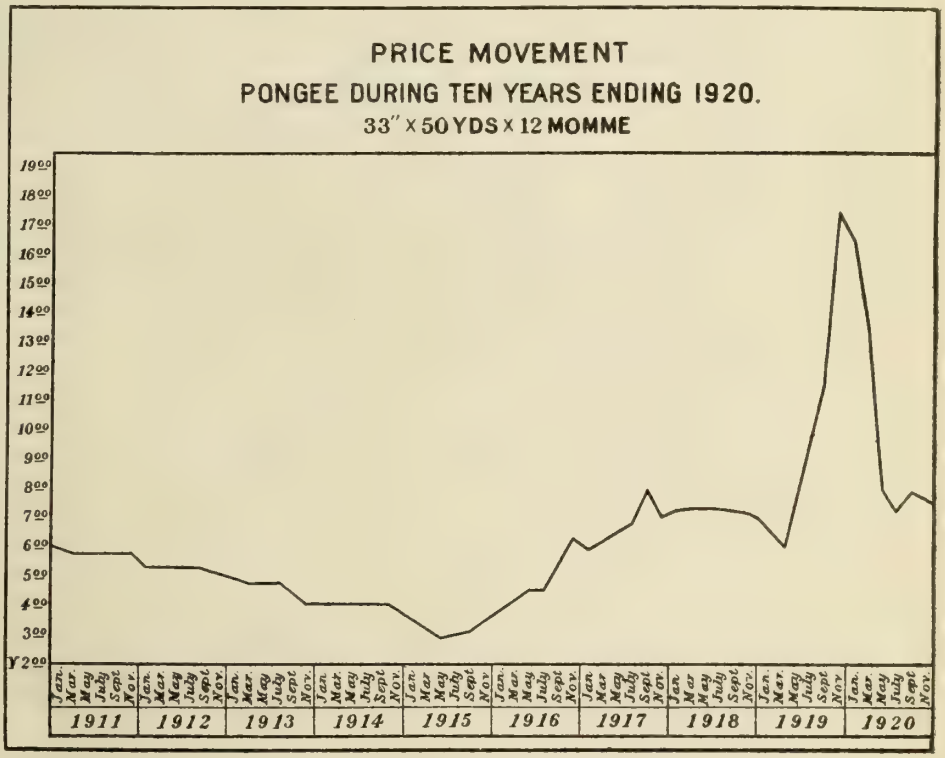
Mr. Hare stated that so far as their main products were concerned he did not see that there would be any downward change on their fall lines. What slight changes there might be in manufacturing costs—and he did not see any at the present time—would make practically no difference in the price of the finished article. Cotton and wool which are the basic materials for their principal products, if anything, show an upward tendency in price. This does not mean that their products will advance in price—Mr. Hare said he was not certain, though, if they could maintain their present price throughout the fall.

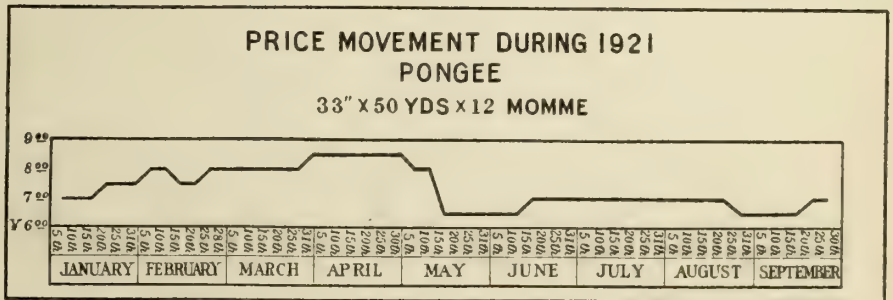
### His First Visit

This is Mr. Hare's first visit to Canada and he expressed himself as very anxious to get all the first-hand information he could during his all too short visit to this Dominion. He expected to visit Montreal, Quebec and then go to the Western Provinces. From Canada, Mr. Hare will visit Australia and New Zealand. His present trip will take him pretty well around the world.

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A delegation of representative Scottish woollen men are planning to visit this country early in the new year. Their plan is to inspect the field with a view to bigger business on this side of the water.




*The above chart is shown by Hamm and Riley Co., Toronto. The Japanese standard of weight is the momme—7½ momme are equivalent to one ounce. Goods purchased in Japan are bought on a basis of so many yen per 100 momme.*



THERE is a big business for every merchant who handles corsets with attractive, good-fitting brassieres and bandeaux, and it is just as important for the brassiere to fit as it is for the corset.

Warner's Brassieres do fit, and support the upper figure snugly and comfortably. Each model is carefully worked out by special designers. Patterns are cut to give the fullness where it should be; darts are placed to gather in the fullness where it should not be; thin supple boning gives just the right support; draw strings on all bandeau styles; and the workmanship is such that every garment carries our unqualified guarantee.

Fabrics of charm and variety are shown. Styles for large women are featured as well as those for the smaller figure. Display Warner's Brassieres and Bandeaux in your windows, cases, or on your counters and see how well they sell.

## Warner's BRASSIERES AND BANDEAUX BRASSIERES

Small orders are quite acceptable. Here are models that we have no hesitancy in recommending from among the forty styles we carry.

**Style 2072**

Medium weight mesh, boned under arm. Hook back. A splendid 50c leader. White or pink. Sizes 32 to 42. $4.25 per dozen.

**Style 2328**

A deep straight line model of fancy stripe pink, with wide hem at top. Hook back. Pink only. Sizes 32 to 42. $4.50 per dozen.

**Style 2036**

A most attractive bandeau of light open work brocade. Boned under arms; elastic back. Hook back style. Pink only. Sizes 32 to 44. $5.50 per dozen.

**Style 2035**

Same as style 2036 but hook front. $5.50 per dozen.

**Style 469**

This model made of strong, handsome brocade represents unusual value. Boned at back and under arm. Elastic back. Hook back style. Pink only. Sizes 32 to 48. $7.00 per dozen.

**Style 2308**

A large deep model of medium mesh for heavy figures. Boned at back and under arm. Elastic back. Hook back style. Made in pink or white. Sizes 34 to 46. $8.00 per dozen.

**Style 2307**

Same as style 2308 but hook front style. $8.00 per dozen.

**Style 223**

A standard brassiere of white batiste, with three-inch imitation Torchon lace edging at top, and narrow edging over shoulders. For large figures. Hook front style. Made in white only. Sizes 34 to 52. $8.50 per dozen.

**TERMS—REGULAR, F.O.B. MONTREAL**

# THE WARNER BROTHERS COMPANY

**New York** **Chicago** **San Francisco**

**Canadian Factory and Sales Office—356 St. Antoine Street, Montreal, P.Q.**




# Julien Giguet

**Manufacturer - Lyon, France**

**Sole Agents for Canada:**

**M. Chassagne Limited**

**45 St. Alexander St., Montreal** **110 Wellington St., Toronto**

**Carried in stock by:**

**ALPHONSE RACINE, LTEE**

**GREENSHIELDS LIMITED, Montreal** **W. R. BROCK CO. LIMITED, Montreal**

The Madelon is made up in twelve patterns and put up in cabinets of 6 dozens, ½ dozens of each pattern. Black or assorted colours—Navy, Brown, Henna, Taupe, Violet.

# Robert Morton & Sons

**MUSLIN MANUFACTURERS**

**34 Albion Street, Glasgow**

**- SPECIALTIES -**

## Buckrams - Sparteries - Marlys

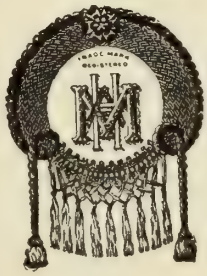
MILLINERY MUSLINS IN BLACK, WHITE AND COLORS

*Also*

PALE BOOKS, NAINSOOKS LAWNS, INDIAN LINENS, PERSIAN LAWNS, CHECK CRINOLINES, MADRAS AND HARNESS MUSLINS, ETC.

**Cables: Morton, Glasgow** **Code: Marconi**

*The Mark*



*of Originality*

The

# MOULTON LINES

you should have in stock now are BRAIDS, CORDS, CHENILLE, FRINGES, GIRDLES, TASSELS and KNITTED TRIMMINGS of the latest designs and most popular shades.

Our travellers are showing our samples across the Dominion. We solicit enquiries and send samples on request.

*"Canada's Oldest and Original Trimming House."*

**THE MOULTON MFG. CO.**
LIMITED
4 Inspector Street, MONTREAL

# Stimulate Trade With Rubber Goods

## Forthcoming Holiday Season Suggests That Additional Profits May be Had by Featuring These—Much Bathing Millinery is Shown—New Rubber Aprons—Some New Balloon Styles—The Pungee Dollies

THOSE retailers who are looking for something new and different to stimulate trade during the quiet summer months will find what exactly is required in the new ranges of rubber goods which are now being shown by importers and Canadian manufacturers. A rubber goods department in any store would prove to be a pleasing and profitable novelty, and even though many of its more staple items of merchandise are oftentimes found in regular departments, it is best to confine all rubber goods entirely to such a section where the peculiar character and properties of the various lines will receive greater attention than if they are carried in stock with other and very different merchandise.

However, utilitarian rubber goods must of course have their appointed place in such sections as the toilet goods counter, but where novelty lines are under consideration, a new department should be opened, even if only during the summer months. Under the heading of novelty rubber goods should be included the following items: rubber bathing caps, rubber aprons, gloves, rubber belts, rubber sponges, balls of all kinds for children, rubber toilet bags and cases, (both fitted and plain for travelers,) rubber lined bathing bags to hold damp suits, etc.

### Bathing Millinery Is Novel

The possibilities in display of rubber goods are limitless as a visit to any wholesale show room will readily indicate. In one such Montreal show room visited by Dry Goods Review this month, the display of vari-colored bathing caps and hats alone resembled a colorful showing of spring millinery, for not only were the plain diving caps featured, but also marvelous creations with wired brims and natural rubber flower trimmings, entirely contrived out of brilliant yellow, blue or white rubber. Hats, bonnets tam o'shanters, etc, were all ranged on millinery stands down a long counter in such a manner to show to the greatest advantage the many novel methods of trimming such as appliqued flowers, streamers and rows of contrasting rubber material. The appeal to "visit our summer millinery display of rubber hats" would attract any woman irresistibly by the sheer unexpectedness of the invitation.

### Frilled Rubber Aprons

The rubber aprons too, are something new and practical, being obtainable in several pretty colors including emerald, king's blue and pearl gray. These aprons are made in a smart style, with bibs and frilled edges of white all round. They are advisable for the woman who does her own washing, gardening and housework, for use when bathing children and cooking.

### "Pun-Gee Dollies"

The new rubber sponge dolls are creating a furore wherever they are tried out and are known by the name of "Pun-Gee dollies." The sponge is cut into the shape of quaint little men and women who wear rubber caps, aprons, and other decorations. These dolls are ideal companions of the bath as they float and never lose their color. The dolls may be had in five sizes and are said to retail at 35 cents apiece up to 85 cents for the largest size. The special point about these dollies is the fact that they are soft and sanitary and make a most striking and amusing display.

Children are likewise attracted by the newest kind of rubber balls just introduced to Canada by an American manufacturer. These balls are inlaid with various color designs and thus cannot be harmful by reason of dangerous color paints rubbing off. No paint or varnish is used in making these balls and the designs are guaranteed to be permanent. The most popular kinds of balls are the all-white educational style which shows raised designs of all the animal kingdom, together with the numbers and letters of the alphabet. These come in three sizes. The rainbow ball or marbleized effect is another novelty showing a mottled red, white and blue. Black, blue, red and orange balls have animals such as the camel, the duck or the horse applied in contrasting colors, and several styles of plain colored balls are also shown. The wholesale price on these high grade balls is less than a dollar a dozen for some sizes.

### New Styles In Balloons

In such a rubber department, much space should also be afforded to the toy balloon which is still the leading novelty line of the season. An additional attraction to the regular line of balloons featured is the fact that printed designs and wording of any kind can be done on any style to order and this fact has opened up many new avenues by which to promote sales of balloons, both to retail customers and from an advertising standpoint. An amusing display shown in a wholesale show room included a large pig balloon, fully a foot long, surrounded by a dozen little pigs of the same style. A gigantic balloon measuring fully 4 feet in diameter is shown in different colors which can be printed or left plain. Nursery rhymes are a popular fad at present, printed in black on colored balloons.

### How Balloons Are Printed

The process of printing on the rubber is an interesting one. A zinc cut is made as though for ordinary printing and the cut is inked by a special kind of non-corrosive ink which will not eat through the rubber. The imprint is applied to the balloon by means of an ink pad which leaves the rubber rather wrinkled in appearance. Next the balloon is placed in a revolving heater to dry and become freshened and smooth and finally into a revolving box along with sponges soaked in glycerine which impart a gloss to the rubber. Either a "Squawker" or silent mouth-piece can be inserted in the balloon afterwards prior to boxing in gross lots. All types of assorted boxes can be now had, which are inexpensive in price and balloons may be retailed from five cents apiece upwards. A leading Montreal department store will take orders for customers for any kind of design wanted. The fad for balloon dances at balls has given rise to all kinds of demands of this nature and balloons are often monogrammed or imprinted with pictures of popular movie idols, political leaders, Christmas mottoes, etc, as required.

The possibilities therefore, in a rubber goods section, are only just beginning to be known. From the standpoints of display, profits and practical value to customers, the various allied lines of rubber goods will undoubtedly show results in a highly successful manner if introduced this month.

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### GOOD NEWS

The hosiery buyer for Marshall Field and Co., who has just returned from Europe, says that prices of cotton and lisle hosiery in Germany are extraordinarily high. He believes, however, that this condition will not be of long standing, as prices will undoubtedly come down as soon as German manufacturers realize that buyers are curtailing their purchases—they need business too badly just now, he says, to overlook the seriousness of any such development.

For silk hosiery, he says, it is not necessary to go out of this country. Hosiery produced here is of many types, and better quality is being turned out every day.

The trend toward cotton and lisle hose is not of great importance at this time, he feels, although the demand for combined silk and wool hosiery is important, and it is expected that next fall will see a tremendous demand for this type of hose. Just now the gauze or clocked hose are more in demand. The white season is just opening, and much white is sold every day. Clocks are also liked for white hosiery, and are often shown in black and white combinations. Many beige and gray numbers are selling, and he predicts that they will be big sellers all summer.

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"Advertising has become such a potential factor and mighty influence for good in the world of to-day, that it is possible to judge the character, resourcefulness and enterprise of a nation solely by the use the people make of it in promoting their social, political, commercial and financial aspirations."

# Good Business at British Fair

## British Trade Commissioner Tells of Results at Industries Fair—Exceptionally Good Toy Show—A New Tennis Ball—A Non-Inflammable Celluloid—Large Range of Metal Articles Shown

F. W. FIELD, the British Trade Commissioner for Ontario, has given the following encouraging report of the British Industries Fair held in London and Birmingham from February 27 to March 10.

Business, he says, was almost without exception, unexpectedly good. Manufacturers showed ingenuity and courage in the things they have put forth for exhibition. Strides have been made in nearly every line formerly manufactured in Germany. In many things, British manufacturers have even excelled the products of that country.

The toy end of the exhibit was exceptionally good. Business in cheap metal mechanical toys was a little less satisfactory and the orders for proprietary lines were only moderate, but there were a number of live inquiries which may lead to business later on. High class scale model locomotives, together with tracks were commented upon because of their excellent workmanship.

Soft toys such as cloth dolls, teddy bears, and balls, found quite a number of buyers.

### Perambulators Sold Well

Firms exhibiting perambulators both for children and for dolls, did excellent business. One manufacturer showed a baby carriage fitted with a unique and very simple looking brake which is actuated by a small lever placed below the handle bar.

An all-rubber tennis ball which should appeal to the numerous players who require something cheap and serviceable was shown by one manufacturer. It is made of rubber but is white in color and very like an ordinary cloth-covered ball in appearance. It will wash and therein lies a great deal of the firm's expectations for it. It is not, however, intended as a substitute for the cloth-covered ball but as a cheap practice ball for ordinary players.

Another novel and interesting exhibit was a laundry table which incorporated a washer, wringer and mangle. This brought splendid business.

One enterprising man showed a tea-table which, when turned over, presented a draught or chess board.

### Non-Inflammable Celluloid

A new safety non-inflammable celluloid was exhibited. This material was shown in all colors and in patterns such as tortoiseshell, marble and alabaster. Large sheets, 50 inches by 20 inches, of the opaque varieties were available. The transparent variety for showcards and many other uses to which clear celluloid may be put was also shown. Sheets of the tortoiseshell pattern were shown, 4 mm. to 16 mm. in thickness; this pattern can hardly be distinguished from the real tortoiseshell. The thickness of the transparent variety can be varied from 5/1000 inch to 14 mm. or more.

"Erinoid," an artificial horn material for making buttons, beads and fancy articles was exhibited. This had excellent insulating qualities and is therefore suitable for electrical work. The same firm makes a non-inflammable plastic material in imitation of buffalo-horn, ivory and tortoiseshell.

### Other Fancy Lines

A unique display of metal articles was seen. Antique brass work, hearth stands, electrical fittings, metal photograph frames in various finishes and oxidized copper and nickel-finished ones attracted some notice.

Artificial flowers were worthy of note. One man had some which deceived old buyers. The same exhibitor had a dyer and preserver of ferns, sea moss and fancy grasses.

East Indian arts and crafts covered an area of 2000 square feet. The volume of business from this section was more than satisfactory.

A few of the village industries for which England was at one time famous, are still in existence. One of these industries sold its entire exhibit of wooden toys, such as rocking horses, horses and carts.

A number of firms were exhibiting pipes, cigar and cigarette tubes. One firm had a cigarette-making machine which they reported brought some business.

Lamp and candle shades of original and artistic design were on view in great numbers. Fancy paper articles sold well. Walking sticks had a prominent part at the fair and umbrellas and sunshades were remarked upon because of their artistic arrangement.

### Section Gets Special Mention

The toy and fancy goods section was reported as containing a fully representative range of exhibits. The business obtained was on the whole satisfactory and much above that of last year. Most of the exhibitors declared themselves quite satisfied with the number of enquiries and orders received.

The variety, quality and artistic merit of the goods displayed throughout this section were certainly as good as, and in many cases better, than at the British Industries Fair last year.

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### AN ATTRACTIVE WINDOW

The Robert Wright Co. Ltd. of Brockville recently arranged an attractive window in connection with a Made-in-Brockville week.

The arrangement of the window was symbolical of Brockville's industrial activity and emphasized the necessity for active support of the Board of Trade. A painted background shows an industrial scene in front of which is placed a miniature factory with lighted windows and smoke being emitted from a tall chimney. A C.P.R. train is shown emerging from the tunnel and motor trucks are on either side. In the centre is a large flywheel, operated by a small electric motor and whirring merrily, with the slogan above: "Keep the Wheels Turning: Join the Board of Trade." This centre arrangement is surrounded by tastefully grouped exhibits of products from a number of local industries.

A number of clever slogans are also displayed. An idle motor wheel is marked: "Start Up the Wheels of Industry; Join the Board of Trade." A pile of bricks and tools is labelled "Build Up Brockville." A copy of the Brockville Recorder is shown with the designation "Our Mouthpiece; The Oldest Newspaper in Ontario." Shields showing the coats of arms of Brockville, Ontario and Canada are shown at the top and a map bears the inscription: "Keep Brockville on the Map: Join the Board of Trade." Other slogans are: "If Possible, Buy Made-in-Brockville Products," and "To-day is the To-morrow You Worried About Yesterday; Join the Board of Trade."

The window was designed and executed by E. J. Hamilton, display man for the firm.

**Travellers Are Now Out with Complete Lines**

French Ivory.
Greeting Cards and Post Cards for every Season and occasion.
Decorations and Novelties for Christmas, Hallowe'en, St. Valentine and Easter.
Tags, Seals and Cards, Toy Books.
Pennants, Cushions, etc.
Souvenir Novelties (Biggest Range in Canada.)
Conservo Lunch and Bib Sets.
Christmas Stockings.
Celebration Goods. Powder Puffs.
THE PRODUCT OF FIVE FACTORIES WE OWN OR CONTROL
We are the Canadian Representatives of S. Langsdorf & Co., New York City, makers of the best popular priced line of French Ivory Toilet Lines, Toilet Sets and Manicure Sets in the United States.
We have a Catalogue worth having. Your name on a post card brings it.
PUGH SPECIALTY CO., LTD.
38 to 42 Clifford St., Toronto, Canada

**BEADS**
of all kinds
NECKLACES
unusual values
GIRDLES
splendid assortments
NOVELTIES
Purses, Earrings,
Hair Ornaments
"THE BEAD HOUSE"
R. A. PHILLIPS
77 YORK ST., TORONTO



# Blue Prints
for
## Summer Use Cottage and Veranda

Serviettes—12".
Table cloths—30"-54"-60".
Bedspreads—72"x90".
Runners—17"x51".

The beauty of these Japanese blue prints is that the colors are fast, easily laundered and are attractive. We also carry fancy table cloths of all descriptions.

**Travellers on the road now, we invite your inspection of their samples, or write us.**

## The Mikado Company
*Japanese Goods*

TORONTO
33 Melinda St.

MONTREAL
248 St. James St.

**Now's the time to sort up!**

**Don't miss early summer sales**

## Marabou Neckwear

will be the vogue for Summer

**We have it—Stoles, Capes, Wraps and the ever popular Shoulder Cape effect**

All lined in Black, White, Grey and Brown.

Moderately priced to assure quick turnover for you.

**Write for samples.**

## Dominion Ostrich Feather Co.
**LIMITED**

**78 Wellington St. West - Toronto**

**Representatives:**
H. B. Taylor, Mappin Bldg., Montreal.
J. G. Martin, Hammond Bldg., Winnipeg.
Geo. Strachan, Welton Block, Vancouver.
J. A. Ayearst, Ottawa.

**Does Not Stretch**

WARRANTED · THE · SPEEDWELL · REGD · 1000 YARDS

**Will Not Shrink**

# Speedwell Tapes Give Satisfaction

**Manufactured by**
## George H. Wheatcroft & Co.
WIRKSWORTH, Eng.

Use the BEST tapes for your work—tapes that will give you the largest amount of service and satisfaction.

Write us for samples and quotations. We keep all widths and prices in stock.



THE STAG.

## Walter Williams & Co. Ltd.

**MONTREAL** 508 Read Building
**TORONTO** 20 Wellington St. W.
**QUEBEC** 553 St. Valier St.
**VANCOUVER**, 217 Crown Building.

**IMPORTERS and MANUFACTURERS**

## Art Needlework and Fancy Goods

"Peri-Lusta" *Mercerized Cottons*
"Crystal" *Artificial Silk*
*Embroidery Materials*

## *Fancy Linens and Piece Goods*

MADEIRA HAND EMBROIDERED LINENS and HANDKERCHIEFS

## Campbell, Metzger & Jacobson

932-936 Broadway **New York** Cor. 22nd St.
*Canadian Showroom and Factory:*
Bay and Wellington Sts., - Toronto, Canada

**INFANTS FOOTWEAR Limited**
**LONDON, ENGLAND**



Soft Sole Shoes in Kid, Silk, Poplin, Wool, etc., and Hard Sole Shoes, Children's Woolly-Wear, Bonnets, Gaiters, Mitts, etc.

**CANADIAN BRANCH**
**GREENE-SWIFT BUILDING**
**LONDON, ONTARIO.**

# WM. E. WRIGHT *says*



"We have advertised WRIGHT'S Bias Fold Tape liberally for over twenty years in a long list of publications read by women. *Our advertising schedule for* 1922 *includes* 25 *publications.*

"Throughout this advertising we have had one single purpose—to get better acquainted with the women who do home sewing and to give them real help in their work.

"Every year we issue a sewing book containing a large number of original designs showing how WRIGHT'S Bias Tapes can be used in making garments and utility articles, and making them in less time and with much more satisfactory results than when hand cut tapes are used.




"All of our advertisements contain the offer to send a 3-yard sample in white or any one of our 13 colors. This sample is large enough to give the woman who receives it a good idea of the quality of the tape and the accuracy with which it is cut and folded, but not large enough to exert any influence whatever in decreasing sales through regular channels.

"In the height of the sewing season we frequently receive as many as 1,200 requests a day for the book and the sample. Keeping in direct touch with home sewers requires a large correspondence department, but this has richly paid for itself in making WRIGHT'S Tape by far the best known bias tape on the market and in the genuine good-will and friendliness of millions of women for our product.

"For the information of dealers we give the list of mediums in which our advertising is appearing this year."

McCall's, Woman's World, Needlecraft, Messenger of the Sacred Heart, Modern Priscilla, People's Home Journal, Holland's, Delineator-Designer, Woman's Home Companion, Good Housekeeping, Queen's Work, Extension, Ave Maria.

Farmer's Wife, Successful Farming, Farm Journal, Farm and Fireside, Farm Life, Farm and Ranch.

Children's Costume Royal, Elite Styles, Butterick Quarterly, Home Book of Fashions, Vogue Pattern Quarterly, Pictorial Review Quarterly Fashion Book, Excella Fashion Quarterly.

## WRIGHT'S BIAS FOLD TAPE

**WM. E. WRIGHT & SONS CO., Mfrs.**

**350-370 Scotland Road Orange, N. J.**



# Increasing Sales in Notions Dept.

## Manageress of Notions Department Outlines Rules Enforced That Make for Bigger Sales and Better Salespersons—Difference Between "Waiter" and Salesperson—Customers Come Into Store by Invitation and Should So Be Treated

EMPLOYEES must at all times comply with the rules of the store. If absolutely necessary to have any exceptions made apply to the Superintendent or some one in authority. It should not be necessary to call attention to most of the rules. Common sense should teach us all that is required.

For the benefit of those who have not had the proper training, we should point out the following rules which are enforced in most big stores.

Employees are requested to dress in black or navy blue. White being permitted in the summer.

Employees should do their shopping at the appointed hours, and must not wander round the store when doing so. In reference to buying hours we find that Dept. 14 suffers considerably from "hangers-on" in the afternoon.

Do not serve any employees before 10 a.m. or in the afternoon, unless they have permission to buy, and above all do not, when serving an employee, allow a customer to wait or take second place. If serving an employee and a customer approaches go forward at once allowing the employee to wait. Outside customers must always be served first. They must be given first place at all times and under all conditions. Employees must at all times conduct themselves with courtesy toward customers, no matter who they are.

Many so-called salespeople have to be called forward to wait on customers. It is a reflection on your intelligence to have to be called.

You are here to wait on customers at all times. If you cannot do this you are in the wrong place and should procure work in some other line, and let some one else take your place.

You are your employer's representatives and should be a credit to him.

The trouble with some of the people here is that they are under the impression that no one observes or appreciates any extra effort or ability they may put into their work. This is a mistake. Nothing passes unseen. Your employer recognizes ability. No one can keep you back except yourself. Do not blame any one else if you are a misfit, it is up to you.

### Conditions have Changed

I wish it were possible to make every girl in this department understand and properly estimate the importance of her work in relation to her advancement. One lesson that all salespeople must learn is that conditions have changed within the last few years. No longer are there more customers than merchandise and no longer are there more good jobs than people to fill them. However, there are always good positions. The point is, that good positions are for good workers. No longer are employers compelled to be satisfied with, or at least to endure just any sort of half-hearted service, because workers are so scarce that one hundred per cent. service could not be expected.

*The accompanying article was written by one of the most capable and successful women department managers in Canada, Miss M. E. Cochran, the head of Department 14 comprising fancy goods, smallwares, etc., in the Freiman Store of Ottawa. According to Miss McEachran, it is difficult to train new salesgirls in all the multitudinous details of selling in a department as large as this, and to render matters easier for both the management and the staff, she has compiled a most comprehensive little list of store regulations together with hints on salesmanship as applicable to the department in question, which as she herself says, are based entirely upon common sense.*

*In the hope that these may be of assistance to other managers who are experiencing similar difficulties, Miss McEachran has consented to publish these rules in Dry Goods Review. It is suggested that this article be passed along to the department in question for the use of sales people.*

The slipshod worker who was pursued by no end of desirable positions during the war time is now the pursuer, and if we catch up with a desirable position and stay with it we must prove our mettle and give full value for the money.

One merchant claims that during the war his staff took on a spirit of indifference which must be changed now.

### "Selling and Serving"

By being prompt in approaching every customer you create a favourable impression.

When a customer arrives, discontinue any non-selling work you may be doing and go forward immediately.

Meet your customers more than half way without seeming to hurry.

Be gracious, look interested, smile, show that you are glad to see the customer, as you really should be if you are in the right work.

### Indifference Drives Away

Any indifference will drive business away from the store. You may not be intentionally indifferent, but the menace to the store and its growth is just the same. We cannot emphasize this too much. If you stop to think, you will realize that if no customers came in you would not retain your position very long in this line of work. Therefore put forth an effort to be nice when they do come in.

The public come into the store through an invitation in advertising and window display and deserve as much courtesy as a guest should receive, though they very often get entirely different treatment.

Appear energetic. No one likes to be waited on by a salesperson who finds it necessary to lean against the shelves.

A salesclerk is important. They either make or break the store. If they are grouchy, asleep on the job, or do not know the stock they will hurt the business. What your employer wants is a clerk who will go the limit in service no matter how exasperating the customer is, and the merchant does not employ any other kind at the present time.

If a customer comes in within a few minutes of closing time, do you give her the courteous service to which she is entitled? Or do you try to see how quickly you can shunt her off, with or without the merchandise she came to buy, so that you may be in the "one, two, three, go!" position when the bell rings?

An employee must not talk with another employee who is engaged with a customer. If it is absolutely necessary to speak about some business matter which cannot be delayed, ask pardon and be brief.

Employees riding on elevators should have manners enough to allow customers to pass in and out first. I have seen some very rude actions on the part of employees in this respect.

### Salesman or Waiter?

To be a really successful saleswoman you must try to sell every customer more than she intended to purchase when she came into the store either in the number of articles or the value of merchandise, otherwise you are merely a waiter filling an order.

How often do we have a salesperson offering the cheaper line when asked for an article, when it would be just as easy and much better business to show the best lines first. In many cases the customer will buy them, if she does not see the cheap ones first.

Suggestion often brings sales to the store. Mention sales in other departments besides your own. A customer will appreciate this.

A knowledge of the store's advertisement will help you to do this work for the benefit of the store, not only for one department. All sales people should be interested enough in the store to read the daily advertisement. Some of them seem to think that this is a privilege that only the department manager

should enjoy. Remember that the more you know about your work, the more you are worth to your firm, and to earn more you must learn more.

Unless you have a thorough knowledge of the location of all your stock you cannot hope to serve a customer quickly. Also you can learn where the stock should be kept, see to it that it is put back in its proper place after a sale is completed.

Merchandise cannot sell itself! You must make real sales effort, and back up the effort with intelligence.

It's a sign of good advertising when a customer knows more about the advertised goods than the salesperson, but it is a sign of poor management. If a clerk does not know enough about his goods to sell them intelligently, two parties are at fault, himself and his boss.

### Two Kinds of Salespeople

A great business man said, "There are two classes of retail salespeople:—One is simply an order taker, handing out what people ask for. She is a human machine. Her salary is an expense like rent, insurance, delivery, costs, etc. And as an expense it is bound to be kept at a minimum. But she is more than an expense, she is a constant loss for she takes the place of a sales-woman who would develop business. When any wise employer can displace her with a real sales-woman he will do so.

"The other class of clerk increases orders. She sells what people do not think of buying. By earning a profit she wins for herself a fair share of that profit. Such a woman will eventually graduate into wider fields of salesmanship."

When a customer tells you exactly what she wants and you proceed to get it for her, very little salesmanship is required, all you have to do is to fill the order, but when we haven't exactly what is asked for and you satisfy the customer with something else, that is salesmanship.

When the customer makes objections of one sort or another, and you can overcome these objections by your knowledge of the goods, that is real salesmanship.

When the sale is made and you interest the customer in something else, thus making an additional sale, that is salesmanship.

### Suggestion

Suggestion plays such a big part in selling. It is not uncommon to hear a salesperson say, "There is nothing else you wanted?" That kind of remark makes it easy for the customer to agree with you, and the deal is closed. It would be so much better to say "What else can I show you?" This suggestion will get the customer thinking, "Perhaps there is something else I wanted."

Don't be a stumbling block in the way of any customer who comes into the store. Do not let any customer leave your department offended because of the poor service she has received.

You should be proud of your work. You should have ambition enough to want to succeed. The business life is a fascinating one if one just takes an interest in it and develops the bright spots. But oh! what a dull life if one just marks time from opening until closing hour. Waiting for the raise, but doing nothing to merit it. The saleswoman who wants to succeed must have the interest of her employer at heart. This will help her to advance.

Try to outgrow your position. Do not be at a standstill. Study your merchandise. Customers are careful buyers these days and want to know just what they are putting their money into. Know your stock as relates to its placing. No customer wants to wait while you hunt round for something. Be alert, wide-awake, tactfully aggressive, and you can't help but make sales.

What are "lookers" or "crows" worth? Some times they teach us salesmanship. The looker comes around because she has some interest in our goods. Whether for immediate or for future use. If our selling talk fails to get across don't blame her. Try to find out why it failed. Try to find out her requirements. We learn something from everyone we try to serve. One whom we have tried unsuccessfully to sell may bring up unusual objections. Learning how to overcome them makes us ready for the next customer. Every looker adds to our selling experience and our efficiency. Nothing is more important to our success as this of correctly judging and handling the despised "looker."

Never say "I don't know" when a customer asks where a certain department or article is. If you don't know, make it a point of not being ignorant any longer. Find out at once. Do not direct a customer to anyone else for information. If you are not serving make enquiries for her.

### Loyalty

Be loyal to your employer. If you think you cannot be loyal, don't lose any time in getting another appointment. It is a reflection on yourself to remain with a firm you cannot speak well of. Loyalty means more than buying in your store. Speak well of your store. Don't keep kicking about your position. If you don't like it get out as soon as you can and pretend to like it while you stay. There are too many fault finders and "criticizers" in the world. Do not add yourself to the number.

To get back to the store rules, we would call your attention to the following:—

No loud talking or laughing to be permitted. Employees must not talk across the aisles. Do not discuss store business in elevators, and other places. For instance telling how much you have in your till or book, what your last sale consisted of, and many other things which should not be advertised before the public.

### Visitors

Do not receive visitors during business hours. Discourage your friends from calling on you at the store. A brief greeting is always permissible, but not lengthy and daily visits to this department. Please avoid this, it will only get you into trouble. If speaking to a friend and a customer arrives, go forward at once and not in an indifferent manner.

Absolutely no hair dressing, powdering or manicuring to be done in the store. If you have to do this go to the washrooms, but not at noon, (unless you are off duty) or after 5 p.m.

Do not chew gum or eat candy, peanuts or fruit in public. If you want to do this do not do so where any customer can see you, and remember they come from more than one direction!

After putting on your hat or coat do not go in behind the counter. It is a most unbusiness-like thing to do.

If you have forgotten anything, ask someone to hand it to you.

No private work, reading or letter writing to be done during business hours. Your time belongs entirely to your employer while on duty. Employees must remember that after they have registered they must come to the department, even if they are early. The clock registers the fact that they are ready for duty.

It is dishonest to waste your time. The neglect of little minutes is responsible for many of life's failures. Surely everyone in this department is ambitious enough to want to succeed. The first step towards any success is to cultivate a wise regard for time. The right use of to-day equips us for better use of tomorrow.

Do not stand around idle, or wait for someone to give you work to do in the department. Find some work for yourself. If there is none for you to do you should not be there. At least have the decency to appear busy. There is always something you can do in the department, replacing boxes, labels, tickets, cleaning stock, and changing display. Don't be afraid of doing too much. Sales-people must not stand in groups. This is one of the things that can't be overlooked and must be avoided at all times. Do not think that because the manager is not in the department that you can play. Nothing is unknown, reports go to headquarters very frequently.

### Team Work

New help comes to the store. Try to work together. There is room for everyone. Treat them as you would wish to be treated if you were a stranger in the store. Remember the golden rule. You never lose anything by being nice to others.

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A recent survey shows by approximate figures the relation of the number of corsets manufactured to the number of women of age suitable to wear them. It was said that in the United States, there are in the neighborhood of 20,000,000 women above 16 years of age, whereas about 35,000,000 corsets are manufactured yearly. It is concluded that there is reason for this number of garments and that they are being worn.



Dark Brown Cap Shape

CANADIAN BEAUTY

HUMAN HAIR NET

BEST QUALITY FINEST MESH

INVISIBLE

*HAIR NETS IN BIG DEMAND*

SINGLE OR DOUBLE **CAPS** SINGLE OR DOUBLE **FRINGE**

THE H. G. TOD COMPANY

78 Bay Street Toronto




# *If Certain Dealers Could See Our Files--*

They would not hesitate a moment to get in their initial order for SUNSET SOAP DYES. From every Province in the Dominion inquiries are coming in from women folk who want a Real Dye that dyes *all* fabrics permanently. "Where can we get SUNSET?" they ask. They are tired of the old methods. They want to dye the SUNSET way. We want to be in a position to supply them *all* through their local dealers, but it takes time.

Our National Advertising produces many inquiries. Personal recommendation produces many more. The merit of SUNSET, when once tried produces the most. Thousands of Dealers are selling SUNSET successfully—it's a big "repeater."

*You* can help *your* customers to get what they want more quickly and more satisfactorily. Just drop us a line and we will tell you "All about SUNSET!"—and mention your jobber's name.

The price of SUNSET to the Public has been and will continue to be 15c a cake. A clean-cut, square deal gives the Dealer a good profit and the Consumer the utmost value.

**SUNSET SOAP DYES**

*ONE Real Dye For ALL Fabrics*

*Sales Representatives*

**HAROLD F. RITCHIE & CO., Limited**

**10 McCaul Street, Toronto, Canada**

**NORTH AMERICAN DYE CORPORATION LTD.**

*Manufacturers*

**TORONTO, CANADA**

# *The Market Place*

*for*

*Ladies' Silk Frilled Elastic Garters*
*Children's Socklets*
*and*
*Lady Dainty Hair Nets*





*We carry a most complete line of*

*Staple and Fancy Smallwares*

***Write us for a sample selection of the latest styles in necklaces and Fancy Hair Ornaments on approval***

**WRINCH, McLAREN LIMITED**
**120 WELLINGTON ST. WEST - TORONTO**

## Are You Able to Turn Your Spare Hours Into Dollars?

If not—and you are really trying to cash in on the spare moments you have during the day or after working hours—if you have made up your mind to take hold of some proposition and sail right in and actually increase your monthly income without hindering your regular work—surely you will want to know about MACLEAN'S plan for making each spare moment count. And even if you are already making money during your spare time—still you can add to your income with very little additional efforts. For you can have full particulars of MACLEAN'S plan absolutely free. If you will merely drop us a card we will send you the complete details of this plan. It will cost you nothing to find out exactly how others with spare time have materially increased their monthly earnings. For full information or the agency in your locality, write and right now,

**Dept. WB**

**MACLEAN PUBLISHING COMPANY, Limited**
**143-153 University Ave., Toronto.**

## The "Gem" of Niagara.



*The Brand Name for Quality Notions.*

### CREATING A DEMAND

For the Gem of Niagara brand fasteners, hooks and eyes and safety pins by our persistent advertising in Good Housekeeping, McCall's, Woman's Home Companion, Delineator and other publications—reaching from 10,000,000 to 12,000,000 women readers—will mean money to you.




If your jobber does not yet carry this line, write for nearest source of supply.

**Francis Mfg. Co.**
**Niagara Falls, N. Y.**

Famous for Fine Notions for Over Quarter Century.

# The Art of Showcard Writing

## How to Master the Egyptian Block, One of the Most Popular Alphabets—Roman Capitals and Their Formation—Mental and Physical Attributes—A Word of Encouragement to the Beginner Value of Persistence

By Jalexo

Herewith are illustrated the elementary strokes which comprise the component parts of Gothic lettering. Gothic characters are of uniform thickness throughout as in the plate of numerals shown on opposite page. In point of construction, Gothic resembles Roman, in general outline, the roman alphabet differing because of its accentuated lines. Gothic is used extensively for display lines on showcard lines which are intended to stand out in bold relief to attract the eye. Gothic must be used with good judgment. Many cardwriters use Gothic numerals in company with alphabets of another classification.

The numerals illustrated in this article were executed in the "one-stroke" system. That means, each stroke was done with one stroke of the brush. Of course there are several distinct strokes in some figures, but strokes must be done separately, lifting the brush after each stroke. In practising the elementary principles in this lesson, observe the same rules applying to the Roman strokes shown last month in this series. Gothic is acknowledged to be more difficult to do than other common styles. The chief feature of Gothic lies in the uniformity of thickness. A Gothic numeral or letter which varies in width at certain points, is more noticeable than a slight irregularity in the Roman. The Roman letter, consisting of accentuated lines, permits of more freedom.

It is observable that any student of showcard writing may attain marked efficiency with his practice strokes during the course of a week or so of continual practice. The real trick of showcard writing begins when you have to put these strokes together into a letter or numeral, to arrange those characters into a word and to combine the words into an announcement. Assuming that you have a good working knowledge of the strokes, let us consider further how to put them together.

### Proportion Stroke To Letters

It is primarily important that you suit the width of stroke to the height and width of the character. An examination of the Gothic plates in this lesson will make this point quite clear. You can see that the numerals for example contain strokes which do justice to the size of characters. Different cardwriters show individual taste in this respect. Some prefer medium lettering, while others adhere to the Condensed. By Medium is meant that the characters are contained within a square. In other words they are as high as they are wide. Condensed Gothic is in such popular usage as to be considered a favorite. This is perhaps because more words of Condensed can be put in a line, than would be possible






with Medium. Space on the showcard is limited and a heading set in Gothic Condensed occupies less space, yet is quite legible. To correctly join the strokes of a character in which two or more strokes are used, requires some skill. By way of illustration take the figure 2 in the Gothic plate. Note the three strokes required in the making. The first stroke is a short curved one which commences at the topmost part of the figure and travels toward the left, as per arrow. The finishing touch to that short stroke is a knack in itself for the beginner to acquire. It is done by carefully watching your brush as you pick it from the card or paper. Watch the movement of the hair and see how it curves around as you give your brush the necessary inclination that way. This seeming detail is something that requires serious consideration. To do this well means that you have learned to "finish off" the curved strokes. The second stroke of the figure 2 is begun well over on top of the first stroke, so that when the brush actually starts on the second stroke the joining will not be noticeable. This, of course comes from practice. Expert showcard writers do this quite mechanically without even a thought of the matter. It simply becomes a habit, and the two strokes melt into each other as a matter of course.

**Test The Patience**

The third stroke in the figure 2 is done by drawing the brush from left to right. This stroke begins by overlapping the bottom part of second stroke. The end of this third stroke sometimes requires touching up. This is done by making a short perpendicular stroke on the extreme end of third stroke so that the outside of the brush makes a clean-cut edge. This last detail should be done with very little colour on the brush. The figure 2 has been chosen for illustration because it contains the principles involved in all of the other numerals. To thoroughly master the figure 2 is to make short work of the others. The beginner will experience some difficulty at first—but only at first. This is because his eye and hand have not become sufficiently trained.

It is these details which at first test the patience of the beginner. The student is inclined to marvel at the magic of the expert's brush, but the expert has become proficient not so much by superior intellect as by sheer diligence and persistence.

Practice makes perfection

**Persistence A Jewel**

The letter which you cannot now make correctly, will be quite possible in a short time. At this critical period of the course it is timely to say a word or two of encouragement. The beginner needs something to hold him to his task of showcard writing. Too many lack the patience and perseverance which the mastery of the first few lessons entails. But it is really only in the beginning that the student feels disappointment in his efforts. Progress will be swift and certain once the first principles are well in hand. Just bear in mind always that a careful perusal of these first few lessons accompanied by some real intensive study and

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

ROMAN CAPITALS

practice cannot possibly fail to bring the desired results. The making of a showcard is not so much a matter of mental ability as physical ability. It is the physical qualities which must be trained in the eye and hand to work together for ultimate results. You can see therefore, that while it is easily possible to memorize several lines of verse within a few minutes, it is not possible to learn how to hold a showcard brush correctly in less than several days. Therein lies the reason why physical practice is so indispensable to the mastery of showcard writing.

### Roman Capitals

The alphabet illustrated at bottom of page contains the capitals that go with the lower case alphabet shown in the first lesson. The method of construction is the same as outlined for lower case. The first capital letter "A" for instance, contains three separate strokes, exclusive of the spurs or serifs. The first stroke is a light stroke and is done by drawing the brush from top to bottom sideways; the second stroke begins at top also and is done by using the full width of the brush; the short stroke which connects these two is drawn from left to right, using the brush sideways. The spurs are then added by deft touches of the brush. The making of the other Roman Capitals is accomplished by adhering to the original principles of practice strokes. The card which reads "Practice makes perfection," is a reduced facsimile of an original done on card 11 x 14 inches. This alphabet is a modified Roman and is easy enough to do. The beginner with a few weeks experience ought to duplicate this card with comparative ease. Should any student of these lessons wish further information in connection with any detail, he is asked to write JALEXO, Dry Goods Review, Toronto, and the question will be answered as quickly and as accurately as possible.




*Probably the only retail store in Eastern Canada employing an art department is the firm of R. T. Holman, Limited, of Summerside (P. E. Island). This store, which has become famous through the unique fact of being "the largest small town business in the world," employs two artists who are responsible for most of the work in the mail order catalog issued by the store twice a year, and also for the special illustrations used for newspaper advertising and store display.*

*It is principally on style-plate work, and fashion drawing however that the artists are employed. Line, wash, stipple, pen-painting, and all other methods are used. The engraving account for the year is a very appreciable one, and keenly sought by the leading plants.*

*A popular innovation of the big P. E. Island store is the posting of cartoons, regularly covering popular topics. Cartoons on the prohibition question, on local election issues, on federal and general matters of popular interest are the ones most in demand and the series was responsible for an increased patronage toward the store. A front cover of the Holman catalog showing some of the work of the staff artists and a snap-shot view of the art room are shown herewith.*

# Simple Frocks for Small Girls

The coming summer will witness a widespread vogue for extremely simple styles in children's ready-to-wear, it is announced. The idea of simplicity is being emphasized above all considerations, yet despite the tendency to eliminate unnecessary frills and furbelows there remains a noticeable suggestion of sophistication which is unusually effective. The French style of straight little frocks falling from the shoulder and finished without sleeves is coming in over here. In some cases where this style is used, a wide cape collar that falls over the arms is introduced, but for summer dresses the sleeveless style is too becoming and youthful to need any modification. Puffing of the material forms a delightful trimming on sheer frocks, being especially charming on organdie. As a rule, it is introduced at the bottom of the straight skirt and used to finish the short sleeves, being set in with a band of lace insertion.

Lately there has been a demand for voiles for children's frocks and these are being developed along straight lines either in a solid color or in a combination effect. The combination of color and materials continues to be very good and is noticeable on dresses of all types. Organdie in a wide variety of shades is introduced to trim dainty frocks of dotted Swiss and voiles and is also frequently employed on ginghams and dimities. As a whole there does not seem to be much demand for organdie frocks and what are sold in this fabric are all developed in white. The perishable nature of the material is possibly the reason for its waning popularity.

### Bloomer Frocks Favored

More and more hand work is being used, and tiny tucks or hand embroidery are popular trimmings on tub dresses while for best wear in voiles and linens, drawnwork and hemstitching are considered smartest. The bloomer dress with attached over-frock has become instantly popular with Canadian children this Spring and is sold in all kinds of materials from gingham to crepe de chine. In fact the frock which is not supplied with bloomers to match is rarely met with. Shantung or pongee will also be much used this summer for juvenile dresses.

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There is a saying that "Fortune knocks at your door but once." Speaking of selling goods, I would say that the opportune moment for closing your deal comes but once. The successful salesman is always keen to realize when that moment has arrived. Most of you, no doubt, have seen deals spoiled by either showing too much anxiety or by too much talk after the client has reached the point where he is ready to close. There is no set rule, the temperament of no two people is exactly the same; some people can be led very easily, others have to be driven, then again others have to be given their own way.

# Good Profits from Travel Kit

## Bookings for Train, Ocean and Lake Trips Show That All Previous Records for Summer Travelling to be Broken—Chance for the Retailer to Sell Kit—Demonstrations Will Help—Hints on How to Pack for Trip

THIS SUMMER, the person who does not travel somewhere, even though only for week-ends, is going to be the exception to an almost general rule. From present indications the volume of bookings for ocean, lake and train travel are heavier than even before the war—all of which has much significance to the manufacturer of luggage, whether bags or trunks, and the retailer who carries such stock in his store.

The subject of correct luggage is already taking up considerable space in consumer magazines and papers this month in connection with travel talks, and considerable national advertising is being done which will awaken the idea of purchase in the minds of prospective travelers. The style value of correct luggage is gaining recognition rapidly, for the bags and cases of a traveler are as much an index of his taste and judgment as is his apparel. The man who has a suitcase, preferably black, a tan kit bag and a club bag, preferably of tan, is quite adequately equipped for almost any kind of trip. Equally sufficient for a woman's needs is an outfit consisting of a black suitcase, preferably fitted with toilet articles in a separate "limousine" or carrying case, and a black Oxford bag. A wardrobe trunk is now the accepted style with almost all travelers and is no longer considered a luxury beyond the reach of average purses.

### Demonstrate Wardrobe Trunks

One of the most profitable plans whereby a store might promote sales of travel kit this month is by holding an exhibition of fine luggage together with a demonstration on the art of packing a trunk, if an expert demonstrator can be secured who will explain the steps necessary in scientific packing together with hints on care of luggage, transportation and insurance, etc, such as might come in useful to inexperienced travelers. Such a demonstration might be suitably advertised by means of the usual newspaper copy as well as by means of personal invitations, stating the hours when the demonstration will be held.

The department where the demonstration is held should be carefully arranged to carry out the idea of travel. Good lighting and plenty of space is essential. If a raised platform can be provided on which to place the trunk to be packed, so much the better. Real articles of apparel should be used, together with the usual toilet articles, books, footwear and hats, so that the illusion of reality may be complete.

### How To Go About It

A complete outline showing how to go about the demonstration will be mailed to any reader of the Dry Goods Review who desires full particulars, but in any case the following principal points will be sufficient to guide anyone desirous of trying out the idea.

Do not lay the entire wardrobe out on the bed or chairs before packing. Learn which garment should be packed first and pack it as it is selected. Pack the wardrobe side of the trunk first, first brushing the inside out to ensure cleanliness. Pack shoes first, inserting toe of one in heel of the other with paper padding. Pack heavy coats at the back of the trunk, placing on hangers with sleeves folded and pinned to the front. Button the garment and lay a piece of tissue paper in the crease where the bottom is turned up. Wrap plenty of tissue paper around perishable flowers or shoe buckles in packing.

In packing silk or organdy dresses, it is best to lay them across the skirt hangers at the waist line, with the sleeves drawn back and pinned together. Place tissue paper between all dresses and pad out the shoulders and collar. Crumple tissue paper and fill the sleeves as well. Tissue paper preserves the original freshness of summer garments and may be stored in the trunk between trips for future use. Several old towels are also of great value in protecting clothing. In packing suits, place the coat on a hanger and fasten the fronts, pinning the sleeves together in front. Never fold a skirt over the top of the hanger if you would have it come out unmussed! Rather, pin two skirts together with large safety pins, using three pins, one at each end and one in the middle. Hang them down over the top of the hanger, the pins acting as a hinge. Light sweaters and other knit goods may be twisted and laid in the drawers. The twisting is the safest way to pack such garments without mussing. Heavy sweaters may be used as a base upon which to pack organdy or starched waists which need to be filled out, but should be hung on a hanger first. Thin dresses and negligees should be folded at the waist line and placed side by side, not on top of one another.

Always finish packing the wardrobe side with a woolen skirt or a suit and cover all with a piece of tissue paper. An electric iron may next be placed on the bottom of the trunk, wrapped round with any woolen garments.

### Packing The Drawers

The drawers of a wardrobe trunk are designed to hold dress accessories such as gloves, veils, lingerie, etc, also toilet articles. Bottles should never be carried in a trunk at any time. Keep space for the handy things such as needles, thread, mending cotton, clothes brush, etc. Waists, collars, corsets or furs can also be packed in these drawers, laying everything flat, and fastening everything down by the use of draw tapes.

Headwear should be carefully wrapped about with folds of tissue paper and placed in the proper receptacle of the trunk, pinning securely in place. Fans can be packed with hats quite safely. Close the trunk slowly and make sure that the keys are not inside. See that the drawers are all pushed in before closing.

### Hints For Travelers

Finally, good trunks are always best insured for the cost is trifling. Railroads allow $100 protection for every ticket upon which the trunk is checked and that is all that will be refunded if the trunk is destroyed in an accident. Baggage insurance can be purchased for ten cents per hundred dollars of valuation from any baggage agent, and so for the sum of 90 cents, a traveler may insure her trunk to the amount of $1,000. for any distance. Trunks that are insured always come through on time as transfer agents take no chances with insured trunks. Do not let any and all transfer agents handle your trunk. Use an authorized company in each city visited. Do not leave the trunk standing open longer than is necessary. Keep a watchful eye upon the exterior of a trunk and give it a coat of varnish if scratched.

The above hints are merely an outline of how such a demonstration might be planned. It is a surprising fact that few people are aware of the proper method of packing baggage and many more are unaware of the numerous improvements which have occurred in the construction of travel kit of late. The store which has the initiative to hold a luggage demonstration will be doing work of real educative benefit as well as good publicity propaganda.

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## JOHN WANAMAKER'S IDEAS

(Continued from page 61)

### Philosophy

"The air is full of plans—the plans are full of air."

"You can never ride on the wave that came in and went out yesterday."

"I believe it to be true that every baby is born with a song in its mouth."

"I cannot touch a single key that has a minor note in it."

"The art of costuming a woman may be rightly classed as one of the fine arts."

"A man's true estate and wealth is not in house, railroads, bonds and the like; it is in himself."

"Let us be citizens first, and not merely bankers, lawyers, merchants and manufacturers."

"There are many croakers upon the edges of lakes and creeks; there they sit croaking and croaking; but they are only frogs after all."

"A man may be bigger than six feet if he has any of the real Lincoln in him."

"How the world ever got on till each of us came along is our enigma."



The New Way Revolving Wardrobe.

# *Protection for Summer Goods*

In no other way can Summer dresses be protected from dust, dirt, flies and improper handling, without taking away the attractiveness of display and the efficiency of the salesperson.

The New Way Wardrobe protects and yet displays, stores and yet brings every item to the finger tips, and where the turnover is ten times a year at a

***cost of 3 cents per garment.***

The largest and smallest ladies' wear stores are proving this daily. One recent installation was over *100 Wardrobes in one Department.*
*Send for particulars.*

# JONES BROS. & CO.

LIMITED

29-31 Adelaide Street, West

TORONTO

*The only Canadian Manufacturers. Beware of unscrupulous imitators.*




# How Gilchrist Company handled its biggest sale

On November 26th, 1921, the Gilchrist Co. in Boston broke all records and did the biggest day's business in its history. It was the annual Sales Manager's Record Day.

The volume of business was 18% larger than last year. Some of the increases of sales in individual departments were notable—infant's wear 47%, umbrellas 35%, trimmed millinery 78%, men's furnishings 77%.

The smoothness of the service with the new automatic central station was a surprise to the Gilchrist executives. It was the best they ever had. Time tests showed the service to be running regularly between 30 seconds and a minute in all parts of the store. Mr. Chase, the Superintendent said:

"The service went like clockwork. The tube system handled a larger percentage of our business than ever before with little more than half the number of cashiers. Last year we had 40 people in the tube room. This year we had 23. We also employed 10 less floor cashiers.

"We had no greater number of salespeople, but they handled our 18% increase in volume easily. This we attribute largely to the smooth running service; there was a higher average turnover of customers per clerk."

This experience is typical. Merchants everywhere who are using the new Lamson automatic tube and cable stations are setting up new records for quick and economical handling of large volumes of sales.

THE LAMSON COMPANY

136 Simcoe St., Toronto, Ontario 603 Hastings St., Vancouver, B.C.

**Lamson** Speed Protection **IMPROVED** Flexibility Economy **Service**



No. 19/A
Coat and Dress
Model

# Sales

are brought about by the suggestive power of display. To take advantage of the opportunities offered by such sales there are several well-defined steps you should follow.

*First*—Write for our Catalogue.
*Second*—Make a careful study of our forms and fixtures. Select those most suited to your merchandise.
*Third*—Send your order at once.

## Dale Wax Figure Co., Ltd.

**Canada's Leading Manufacturers of Display Forms and Fixtures of all Kinds**

86 York Street - Toronto

**MADE IN CANADA**

***AGENTS***

| MONTREAL | WINNIPEG | VANCOUVER |
|---|---|---|
| P. R. Munro, New Birks Bldg. | O'Brien, Allen & Co., Phoenix Block | E. R. Bollert & Son, 501 Mercantile Bldg. |



No. 19/B
Dress Model




## J. & J. Taylor Safes for sale

One J. & J. Taylor Safe, inside dimensions 15 inches deep, 2 feet 6 inches wide, three feet 11½ inches high and fitted with a built in compartment. Price $250.00.

One J. & J. Taylor Safe 18 inches deep, two feet 8 inches wide, four feet 5 inches high, fitted with a steel compartment. Both safes in good condition and can be bought at a price that will save considerable money to the purchaser. Price $200.00.

Box 105, Dry Goods Review
153 University Ave., Toronto

## IT WILL PAY YOU TO GET OUR NEW PRICES

We are putting on the market our $16.00 Dress Enamel Forms, and Waist Forms at $10.60 pre-war prices.

Ask for our latest prices.



## DELFOSSE & COMPANY

**247-249 Craig Street West, MONTREAL**



*Trim your Windows*


*Give personal Service*



*Illustrate your "Ads"*

# How to Sell more LINOLEUM


*Work your mailing list*

WORK up your linoleum business. Our co-operative service is at your command. Hundreds are reaping satisfactory returns. You, too, can do likewise. Here are some practical suggestions that have been tried out. We will help you carry them out. Let's get together right away.

Fix up a linoleum window that will make people stop, look and buy. Send to the Dominion Oilcloth Company for their attractive window trims, show cards and paper patterns.

Give linoleum a place in your newspaper advertising. We will supply you with our illustrations free. They are striking, convincing and will bring results.

And how about an enticing display of our show cards? These are painted by the best artists and receive notice wherever used.

Make up a mailing list. Enclose our interesting folders with a personal letter, suggesting that the customer visit your department to see the new designs just in. Write us for the enclosures. Personal service goes far to win and hold customers—measuring the rooms, helping to lay the linoleum, estimating the cost. These other little attentions will develop business.

Why not fill in coupon right away.



*Use our Show Cards*

## Dominion Oilcloth and Linoleum Co. Limited

**Montreal**
**Canada**

CUT OUT AND MAIL THIS COUPON TO-DAY

Please send me without charge the following:
[ ] Illustrated Booklets
[ ] Show Cards
[ ] Dummy Rolls
[ ] Paper Patterns
[ ] Newspaper Electros

Address .....

Name .....

# Color is Better than Price Appeal

## New York Firm Starts Out to Sell Homefurnishings According to Appropriate Colors—Different Method of Arranging Merchandise Required—Some Useful Hints About Appropriateness of Colors to Rooms and Personalities

IN A certain progressive house furnishings department of a New York store there is a somewhat original method pursued in the matter of displaying and ranging the merchandise, particularly the wall papers, draperies and floorcoverings. This new way of showing the goods had only recently been installed and those responsible for it could not as yet state with assurance just how successful it would eventually be, but they pointed out that some change had to be made from the former way, which differed not at all from the methods of all stores, because of the constant similarity of queries and requests from customers, all hinging on the one point —artistic and harmonious house decoration.

In the majority of stores, rugs or draperies are displayed and sold in groups according to their variety or class, the Wilton rugs together and the Axminsters likewise. Then the cretonnes at $1 a yard will all be found together and the curtains and so on. This plan it seemed to the store in question, had many advantages insofar as the sales staff was concerned, inasmuch as it made stock keeping easy and rendered the effort of selling comparatively light. It did however have one disadvantage, by reason of the fact that customers were supposed to know what they required and what was best suited for their individual needs. If they did not, then the store sent a man to view the problem and make suggestions. But all stores are not equipped with spare men to send out to customers' homes for the purpose of advising on interior decoration, and this is exactly where the problem of the average small store comes in.

A customer may be in need of a new rug or wall paper or curtains, but as every salesman knows, she is bewildered and perplexed when confronted by a large and attractive stock of merchandise in the house furnishings department of her favorite store, and she becomes hard to please and uncertain about the proper choice. She may be perfectly able to decide regarding her own wearing apparel, but when it comes to the selection of house furnishings, she is at sea.

### Color Classifications Help Shoppers

Thus the idea was evolved of arranging merchandise in such a way as to assist this class of customers. Take wall papers for example. In the New York store before mentioned, wall papers are not classified according to price but according to color, so that the customer who wants a bedroom paper for instance and has decided to have a blue room, may look through samples of all the possible kinds of blues and blue combinations without being distracted by the sight of dozens of pinks, yellows and greens. But before she commences the study of the samples of merchandise no matter of what character, the sales clerk first ascertains what the exposure of the room in question happens to be, and emphasizes the fact that exposures must be considered before any color scheme can be decided upon definitely. The majority of women it has been found are inclined to buy paper, hangings and floor coverings without the least regard for the exposure of the room and have only in mind the idea that a certain color appeals to them, or the price sounds cheap.

### The Meanings Of Colors

Knowledge regarding colors and their correct use in the home is a subject about which the public have the vaguest conception. Here is a synopsis of the data given out by this enterprising store to its customers who either ask for help or are unaware of their lack of knowledge.

"The meanings of colors must be known and recognized for two reasons. The exposures of various rooms must be properly dealt with, while the needs of the human personality are duly observed. North, northeast and east rooms require the predominant use of tones from the warmer colors, while south, southwest and west rooms need cooler tones. The matter of personal disposition is equally important, however, and if the housewife is inclined to be morbid and despondent, she should make free use of plenty of yellow; likewise red, if she is inclined to be colorless and lacking in energy; blue, if she requires calmness; green, if she is overworked and nervous; orange, if something out of the ordinary is wanted; rose tones, to convey a sense of daintiness and luxury.

"Generally speaking, however, we recommend the use of warm colors in rooms with northern or eastern exposures and the principles are reversed when the choice is made for southern and western outlooks. Thus, ivory, cream, putty, tan, go well with hangings and rugs of warm tones such as rose and yellow, in rooms which face the rising sun, and similarly, pale gray, grayish cream, cool ivory, putty gray and grayish tan combined judiciously with such hues as blues, mauves and greens may be effectively used in rooms that let in the sunset rays.

### One Color Rooms Are Passe

"It is no longer fashionable to do rooms in one color. The newest idea of a one color room is that in which the background is entirely neutral to show up more artistically the brilliant touches which are to give the keynote to the whole. Blue is the most decorative color we have and should be used sparingly or in combination with other colors. Flat blues, sapphire blues, peacock and midnight blues, king's blue and Chinese blue are all favorites with house decorators at present and are most beautiful when used with cream walls, ivory woodwork and walnut furniture. In the blue room touches of orange or old yellow should be incorporated in some way.

"Red should never be used in great quantity. Generally speaking we may obtain all the red color necessary by the right use of flowers, rows of bound books on the shelves, red lacquered boxes, lampshades and red pottery. It is not necessary to think of red as being scarlet. It is also copper, cerise, magenta, mulberry, rose and henna.

"Yellow is fashionable at present and is not difficult to handle in any room although for some reason it has been largely confined to bedrooms in the past. Yellow is the color of sunlight and under it come the buffs, butter yellows, ochre, mustard, orange. Yellow should be used in touches here and there—in inner curtains, bowls, table scarves or pillows. Let us recommend more use of yellow in the living room, in conjunction with grey walls perhaps and a brown jug.

"A cold north bedroom can be completely transformed by the use of saffron paper, with curtains of yellow crepe and hangings of deeper yellow figured with orange and black. The bedspread and bureau scarf might be yellow also, but blue candles and pictures or rugs would give the artistic keynote.

"Let us help you decide on the right color scheme for your home. It is not a question of much outlay, but rather a fascinating creation of beauty, adapted to your own individuality."

### Knowledge Of Colors Helps All Sections

This store claims to have begun the most successful year in its history on account of this way of attracting customers who have in the past been at the mercy of ordinary methods of salesmanship with disastrous consequences to their homes. The principal result recorded under this policy of selling merchandise through color appeal is the fact that it leads to additional sales of other goods not necessarily expensive, yet in keeping with the working out of the new effect. Thus the house furnishing department acts as a stimulating force to the whole store, doing not a little to create interest in the acquiring of new china, or lamps or table linen as the case may be.

The correct use of color in the modern home can thus be greatly simplified for the average woman if the artistic principles of neutral and bright color contrasts are always recommended.

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The Retail Merchants' Bureau of the Detroit Board of Commerce decided on May 2 to allow the acceptance of Canadian money in the stores at par. No discount will in future be charged against actual purchases but the prevailing rate will be deducted when large pay checks are accepted.

# Curtain Rods Help Window Draperies

## Drapery Department Should Dispel Idea That Rods Can Only be Purchased in the Five and Ten-Cent Stores—Many Points About Rods that Should be Emphasized by Salesmen—Methods of Simplifying Draperies

LAST month Dry Goods Review emphasized the vogue for artistic window treatments in connection with the increased demand for high grade imported nets and lace curtains reported by the wholesale trade and this month the same subject will be touched on from another angle.

What prominence is your house furnishings department giving to the matter of curtain rods of the newer kinds? Are your customers aware of the fact that you are equipped to supply them with the correct kinds of rods with which they may evolve all kinds of novel draperies suited to the more modern windows of apartment houses and flats?

Speaking to a Montreal wholesaler on the subject of drapery hardware, Dry Goods Review was informed that the bulk of trade in rods appears to be done at the 5 and 10 cents stores, partly because women believe that a cheap rod is good enough for their requirements and partly because they do not usually see the rods displayed prominently in stores. This wholesaler felt that a valuable opportunity was being missed by many house furnishing sections in this connection, and he maintained that rods are not only profitable in themselves but they promote the sales of hangings and curtains in addition. The perfect window is a rarity, even in the best appointed homes, for the reason that there are an infinite number of details to be considered which are overlooked by the casual observer but which make or mar the effect of the whole.

### Possibilities In Curtain Rods

There are two good reasons for giving more prominence to the subject of drapery rods this spring. One is the fact that drapery fabrics themselves cost much less than last year and are consequently of supreme interest to housewives who have delayed purchasing until now, and also because there are many new and different styles on the market which are capable of transforming the ordinary window into a refreshing and novel effect with little effort, and with greater satisfaction from the standpoint of usage in the home.

There are many points about curtain rods that should be emphasized by the salesman when talking to a customer. The newest designs for example are flat, not round, in shape and are finished by a new process which is guaranteed not to rust, tarnish or discolor. This is an important point to bring out. Next, the better rods are supplied with neat and strong brackets which are so inconspicuous that they cannot be seen on the wall. Rods can be removed easily from the brackets yet they will not come down accidentally. Then, the flat shape completely prevents sagging because the tendency against vertical tension is removed and by reason of the new curved effects, the housewife can draw her curtains right up to the window frame, thus shutting out all the side glare which is so annoying in bedrooms especially. Many of the new styles of rods are provided with an ingenious little device known as the 'pilot' or thimble which enables the housewife to run the rod quickly and smoothly through the delicate net or lace without tearing. This device is given gratis with each purchase of rods.

Curtain rod sections are now offered to, to take care of the increasing demand for drapery supports of an exceptionally long length. Any window that is too long for any of the stock sizes can be successfully treated by the use of one or more extension sections, depending on the width of the window, until the desired length is obtained.

### Double And Triple Rods Simplify Draping

Among the new lines of curtain rods shown was an attractive flat curved style finished in either white or velvet brass with an extension of 28 to 48 inches. Double flat rods are also shown on which can be arranged inner curtains and valance at once. This double style of rod is the only correct and convenient type for use with overdrapes. Another style of rod designed for hanging inner curtains and side drapes without a valance had side extensions in double. effect on which to slide the side drapes. A triple rod with detachable brackets is made on which to hang inner curtains, side drapes and a separate valance, a drapery fashion which is especially appropriate in libraries, dining rooms or other formal rooms.

The bow window always presents many problems to the housewife who will welcome the latest device in a double flat rod with detachable angle and brackets and equipped with two styles of drapery hooks which can be sewed to the overdrapes and then hooked over the inner rod. The bow window rod is provided with sections also permitting extension to any length and may be had in either single, double or triple styles.

### Pulley Brackets Replace Shades

Flat style door rods with a projection of only ¼ inch are shown in either white or brass finish, while flat sash rods with a ½ inch projection come in similar finishes and are recommended for use with simple sash curtains. Pulley brackets can be arranged on an ordinary flat rod to permit the drawing across of the hangings instead of using window shades. There are two cords by which the hangings are drawn apart or closed together.

With the advent of these new styles of window hardware which will permit the home decorator to achieve professional work with a minimum of effort, there is opened up a new field for the retail department to demonstrate the use and advantages of each style. In any case, publicity should be given to the line at the earliest possible moment before the exodus to country houses begins.

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# Co-operative Plan In Trenton

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### Six Merchants Unite In Successful Scheme—Has Worked Well For Year

A co-operative scheme of distributing coupons, has been tried out by a store in Trenton, Ont., and found effective. Because the town is considered too small for any one merchant to give sufficient coupons in a certain time, six of the leading stores in Trenton have gone together on the plan. The men's wear and dry goods store interested is that of J. Sutcliffe & Sons, a store of excellent standing in the community. The other five merchants deal in hardware, groceries, drugs, tobacco and confectioneries.

The Sutcliffe store, the grocery and the hardware give cent coupons on every dollar's worth of merchandise; the others give coupons worth 2½ cents on every fifty cent purchase. Each merchant has his imprint on the face of the coupon.

### All Coupons Redeemable at Each Store

The big advantage in this is that an ordinary purchaser is able, in a very short time, to collect coupons sufficient to be turned into goods. All six stores offer the same premiums; silver, aluminum and one or two other lines not carried in regular stock.

One week's buying is often sufficient to get a fairly large quantity of coupons. This is what stimulates interest. The system has been in force for a year and interest is increasing rather than diminishing.

### Merchants Exchange Coupons

This co-operative plan often results in one merchant disposing of a great many more coupons than another in a given time. Moreover, a purchaser may often go to the store which has given him or her the least number and demand a premium. This is taken care of in the following way: every few weeks the six merchants square up their coupons. Each receives cash in accordance with the total value of the coupons he holds belonging to the other merchants, above those which they hold belonging to him.

### Works Well in Men's Store

The manager of the Sutcliffe store reports that this scheme works very well

(Continued on Page 87)

# Does Small Town Consumer Give More Attention to Beautifying Home Than City Dweller?

## Specialty House in Toronto Gets Seventy Per Cent. of Its Business Out of Toronto—Period Furniture and Furnishings Gain in Favor in Canadian Homes—Careful Plans Drawn Before Decorating is Done

DO PEOPLE in towns take more interest in the furnishing of their homes than those in cities? And are they more appreciative of the artistic? These are questions which might bear careful study and give various answers. There is one Canadian merchant at any rate, a man who has been in business in Toronto for twenty-five years, who believes that the average consumer in the community which is comparatively small, gives more thought to beautifying his home than the one in the large city.He proves his point by the statement that seventy per cent. of his business is done outside of Toronto and a large proportion of this is obtained from average-sized towns.

This is an interesting fact because it shows the retailer what vast opportunities there are for him in the district surrounding the town or city in which he lives, and disproves the theory cherished so long that certain things will sell in places but not elsewhere. The same love of the beautiful exists in every heart whether it be on the lonely farm with nothing but the general store at the post-office to expend this love on whether it flourishes at Fifth Avenue and 34th Street in New York.

On trips made to small towns in this country, Dry Goods Review has on several occasions remarked on the prevalence of the idea that the very best lines should not be stocked in small towns because purchasers like to buy the big cities when they require expensive things. This is not so to the same extent as is commonly believed. An example of this came to light some months ago when a retailer claimed that he could not dispose of Hudson seal coats in his town—the population was less than 2000—and so carried only electric seal. The same day that this remark was made our representative met two women on the train who regretted the fact that they had to go to Toronto to purchase their coats because they believed that they paid more for everything in that city than they did at home.

### Doing a Nation-Wide Business

R. N. Irvine is the name of the Toronto merchant who believes in the buying capacity of towns. This faith of his is interesting for the reason that his business is in exclusive homefurnishing lines, lines which many retailers might believe would sell only in big American cities.

From Vancouver to Halifax, this firm under the name of Thornton-Smith, does all kinds of interior decorating, papering, painting, carpeting, supplying furniture and upholstering. Not only in private houses but in churches and other public buildings, is their work found. Everything has the artist's touch. Before a contract is attempted, a sketch is made in color of the room or house as it will appear when finished, and the client is shown the sketch for approval.

### The History of the Firm

About twenty-five years ago, two young Englishmen called Thornton and Smith, were inspired with the idea that Canada needed furniture, such as could be obtained in the old country. They, therefore, went on a tour to England buying up beautiful pieces of period material as they went. With three carloads of it they came to Canada and settled in Winnipeg. But that city was not then quite ready for this opportunity and the Englishmen were unable to dispose of it.

Mr. Irvine who was at that time in business in Toronto hearing of this shipment of wonderful English furniture, communicated with the owners and was responsible together with a Mrs. Adamson, a Toronto woman, for its being forwarded to this city. A company was then formed using the names of the original young men by which name it is still known.

A remarkable sale was then put on in Toronto, a sale which may never be duplicated in this country. All the furniture was sold for slightly less than one hundred thousand dollars. Mr. Irvine believes that if he had it to-day, he could obtain nearly a million for it. Many old Toronto families possess articles from this sale which they could dispose of now for at least ten times the prices. One woman for example, has a table which she bought at that time for sixty dollars and which is worth at least eight hundred to-day.

### Deflation of Last Year had Little Effect

The general decrease in prices which has been experienced in almost every field, has been noticed very little in period furniture, particularly in English stock. The principal reason for this is the difficulty in obtaining it. An Englishman loves his home more than anything else, far more than he does things of personal adornment. It is therefore very difficult to obtain pieces which have come down to him as heirlooms.

There is also the increasing demand for English furniture. Men who have served overseas are its principal admirers. They know what the comforts of English homes meant to them when on leave and realize that cozy, well-built furniture is greatly responsible. In a great many cases their wives and families who were with them in England, have brought back a desire for this furniture.

### Factory Which Copies Period Furniture

The Thornton-Smith Company has a factory in connection with their establishment, where furniture is made after the style of the imported models. This branch of the business is gaining favor every day. People like to know that they are placing in their homes pieces which definitely follow artistic lines as they were defined at different periods of English history.

It is the same feeling which is creeping into the hearts of Canadian people in regard to art. They no longer like to hang on their walls, paintings, just because they are such, without regard to their value as works of art. They would rather have copies of watercolors and oils which are known as famous masterpieces.

The number of purchasers who have learned in the last five years to inquire for furniture in the Queen Anne style or after the Elizabethan or Georgian period, is very marked. They no longer ask only for an oak table or a mahogany bedroom set; they want character to their furniture.

### The Display Rooms of the Thornton-Smith

This firm has lately moved from its former location on King Street to Yonge Street a few blocks south of College. One could hardly give the new premises the name store, because they appear more like a beautiful home or private museum than a place where transactions are made. The entrance admits visitors to a long hall, which contains valuable pieces of furniture, rugs and hangings. Private offices open off this entrance in such a way that they are hardly noticed as such. Instead of conventional plaster and wood, glass in tiny sections is used for the walls which separate the various compartments. Beautiful tapestries and paintings adorn them. The doors and wainscoting are done in period designs which make the visitor feel as though he were in some cloistered chapel rich in historic value.

The long hallway leads to a wide showroom. This too has two of its walls given up to window space, so that the

light falls on the beautiful furniture and fabrics placed on display.

The rooms upstairs are finished according to well-known periods in the history of English furniture. Even the walls and ceilings follow a design exactly. The latter are covered not with panellings and other decorations modelled after some type but with the wood actually stripped from English homes and put up here. The furniture and hangings are of course genuine old pieces.

The front room of the second floor is devoted to wallpapers and hangings, a room where the lighting, both artificial and under soft light, gives purchasers an exact idea of how the colors they are looking at, appear when alone and in combination with other colors.

### English Fabrics in Demand

Despite the number of American firms in the market now, the demand for cushions, hangings and coverings of English manufacture, is remarkable, Mr. Irvine informed Dry Goods Review. Orders are coming in not only from this country but from many points in the United States for genuine old country materials.

Cushions are now considered a staple. The Thornton-Smith Company has them at prices ranging from ten dollars to three hundred and the number which sell at seventy-five dollars is worthy of note.

A room given over to pottery, brought forth the interesting information that the dealer in homefurnishings has always a good field for the disposal of brassware, china and pottery which can be of use in completing a beautiful home.

Despite the fad for French furniture which is beginning to be felt in the United States, Mr. Irvine believes that Canadians will always prefer the English styles. Whether it is that comfort which the people of Anglo-Saxon temperament place first or whether it is their innate liking of things which express durability, it is difficult to say, but certainly as long as our homes contain the Chesterfields and lovely chairs which they now have, they will breathe an atmosphere of hospitality of which a nation should be proud.

Very lately, orders are increasing for complete rooms, furniture hangings, ceilings and walls of English material. To do this the Thornton-Smith Company buys out the entire room of an English home and transplants it here. The orders referred to have by no means all come from Toronto but from towns which are considered comparatively small.

There has been a notable increase in the interest in lacquered furniture during the last few years. The wedding of Princess Patricia was responsible for the first general attention to it by connoisseurs in this country and the recent wedding of Princess Mary has increased it even more.

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## CO-OPERATIVE PLAN IN TRENTON

(Continued from Page 85)

in the men's store. The rule that the purchase must reach the dollar mark is strictly adhered to. For instance, many men are inclined to expect two five cent premiums on a purchase amounting to $1.95. The salesman in such cases is instructed to point out that a collar button or other small article will entitle him to a second coupon.

The fact that several other merchants have asked to be admitted into this profit-sharing plan proves that it is having its effect on business. The men's wear manager in the Sutcliffe store says that the Trenton men are now so trained by their wives and daughters that they ask for these coupons just as much as women do.

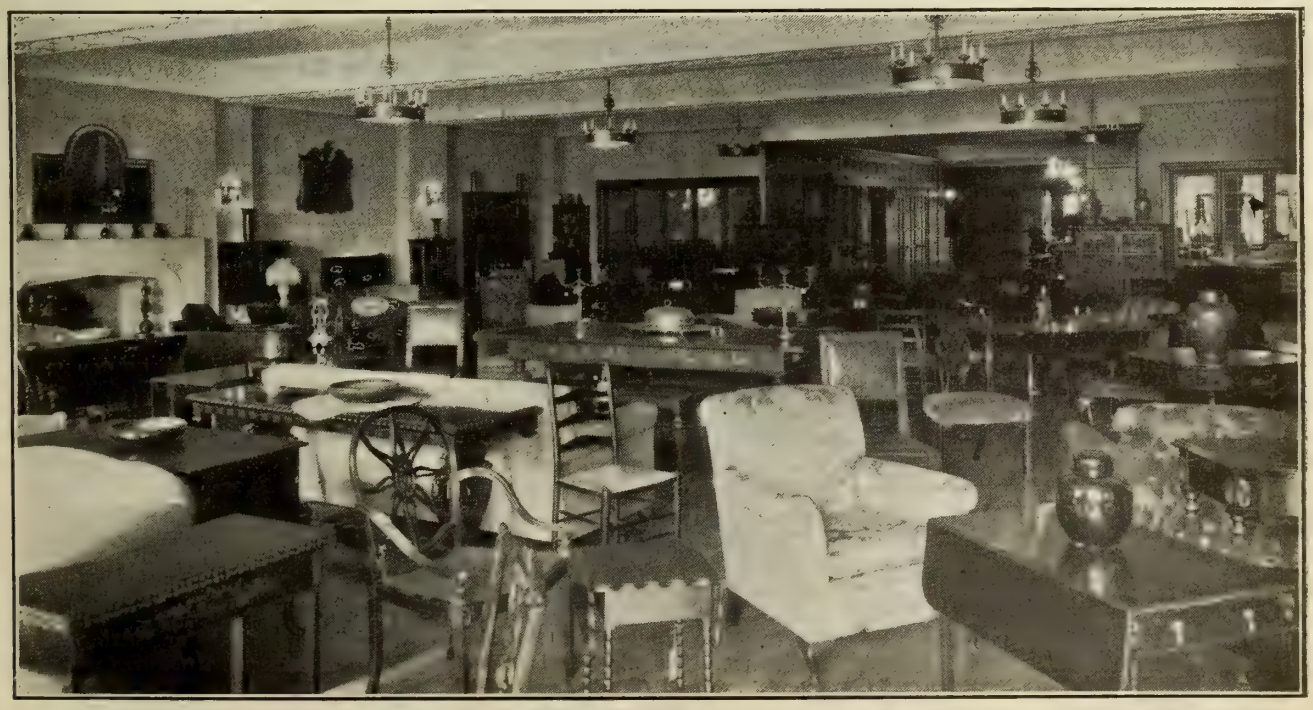
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## PROPOSED CANADIAN EXHIBITION IN SWITZERLAND

The city of Lucerne has extended, through the Swiss Consul General in Montreal, an invitation to the Canadian Government to arrange an exhibit of Canadian products in Lucerne. For this purpose the town of Lucerne is placed, free of charges, at the disposal of the exhibitors and its attractive Exhibition Building, formerly the International Peace Museum, built in historic style, situated on the shore of the Lake of Lucerne, and adjoining the railway station. Gas, water and electric plants, existing in the building are also placed, free, at the disposal of the exhibitors.

Cinematographic views of industrial and agricultural life in Canada are welcomed, and this exhibition which would be in the nature of a sample exhibition will undoubtedly develop the mutual trade relations between Canada and Switzerland. The Canadian export to Switzerland was, in 1921, greater than before, namely 85 million dollars, i. e., about the same amount as the Canadian export to the British West Indies.

Canadian exporters who are aware of the fact that Switzerland thus offers a very excellent opportunity for them to get in touch with that market will undoubtedly welcome this news, and it is hoped that the invitation of the City of Lucerne will be accepted.



*This is the large show-room at the end of the entrance hall, spoken of in the accompanying article. Note the glass panels separating the offices and the artistic lighting arrangements. Shown by courtesy of the Thornton-Smith Company, Toronto.*

# Knowledge of the Science of Salesmanship and Merchandising will Carry Merchants Through

## President Mackintosh of the Advertising Clubs of the World Tells St. John's Ad. Men What Proper Education Means to Better Business—Inefficiency in Business Can Only Lead to Blank Failure—New Methods Required

BRAIN work and real salesmanship are two points which Henry Mackintosh, president of the Advertising Clubs of the World, stressed at a recent meeting of the Advertising Club of St. John's, N. B., as necessary qualifications of salesmen and merchandising men to tide over the present period. While the manufacturer might conduct a very efficient and broadcast advertising campaign, Mr. Mackintosh pointed out that the final outlet of the product was through the retail salespeople; if, therefore, this person was only half as efficient as he should be, the outlet of merchandise was restricted just to that extent. Upon the proper education of salespeople, said the speaker, depended the ability of many business men to successfully carry on their business over a prolonged period of declining prices, a period that might extend for twenty-five or thirty years. The president alluded to the fact that many men had left their former pursuits at the beginning of the war-time prosperity to engage in retail business. These men had been temporarily successful not because they had studied the science of merchandising or salesmanship, but because buying was being done on an extravagant scale, and all that was required was some merchandise and a place to sell it. These people, he said, were bound in time to hit the wall but any man who would devote himself conscientiously to the problems of doing business on a falling market and correlate his selling and his advertising might escape these consequences.

### Must Learn New Methods

Continuing his address, Mr. Mackintosh said, in part:

"There never was a time in the commercial history of this continent when it was so urgent that we business people get together and discuss conditions thoroughly and carefully. We have got to learn to do business to-day on an entirely different basis from the last quarter of a century and for another quarter of a century to come we will have to do business upon this new basis.

"Colonel Ayres, the government statistician who founded the statistical department for the American Expeditionary Forces over in France and then came back to Washington and investigated price figures running back more than a century, has prepared a very interesting chart which shows us that the extreme peak of high prices over which we have just passed is nothing new in the history of our country. We have heard people talking as if this last burden of high prices were something absolutely unparalleled in the history of this country, while it has happened precisely three times the same way. Three times prices have gone up 250 per cent. above the starting point. The first time, after a slow climb of thirty years, that peak was reached in 1812. The war of 1812 accelerated the climb of high prices so much that they toppled over and started down.

"Then for twenty-five years that downward path continued until the bottom of the valley was reached. Once more prices started slowly to climb until after a quarter of a century the war of 1861-1864 accelerated the prices and toppled them over. Again they started downward and kept going down for a period of twenty-five years when once more they started up for twenty-five or thirty years until the great war accelerated them enormously and again they toppled over and started down.

### Prosperity and High Prices

"Prosperity and high prices have nothing in common. If high prices meant prosperity, which would be the most prosperous country in the world to-day? It would cost you (but I hope it won't cost you) 1,500,000 roubles to-day to buy a suit in Russia. It would cost you 2,000 roubles to send a first-class letter. If high prices meant prosperity, obviously a country having prices which have reached such high levels would be the most prosperous in the world. In reality, of course, high prices have nothing to do with prosperity. The only relation is this: How much in commodities can a man get for what he earns by his labor? How much will his effort buy him?

"Most of the selling in America is done of course by retail salespeople. It isn't done by highly skilled specialty salesmen. And these salespeople look upon the proposition of creating desire and concentrating it upon certain goods as work. Human nature naturally flees from work and retail salespeople in the last four or five years have not had to sell goods.

"As a result we find to-day that we are obliged to meet an increased resistance with a very much lowered pressure.

"I like to lift a simile from the electrical industry. The electrical people have a law they call Ohm's Law. Ohm's Law tells us that volume always equals pressure divided by resistance. Now Ohm's law of electrical industry applies just as thoroughly to selling, does it not? Sales volume always must equal sales pressure divided by sales resistance.

### When the Sale is Made

"I like to compare the process of distribution to the creation of a vast pipe line leading from a great tank into which the producer pours his manufactured article. The first link in the pipe line of distribution is the merchandise broker. Then there is a joint of transportation, carrying on to the second link, the wholesale house. Another joint of transportation carries that link on to the great jobbing house, and again there is a joint of transportation which carries on to the last link in the pipe line, which is the retailer. Now the manufacturer who thinks that he has made a sale because he has moved his merchandise out of this tank along to one or other links of that pipe is making a great mistake. Brokers, wholesalers, jobbers and retailers do not use merchandise; they merely handle it. Let a manufacturer move a thousand cases of his merchandise into the warehouse of a wholesaler and until that merchandise moves along the pipe line of distribution to the ultimate consumer, the only effect is to clog the pipe line at that point.

"The only sale that really counts is a sale made to the person who will wear the stuff out or eat it or in some way render the reproduction of that merchandise necessary. The merchandise must pass clear out through the end of the pipe before the sale has really been completely made. At the end of the last link in this pipe line of distribution we have a tap, and through that tap ninety-odd per cent. of all merchandise sold in America must pass and does pass into the hands of the ultimate consumer. That tap is the retail sales person behind the counter. Experiments made recently have shown us (in the case of our experiments at least) that this tap is just forty-five per cent. open to-day; that fifty-five out of 100 sales made by advertising are killed by salespeople.

"Advertising seldom sells goods. Advertising does not sell goods except in the case of the great mail order houses, perhaps, and the companies that deal directly with the consumer. All that advertising may do for most of us is to bring customers into stores where salespeople may either sell them goods or kill the sales, as they did in fifty-five per cent. of the cases of our test.

(Continued on page 89)

# Extensive Building Helps Business

## Housefurnishing Houses Have Difficulty in Meeting Demand for Dotted Swiss—Madras Being Used Extensively for Dresses—Curtains to Match New Wallpapers—Many Stores Add Housefurnishing Lines

DOTTED Swiss muslin is so much in demand these days that homefurnishing houses are finding difficulty in keeping it in stock. It is being used extensively with the frills which were illustrated in the March issue of Dry Goods Review. All the other white materials are moving well too, grenadines, marquisettes and voiles being the best after dotted Swiss.

### Madras Selling

Madras is selling for several purposes. One is for the down-dilly dresses which England is so fond of just now and which manufacturers in Toronto are making up for the Woodbine races. The other use is for curtainings. Madras is now fairly reasonable in price and therefore bought by small retailers who have homefurnishing departments much more than it was a year ago.

The Toronto representative of one of the largest Scotish manufacturing houses has a new line of madras which is a mixture of silk and mercerized yarn. This madras has a very high lustre and finish and the colors are very attractive. It is from 36 to 50 inches wide and is moderately priced (it goes to the trade for about $1.55 a yard). The colors are rose, blue, olive green, mulberry, copper and a wonderful gold.

Then there is another line called Terry madras. There are panels of woven madras separated by a cloth which resembles terry cloth. The pattern is woven in the madras, however, and not printed as in terry cloth.

### Colorful Wallpapers Affecting Curtains

To harmonize with wallpapers which have sunset and other colorful designs, the drapery people are paying much attention to rich soft colors in the lines they are making. There are few materials shown in the primary colors as there were a year ago. The softest shades of blue, green, purple and yellow are being blended into very artistic hangings.

### Filet Curtains Still Good

In the better grades of white, the filet designs on net and marquisette grounds are still selling well. Most business is of course done in the made-up curtains.

Several Toronto firms have lately introduced some clever designs into these lines. The filet is sometimes combined with an imitation of Torchon or Irish lace. Borders are good either flat or scalloped. The flat borders sometimes have designs on them.

### Business Better This Week

Though the late Easter season delayed the homefurnishing lines considerably, Toronto houses report a decided improvement in the last ten days. It must be remembered that there was considerable buying last fall after the "holding-off" policy of the year before so that the sorting orders have been rather small this spring.

The impetus which has been given to building in the last six weeks and the rapidity with which houses are going up has helped homefurnishing lines. The summer cottage business has not been felt yet but drapers and furniture houses say that as long as regular building continues they are quite satisfied. On the whole, summer cottages do not net them the profit that town and city homes do.

### Homefurnishing Departments Increasing

A representative from Dry Goods Review while on a trip through central and eastern Ontario this month, was particularly impressed with the increasing number of stores which are adding homefurnishing lines. This means not only the usual draperies and carpets but furniture and wallpapers.

The principal factor in making such a department a success, we were informed, is the obtaining of a man who has had experience and considerable taste. There is no other branch in which the customer is so dependable on the store. Many people have not the slightest ideas on harmony and style in home-decoration.

One Belleville department store has now 4 sections given over to the following lines: carpets and draperies, bedroom fittings; wallpapers; porch furniture. The man in charge gives estimates as to the approximate cost after seeing the home and suggestions for style and harmony. Though this department was begun last year when business on the whole was very lax, it has carried itself along. The people of Belleville seem to like the idea of unloading their household cares on capable shoulders.

A general store in Trenton, Ont., has increased its turnover in the last year from $3,000 to $13,000. It consists of draperies only and is only a small section on the second floor. The sole fixtures are four attractive windows over which curtains are draped in various ways. The manager of this store believes that the care which he has given in buying only merchandise which will turn over quickly and in stocking small quantities at a time has made this department so successful.

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### EXTENSIVE BUILDING

(Continued from previous page)

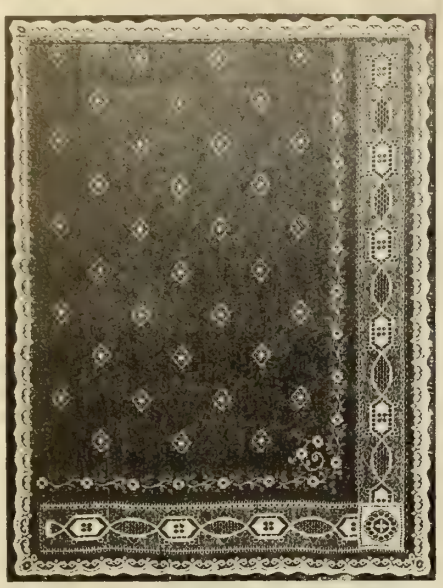
"We don't sell articles, we sell the need for or the use of an article. Twenty years ago Mr. Simmons, of the Simmons Hardware Company, said to the salesmen in hardware stores: 'Don't try to sell augers; sell the customers holes and he will have to buy an auger to make them.' The same thing is true of everything that you and I try to sell. For example, let's take the case of men's overcoats. Perhaps you think you bought an overcoat last Fall? You didn't buy an overcoat. What you bought was warmth, comfort, protection, style, fit, appearance. You bought the functions of the overcoat. Every woman who buys clothes buys style first and the other considerations—she does not buy a cloak or suit; she buys the function of the cloak or suit to her. It is always true that what we must sell is the use to which the article is to be put. To find that use we must look at the article through the eyes of the prospective customer and consider what could the customer do with this article if she or he bought it.

"It is a fact that the good will of our customers on which the success of our business depends no less than the reclaiming of fifty-five per cent. of sales which might be and are not made as the result of our advertising, rests in the hands of retail salespeople. What are we going to do about it? What are we going to do to realize that fifty-five per cent. of lost sales? The answer must be found in education.

### A Campaign of Education

"The Associated Advertising Clubs of the World are, without question, the greatest marketing organization in the world, and therefore we have felt that it was our duty not only to get in back of a movement for better advertising, but to enable the retailers using this better advertising to secure its full benefit through backing it up by better salesmanship. Therefore our educational department has prepared two courses, one a short course in advertising which the retailer—or the person in his establishment who takes care of his advertising—may take up, and the other one a short course in retail selling for the benefit of the salespeople in the retail stores. The short course in advertising is generally put on by our local advertising clubs, and is meeting with great success in all parts of the country. Some of our clubs are also putting on the short course in retail selling, while, in other cases, the retailers prefer to put this course on in their own stores."

# THE JAMIESON LINE OF CANADA



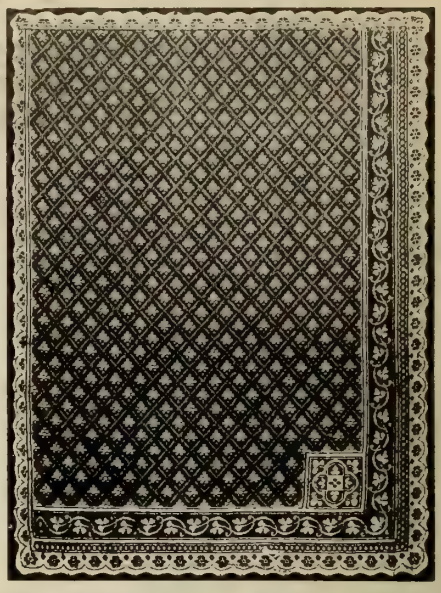
**L 4**

As illustrated — 2½ yds. by 38"— white or cream. Novelty design. Splendid value. Per pair, $1.65.

## NOVELTY LACE CURTAINS

**L 8**

As illustrated — 2½ yds. by 40"— white or cream. Dainty allover pattern with novelty corner effect. Per pair, $1.95.





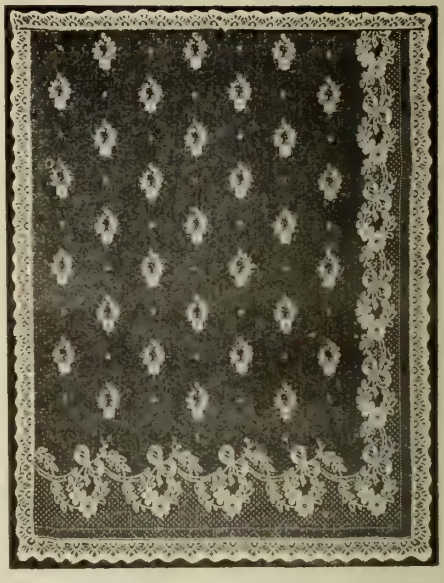
**L 13**

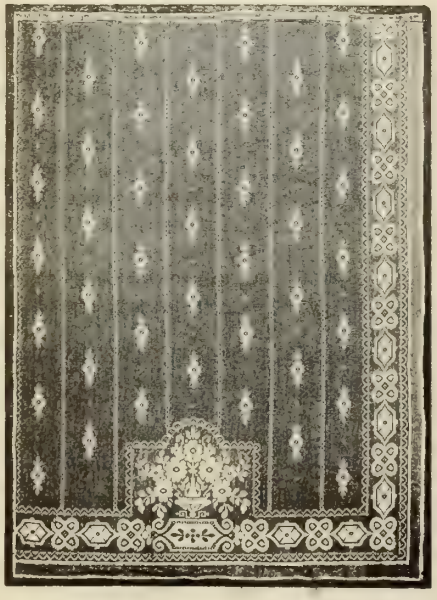
As illustrated — 2½ yds. by 40"— white or cream. Spot effect on ground. Fancy corner. Per pair, $2.45.

**IMMEDIATE SHIPMENT**
FROM STOCK

**L 15**

As illustrated — 2½ yds. by 40"— white or cream. Fancy ribbon effect. Novelty centre. Splendid seller. Per pair, $2.45.





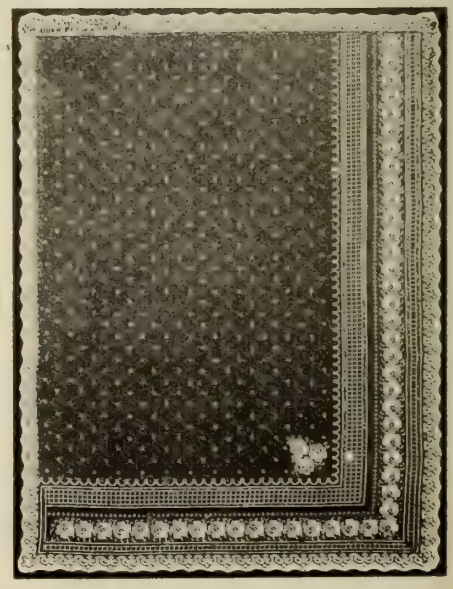
**L 45**

As illustrated — 2½ yds. by 40"— ivory only. Stripe effect with novelty panel at foot. Per pair, $2.35.

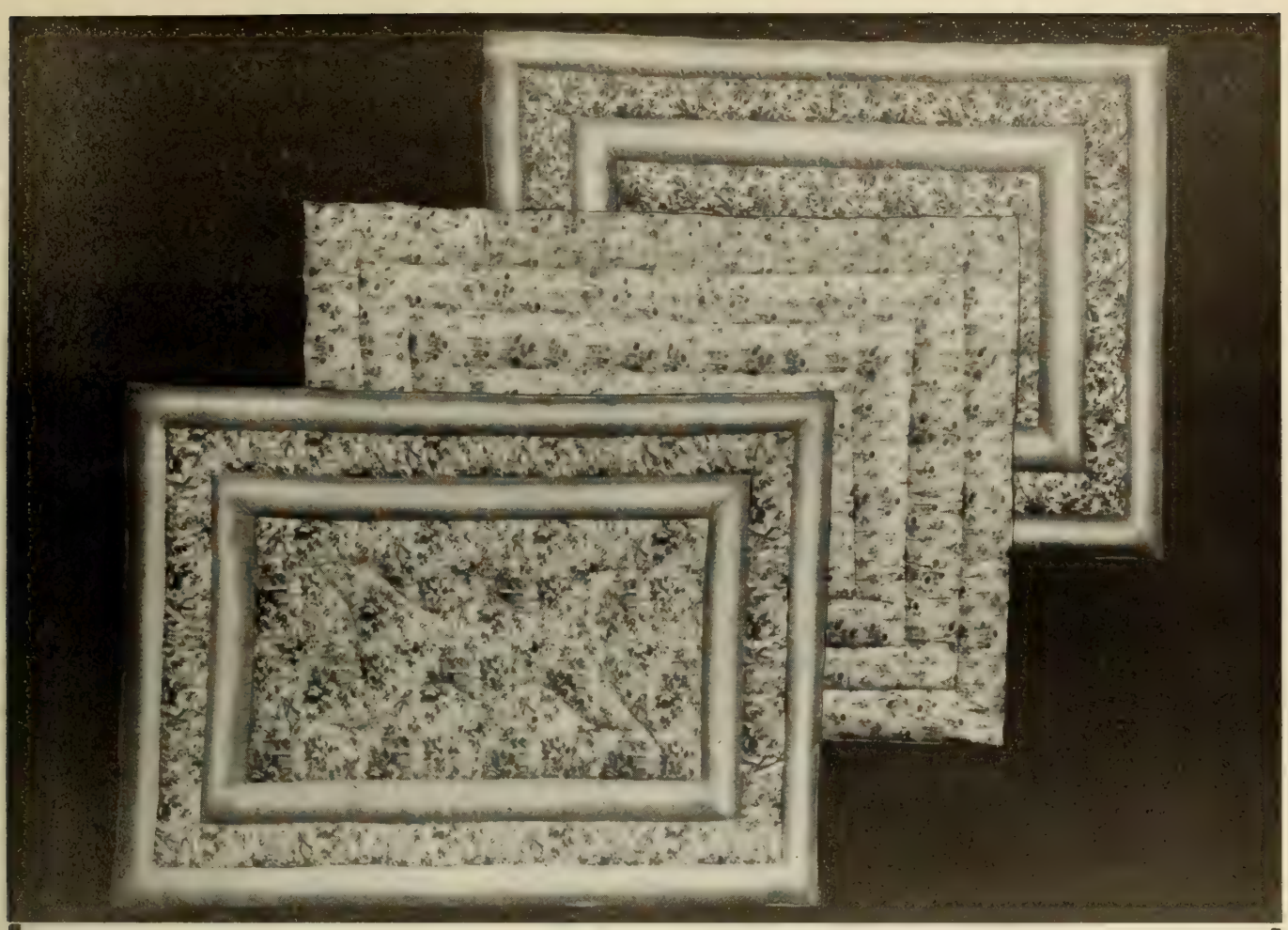
**AT TORONTO**

**L 19**

As illustrated — 2½ yds. by 45"— cream or ivory. Dainty small spot effect with handsome border. Per pair, $2.95.



*6 Wonderful Values—Single Bordered Curtains.*
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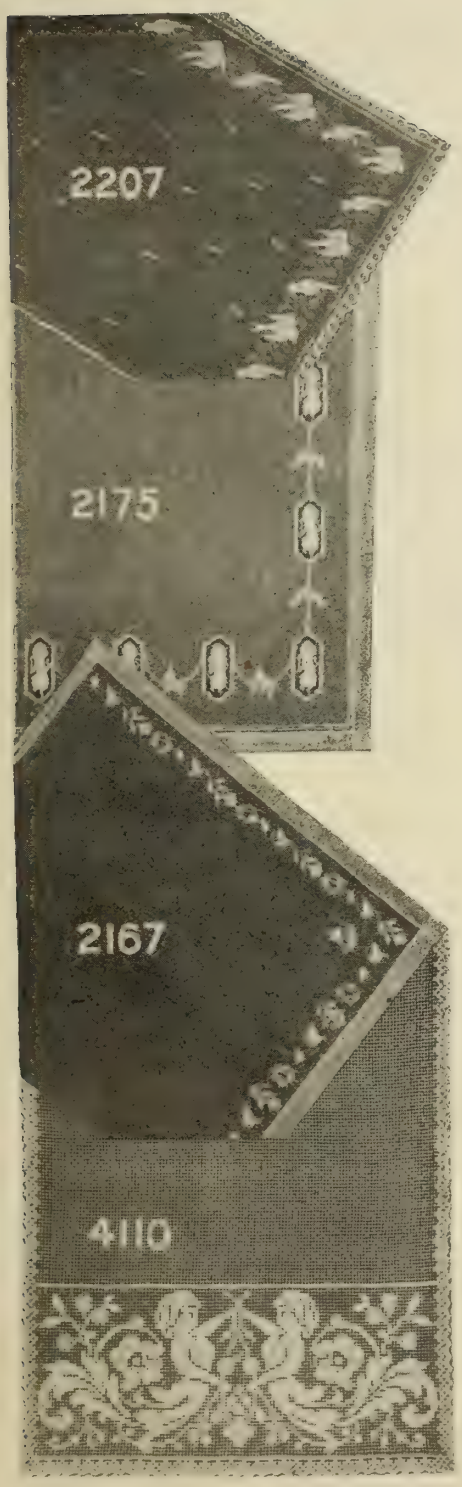
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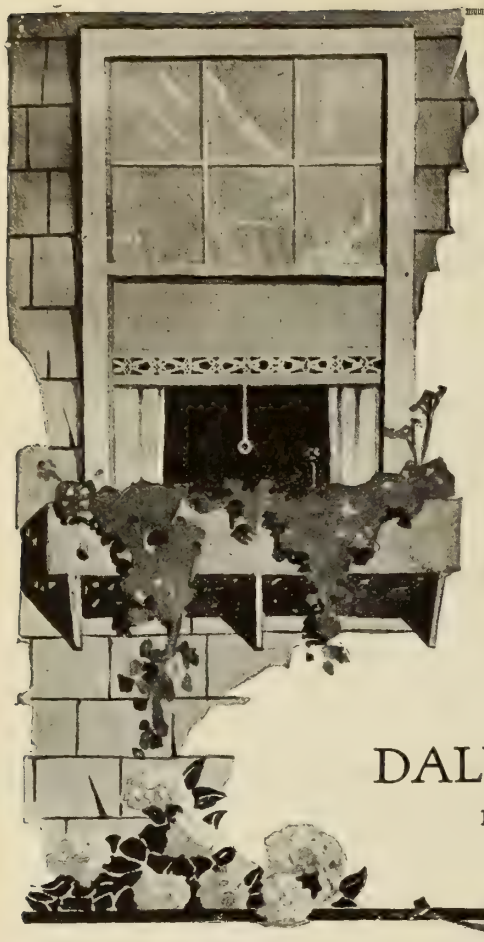
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C. W. WILLIAMS

Manager Canadian Warehouse

Telephone: Main 1980



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People are moving into new homes, that means more new shades.

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We are ready to co-operate with you. Order now. "Dalmor" Brand shades are the best—ask for them—they are—

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# KENWOOD BED BLANKETS

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These stores also found that there is both extra profit and customer satisfaction in the sale of Kenwood solid color Bed Blankets—blue, scarlet, tan, emerald and grey—for camp and cottage use.

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- Made in a Canadian Mill by Canadian workmen
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***A sample assortment of these desirable bed blankets—just one pair of each of the twelve patterns—will enable you to test for yourself their sales qualifications.***

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have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unshrinkable, fast colors and widths. They are unequalled for quality, and made in all colorings To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."



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Made by

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**THE FINANCIAL POST** 143-153 University Ave. TORONTO, CANADA

# Paris Demands Comfort in Children's Wear: New Models Described by Paris Correspondent

## Linen and Sponge Cloth in Light Shades Are Among the Favorites for the Young Folks—Cotton Gabardine a Favorite for Children's Costumes—Different Styles of Rompers—Some Novel Seaside Costumes

**Written Specially for Dry Goods Review by our Paris Correspondent**

PARIS, April 27th, 1922

As mentioned in my last letter, I will to-day take up children's wear.

Of course, in Summer, the main point in that department, is to insure the greatest freedom and comfort to the little ones, who will not bear any heavy clothing, or be hindered in their movements. The present fashion, in that respect, is a very practical one, for little boys and little girls have hardly anything on their body during the hot days of Summer: just a cotton combination and a dress or a suit.

### Linen and Sponge Cloth

Linen is a great favourite for them, but sponge cloth, less cold, would do quite as well, if not better, to prevent colds that are not unfrequent in hot weather. Of course, light shades that wash easily are always preferred: salmon pink, lavender blue, white, with colored trimmings are amongst the most favoured. Similar designs are chosen for both tiny boys or girls: the boy has the shortest pants you can think of, with pockets in front, underlined with embroidery, and a sleeveless vest, with an oval neckline, also trimmed with embroidery, or braiding, and on which the pants are fastened by means of big pearl buttons. The little girl has a straight frock, exactly in the same shape as the boy's vest, fastening on the shoulders, and with a narrow loose belt, low down the back. Of course the skirt is very short. While she has a capeline hat in linen to match her frock, her companion will wear a real panama straw hat, almost like daddy's.

Instead of an inner vest, a Russian waist, trimmed with open work would look nice too, and more dressy.

### Sailor Suits for Spring

In the Spring, sailor suits made of serge, with braided motifs, and a sailor cap, are found very convenient, and often asked for. Later on, if the pleated skirt and loose waist is the weakness of the mother, similar suits could be made in linen, and even sponge cloth, which is exceedingly fashionable this season, in plain or striped, or checked designs.

Cotton gabardine is a great favourite material for children's costumes: we have any amount of one piece dresses, or waists for boys, made in that material which is only trimmed with narrow white braidings, or a bit of embroidery. The lines are always very staple, hardly any sleeves, and when the waistline is underlined, it is low, and the skirt is nothing more than a flounce a few inches high.

Our little boys look very pretty, when dressed up for a party, with a trouser costume, composed of tiny plain pants, fastened on a waist quite plain, or with a little openwork, and a deep finely tucked "collarette" and turned up cuffs on the short sleeves that fully show the elbow.

### Rompers are Fancied

Rompers are also the object of much fancy; there are some worn over a fancy waist, with straps, trimmed with braiding, and others one piece, fastened in front, and rendered less plain by means of big colored stitchings. Others are in sand cotton fabric, with all sorts of designs inserted from place to place, in rather showy colors, just what is needed to catch the child's fancy.

There is now a great tendency to dress our very young girls in very wide dresses, short, as usual, but deeply flounced on a tiny yoke, or with any amount of tucking, that makes the skirt very broad. They look clumsy in them, but pretty all the same, especially if they wear with such dresses an amusing country bonnet, of dotted muslin, same as their dresses.

Our little boys' overcoats are very much like their fathers'. Raglan shape with any number of pockets, big buttons, fancy collars and revers: the material generally chosen are covercoat, cheviot and all kind of English suit cloths.

### Girls' Coats

Our little girls, on the other hand, stick to French materials for their coats, which are usually made of "drapella," of a sand, grey or beige color. These coats are wide, with turned up collars, long sleeves, and no trimmings but big galalith buttons. For Summer wear, they may put over their tiny dress a linen coat, elaborately trimmed with embroidery or braiding, and very fanciful.

### For the Seaside

For the seaside, we shall often see them dressed in bright colored wool jersey, of knitted yarns, with fancy polo caps: both boys and girls will be dressed alike, with knickers and short waists that won't worry them. Our little girls will insist on having a bathing suit of a very fancy style, and their "peignoirs" will be made of original sponge cloth, with big white revers, and cuffs. When crepon is used for this purpose, it will be adorned with fancy designs inserted.

The youngest generation of men is already wearing pyjamas, either made of embossed crepon, of light colors with white cuffs and revers, or in fancy printed cotton fabrics, with dark colored accessories.

All the footwear for little ones is low shoes with straps, and the hatwear consists of a drooping brimmed hat for little girls, devised in all materials, and a turned up hat in straw or linen for little boys.

### The Older Children

What I wrote above applies to children under 7 years of age. Afterwards, our boys are dressed in a less fanciful way; sailor suits with short or long trousers, Norfolk suits, fancy sports costumes, with white trousers, and fancy striped coats, there is nothing very particular about their clothing. Then they dress like gentlemen, more elaborately, and with a particular attention to their ties, socks, etc. just like all dandies.

Our little girls begin to know what is fashionable, and take an interest in the manufacturing of their dresses. They want to look very pretty, and their taste comes in sometimes useful. When about 10 years old, our young ladies begin to wear silk dresses: taffetas is rather fashionable just now for afternoon or wedding dresses for them: they are very simple, generally composed of a very straight, flat bodice, and a fluffy skirt, made of two or three scalloped frills; the waist is long and there are tiny balloon sleeves. In pink, blue or changing taffetas, they are very dainty. The hat that matches it is in taffetas, with ribbons and pridles. A similar dress, only with one frill on the skirt, but two or three rows of ruffles is also very nice and for her first ball (young ladies go out dancing very early nowadays,) these ruffles may be replaced by garlands of flowers, and a similar one in the hair.

Tailored costumes are pretty much the same as ladies: they are composed of a plain skirt and a short loose coat with pagode sleeves, long waistline. Casha is the most favoured cloth for this purpose. Sometimes they have a one-piece dress, or a fancy cotton voile blouse, trimmed with openwork, and draped down the waist which is always long. Their shoes are a mixture of straps, very fanciful, and their hats are as a rule, capelines, with ribbons and flowers. Next month FANCIES.

Yours truly,
JEANNE GSELL

# A Mismanaged Alteration Department

## Unless Properly Handled it Can Frequently Undo Good Salesmanship in a Ready-to-Wear Department—Value of Prompt Delivery—Points to Remember Regarding Alterations—Cost Schedule and Record Book—Eliminate Alterations Where Possible

A READY-TO-WEAR department store cannot be considered 100 per cent efficient in point of service unless its alteration department also lives up to the standards set for the store in general. Although the sale of a garment may be made with satisfaction to the customer, yet the best efforts of the selling staff are rendered null and void by poor co-operation by the alteration department that fails to keep its promise or which is run on slipshod methods that can only undo all the good accomplished by the main section.

Women's and children's clothing may be ever so effectively arranged and displayed, and may be merchandized by the most approved methods, having everything to commend it to the taste of the buyer, yet the unseen alteration department may act as a destructive agent and create a continual expense, all for want of a definite and painstaking oversight on the part of the department head.

### A Common Error

In a certain store visited by Dry Goods Review lately, this particular form of faulty service was particularly glaring. Several customers had bought new Spring suits which they desired to wear as soon as possible, and one woman was counting upon having her new costume in readiness to wear to the races on the opening day. The suits had been bought fully four days ahead and the alterations needed were slight, including shortening of skirts, moving buttons, and in one case, making the waist band tighter. Yet, though a promise had been given to deliver these, none were forthcoming and the only excuse vouchsafed was the time-worn "I'm sorry, Madam, but the alteration department was so rushed it could not get your suit done in time." This sort of happening is becoming all too common in even the best stores unfortunately, and it has the usual result of making customers disgusted with the entire store. They put no more faith in any promises made to them in any department, and they tell their friends how disappointed they have been. The moral about such episodes is obvious. There are many ways in which the necessity for alterations may be lessened, particularly in rush times when it is to everyone's advantage to undertake as little extra work as possible. Some saleswomen have been found, however, who consider it good policy to suggest alterations because the charge for the latter goes to swell the profits of the department. This attitude should be discouraged at all times, for even though a customer may be willing to pay the extra sum charged for effecting alterations, she may at the same time be obliged to economise on some other article, such as a blouse, hat or footwear which she had previously planned to buy in the store.

### Keep These Points in Mind

The first rule which should be observed in this connection is the recommendation that no garments which require radical alteration are to be sold. Customers must be convinced that garments requiring alteration are inevitably spoiled since the original lines are thus altered. But when alterations are actually necessary, the following points should be kept in mind at all times.

Have efficient fitters whose first markings are correct.

Avoid altering a second time.

Make a customer feel at all times that you are doing everything possible to satisfy her, but don't let her get the impression that she is conferring a favor on the store by purchasing a garment.

Be courteous at all times to customers whether they call personally or by telephone.

Don't promise deliveries which cannot be made.

Make deliveries as promised.

Insist upon satisfactory work in the alteration room, even though it means a slight increase in the cost of operating and in overhead expense. Efficient service in this connection will ultimately reduce cost and mean better business and more satisfied customers.

Have a fixed schedule of prices for the usual alterations and have this memorized by saleswomen so that they may be able to give an estimate to customers at once. In certain cases it may be advisable to offer alteration work free, especially when it concerns the usual lengthening of sleeves, or shortening of skirt, but the more general rule is to fix upon a set schedule of extras, or on an outside figure to cover the entire operation. This should be reckoned on the amount of time reqired by the sewing girl in the workroom to effect the changes, and is usually based upon a cost of fifty cents an hour. In cases where hand work is necessary instead of machine stitching, the scale should include charges for both such as "Hems altered by hand—$2. By machine—$1."

### Record Book Simplifies Calculation

The head of the workroom should maintain a record book in connection with alteration work. In such a book she should note the exact time taken by a sewing girl to do a particular piece of work. In larger stores, cards are us which are punched "start" and "stop" to record the time taken, and such cards are collected every day and kept in the office, where the exact charge for alteration is then computed. Each customer is known by a number for greater convenience, and this number is also punched on the card.

### Explain Delays

There is one other detail which counts for added service but which is generally overlooked by ready-to-wear departments. This concerns the matter of personal interest in the customer whenever a hitch or difficulty with regard to delivery of her purchase is concerned. A telephone call, worded courteously and explaining exactly what has caused the delay in sending the garment, will please and mollify the most exacting customers. Do not leave it to the purchaser to call up the store and demand the reason for the delay but rather have the sales person who sold the garment get in touch with her, and then when the work is ready, it should be sent by special delivery and not left to go in the ordinary way. A purchase delivered on time is one of the surest means of establishing good will that any department needs to build on.

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A. O. Dawson, president of the Canadian Cottons, Limited, is spoken of as vice-chairman of the Montreal branch of the C. M. A.

**KENT-McCLAIN AGAIN**

Mr. Wm. McCaig has recently established a gent's furnishing business on Bloor St. West, Toronto. This new store is situated in the rapidly growing Runnymede district and carries a comprehensive line of men's wear. Mr. McCaig has purchased display equipment from Kent-McClain Limited (Toronto Show Case Co.)

**KENT-McCLAIN AGAIN**

Messrs. Holt-Renfrew & Co. have recently made alterations in their Toronto store for the purpose of carrying a line of high class ready-to-wear men's suits. Additional display fixtures in ¼ cut Oak have been installed by Kent-McClain Limited (Toronto Show Case Co.)

# Cool Apparel Appears for the Summer

## Vivid Colors Adopted by Youthful Element—Quieter Tones for the Matrons—New Separate Skirts Show Diverse Styles—Blouses Favor Voile as Popular Fabric—Show Skirts With Blouses and Double Your Sales

A SUMMARY of the coming Summer's modes was touched upon this month by a leading Montreal manufacturer of dresses who has studied the trend of demand closely and has noticed several outstanding features about the coming season which might ordinarily escape the attention of some buyers.

"We have to cater to two types of women this Summer," he remarked, "and the situation is somewhat different than it used to be. For instance, the more mature woman is now inclined to dress in quiet, subdued colors, such as black, grey, beige or the dull blues, while her younger sister flaunts in all the brightest tints procurable. The days are gone when it was considered correct for young girls or debutantes to array themselves in pastel tints and delicate blues and pinks. They now demand scarlet, jade, yellow and so on, in the most pronounced tones. As somebody cleverly remarked. 'The debutante of to-day wants to look rather more like a poster than a French bouquet' and this is exactly true."

### Ready-to-Wear Demand Divided

There is apparently a distinct division between the demand for ready-to-wear garments from young girls and that of older women. During the Spring months just ended, most Montreal stores reported a phenomenal demand for tan top coats of polo or chinchilla cloth, together with homespun dresses or fringed skirts with sheer dimity blouses, by the younger element, while the older set seemed universally in favor of well tailored navy blue twill suits or dignified wraps, with an occasional tweed or homespun of subdued shade. Likewise, where evening and dinner gowns were concerned, the bouffant, crisp creations of lace and taffeta which are so suitable for dancing were the choice of the flapper, but long clinging lines developed in crepes and heavier silks were selected by matrons. This trend of demand, divided as it has become into two distinct classes, will become even more pronounced as Fall approaches, and in the opinion of many buyers, women are gradually returning to their former standards of dress, garbing themselves in clothes more suitable to individual types leaving extremely short skirts for young girls who will probably not relinquish them quickly.

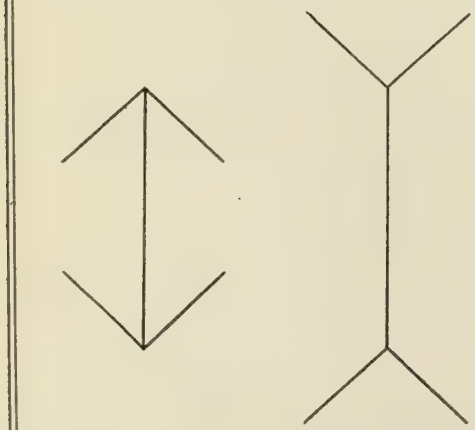
### Sports Skirts of All Fabrics

The topic of the moment insofar as Mid-Summer styles are concerned, is the new skirts which will be largely worn with smart blouses and sweaters on all but the most formal occasions. Most of the firms interviewed by Dry Goods Review seem to think that the greatest future for the separate skirt lies along the way of sports attire, and as the inseparable companion of the sweater and tailored blouse. For this reason such manufacturers are featuring simple, tailored styles exclusively in unusual striking fabrics. Contrary to expectations, pleats lead in silk skirts shown this month, while the wrap-around type predominates in other materials. The vogue for fringed hems is on the wane for Summer at least, except on the tweed or ratine skirts beloved of flappers.

Some of the most effective new models were developed in heavy white canton crepe in simple pleated effect such as is noticed on all the prominent tennis players in recent photographs. Such skirts usually have a soft tie sash tipped with tassels or silk fringe and the pleats are narrow knife pleats instead of accordeon style, as it has been found that the latter do not stay in long. Some very good flannel models were noticed also which feature a novel pleat stitched part way down to suggest the wrap around effect. Eponge, Roshanara and other fancy silks are likewise much seen as well as ultra smart and serviceable little models of cotton ratine with plenty of buttons down the front.

### Show Blouses with Skirts this Month

In connection with the subject of Summer skirts, a word should be included with regard to the waists and sweaters which form their accepted accompaniment. From all accounts the most successful results have been achieved in several ready-to-wear departments interviewed by Dry Goods Review by displaying sports skirts along with waists and sweaters which are appropriately worn together. It has been found time and time again that women will respond to the suggestion of an entire outfit when the sight of a skirt or blouse shown singly will not impress them. Especially is this the case with the more vividly striped garments which require care in adopting. A safe rule to follow is to recommend the wearing of mohair, alpaca or other light wools with flannel skirts and rough cotton fabrics on the ratine order, while with silk and satin fabrics, the fibre or real silk sweaters are correct. Striped or figured sweaters should be shown with plain skirts and vice versa. Many of these gayly patterned pullover sweaters will be worn without blouses beneath and the tuxedo style will continue to require a vestee to simulate a blouse effect.



### HOW LINES AFFECT THE FEMININE SILHOUETTE

In the accompanying diagrams some idea is given of the elusiveness of straight lines unless properly studied. In both diagrams, the same proportions are used, namely, a vertical line measuring 12 inches, and four short lines measuring five inches each. But the adjustment of the lines in figure A gives a totally different appearance to those of Figure B, dispite the fact that all lines are exactly equal. The significance of the two diagrams lies in the fact that height can be obtained by clever handling of lines upwards, while an opposite effect is achieved by drooping or downward movements. This diagram should be posted in millinery and ready-to-wear departments as a demonstration of the power of lines to make or mar the silhouette. The short, stout customer will be quickly convinced of the objections to a mushroom shaped hat, while the tall thin woman can be shown easily why she should not adopt upstanding bows or other stiff trimmings.

As a general rule, the woman who is over 5 feet 6 may adopt the general silhouette expressed in Diagram A, while her shorter sister should seek inspiration for her apparel in the lines of Diagram B. Thus they will gain real symmetry and dignity of appearance.

# "Tout Passe"

*(Everything Changes)*

THE FRENCH have a proverb which begins "*Tout passe*" (Everything changes). This contains the germ of an idea which should be good medicine for the business man who is inclined at the present time when trade is quiet to rest on his oars and delay making preparations for the busy period until that period actually arrives.

Everything in this world is continually changing. Some philosophers even tell us that there is no present; there is only the past and the future; the past is gone and to-morrow, even the next hour, the next minute, are in the future. And in the future only one thing is certain, that is, change.

So conservative is human nature that the great majority instinctively assume that whatever conditions exist at the moment must continue to exist for some time to come. The direct contrary is, of course, the case. The philosopher knows that whatever else may happen one thing is certain, viz., whatever is, is not going to continue.

Why is it that only the few can make money in stock exchange speculation? Because the ordinary man waits until prosperous times appear to him to have become established and to have become a permanent institution before he buys. And in most cases he then finds he has bought at the top of the market. On the other hand, when things are at their lowest and he could buy with a prospect or almost a certainty of profit, everything appears to him black and he cannot see any likelihood of change. The shrewd operator, however, knows that when things look at their worst it is time for them to mend. This is the time he chooses for buying and when everything is booming is the time he picks for selling.

We may not be on the eve of a big boom, but one thing is certain, things are not going to remain as they are for long.

Now is the time when shrewd and far-seeing men are preparing for prosperous times. They are making preparations so that opportunity may not take them unawares. They see that now is the time to cultivate trade and make their products known so that when the tide of prosperity is on the flow they may be in a position to take advantage of it and reap the benefit of their foresight.

If anyone tells you we are in for several years of business depression, take heart and be assured that this is a sign we must be nearing better times.

In the spring of 1918 many well-informed men predicted three further years of war. The war ended that autumn.

In 1920 many business men spoke of three or four more years of prosperity. The prosperity wave was even then on its ebb.

These men like the great majority did not realize that everything changes. Are you going to place yourselves among their number, or are you going to rank among the minority and bear in mind the proverb—*Tout passe?*

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to our list of satisfied customers fairly regularly; our plant is not the largest in Canada, but, what we do turn out is right. We would like you to see our range of

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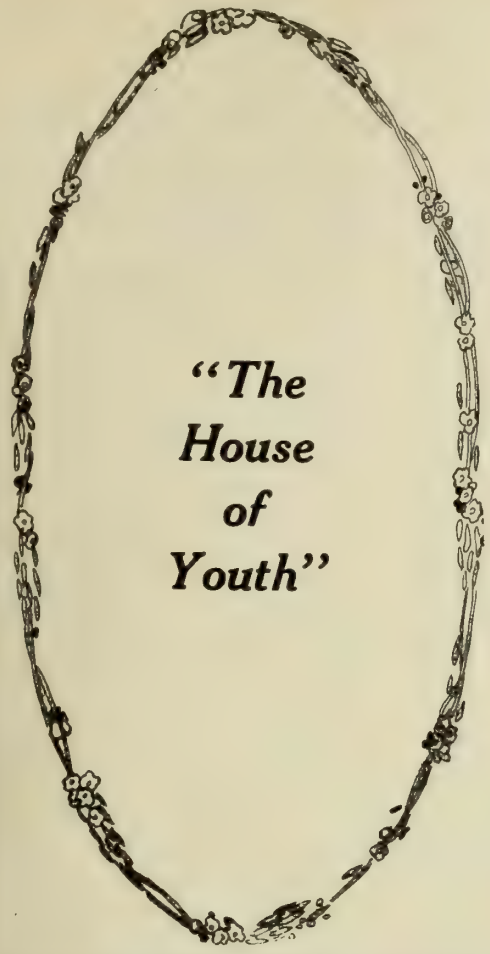
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# GENERAL NEWS OF THE TRADE

A. E. Runciman has opened a new store in Annapolis, N. S.

The Dale Wax Figure Co. have removed their Montreal office to the New Birks Building.

Mr. Edgar Wilson has commenced a dry goods business in Orillia, Ont.

Messrs. Boles & Fox are now in business at 2295 Yonge St., Toronto.

Keen's Women's Wear opened an attractive shop on Bloor St., Toronto, recently.

Milton's, Limited, the Toronto agents for Jaeger wools, opened their new store at 84 Yonge St., on April 11.

The Marguerite Shoppe has commenced business at the corner of Woodbine and Kingston Rd., Toronto.

Charles G. Scott, an employee of the knitting mill owned by D. Graham & Sons in Inglewood, Ont., died recently as the result of an accident in the plant.

Adolphe Des Roche has purchased the store of Lahey & Co., Penetang, Ont. He intends to operate it as a first-class department store.

The Employees' Musical Club of the Murray-Kay Co., Toronto gave a delightful masquerade ball recently. Several hundred were in attendance.

J. Harrow Ritchie has recently opened a new store at 19 Roncesvalles Ave., Toronto. He carries men's furnishings of the better kind, ladies' gloves, hosiery and lingerie and children's wear

The Dominion Dress Goods Co. will erect a new three-storey modern building in Brantford, Ont. The staff will be increased after this is built from 150 to 300 employees.

E. P. Luneau of Hamilton, Ont., has commenced in Oakville, Ont., the erection of a modern store and office building. The ground floor will be levoted to a dry goods, gents' furnishings, boots and shoes. The upper floor will be for offices.

The International Button Company of Smiths Falls, Ont., is planning an expansion of its factory. Its capitalization will be increased to $300,000, more machinery will be purchased and the staff will be increased to 100.

George S. Brown, who was connected with the Raymond Syndicate, a corporation controlling a large department store in Boston, died on April 9. In this connection it is interesting to note that the founder of this important syndicate was George J. Raymond a native of Woodstock, Ont.

White Spanish lace is just coming into demand for Spring trousseaux. Irish in the better grades is selling also.

J. J. Brown who for 26 years was connected with the woollen firm of George Pattison, Preston, Ont., died at his home in Brampton, Ont., on April 26.

La Modele opened up their new store at 86 St. John St., Quebec, on April 8. They carry a complete line of women's and children's wearing apparel, including footwear and undergarments.

Sky Bros. who were formerly in the wholesale dry goods business in Toronto, are now devoting their energies solely to the manufacture of ladies' and men's hosiery, in silk, silk and wool and pure fancy heathers.

Lord and Taylor's notion department reports splendid business from ready-made linings. The vogue of the one-piece dress and the perfection of these linings are said to be responsible for their increasing demand.

Mrs. C. B. Morrison, who recently opened up a millinery business in St. Marys, Ont., died in that city on Sunday, April 9. For years Mrs. Morrison had been connected with Fairweather's Limited in their branches at Toronto and Winnipeg.

G. B. Ryan Co. of Guelph, Ont., had an attractive programme at their fashion show held in the Castle Theatre on April 10. Besides the six adult professional mannequins and two child models, there were several ballet dances and solos to interest the visitors.

The sum of $20,000 represents the collection of royalties taken by trappers in Saskatchewan last year. This is the first time that royalties of this kind have been collected. An equal or increasing sum is expected to be derived from this source annually.

Moire is having the time of its life in American cities. It is featured for millinery, for handbags and for dress trimmings.

In England the portrait handkerchief is the new fad. On the corner of a silk square, a likeness of the owner is embroidered. Other handkerchiefs have the day of the week so that they serve as calenders.

During the month of May, retail sales of alarm clocks in one Buffalo department store were thirty-seven per cent. greater than in the previous month and sixty-nine per cent. greater than in the corresponding month last year. The increase in employment is said to be responsible for this.

An agitation is being conducted from Paris, France, to have Easter observed on the same day the world over.

The latest style emanating from Atlantic City is to have the name of the wearer on hosiery rather than the clocks and other adornments.

Still the novelty handkerchiefs are being promoted. Sefton's of London, England, have launched a Mutt and Jeff handkerchief and several new series of kiddies' handkerchiefs from the drawings of Lucie Attwell. The new "flirt" handkerchief has struck Indianapolis. They are lovely bits of batik work in the centre of which is concealed a powder-puff held in place by a tiny cord. The high-colored stencilled handkerchief is the fad of the hour in San Francisco.

A "color service" has been installed by a New York department store for the use of their sales girls. A flat counter case has been prepared which is placed on top of the showcase. By using this the saleswomen can tell what colors and color combinations should be used with certain things. The chart is made of a series of colors varying in intensity and arranged in checkerboard fashion. By the use of a "mask" or a piece of paper over the chart, all the colors that will harmonize with a given color are automatically picked out. The makers of the chart claim that 20,000 combinations can be selected with scientific accuracy.

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## MAKES PERSONAL SELECTION FOR CUSTOMERS

F. K. Hardy of the F. K. Hardy Co., of Toronto has recently returned from a trip to the Motherland. Mr. Hardy is the head of the tailoring firm of the above name and his object in going to England was to select, first-hand, materials for his customers. He believes that the best service can be given his clientele, so far as materials are concerned, by going in person to the great woollen markets of the world to make a personal selection.

In conversation with Dry Goods Review, Mr. Hardy stated that he believed most of the distress merchandise in piece goods had disappeared. Manufacturers he said, were eager for business but they had nothing in their warehouses and could not give immediate deliveries. He believes that manufacturers will not again make up great quantities for their warehouses, on account of the great losses they have had to take during the last eighteen months because of the great quantities of distress merchandise. In future, he thinks they will only make up according to orders placed.

# Tells Commercial Travelers of International Labor Conference at Geneva Eight-Hour Day Discussion

## S. R. Parsons Addresses Concluding Seasonal Luncheon at King Edward—Believes International Conference Can Accomplish Little for Either Capital or Labor—Too Much Politics?—Co-operation, the Key to the Difficulty

AT THE concluding Saturday luncheon of the season of the Commercial Travelers Association of Canada held at the King Edward on May 6th, S.R. Parsons told the gathering of the League of Nations Labor Conference which was held at Geneva in October and November of 1921. Mr. Parsons has been the employers' delegate at this conference on two occasions and his conclusions—after attending them, are that they cannot accomplish anything of permanent benefit to either employer or employee because of the diversity of interest in the various countries represented, the difference in the character of the industries engaged in, and the apparent disposition of government delegates at these conferences to "play politics."

Before Mr. Parsons was called on for his address, J. Harry Dodgson, first vice-president, gave a five minutes talk, urging the members of the association to be more enthusiastic in the work of the organization. He emphasized the fact that the commercial travelers of this country could have one of the finest organizations in Canada if the rank and file would take a more active interest in the meetings by attending them and getting others to attend them. His remarks were loudly applauded.

### S. R. Parsons

Mr. Parsons, in speaking of the labor conference in connection with the League of Nations, first told of the machinery that had been set up by the League for the discussion of world labor problems. It was provided that each country signatory to the League should have four representatives to this conference; Canada had two representatives appointed by the government, one from the employers and one from labor. The first conference had been held at Washington, the second and third at Geneva; and the speaker said he had had the honor of representing the employers at two of these conferences. The speaker explained that these conferences were not given legislative powers, but merely advisory, and their deliberations were sent on to their respective countries. It remained with the government of the day whether these deliberations were crystallized into law. Mr. Parsons said that a subject might be brought before the conference in two ways; either as a recommendation or by convention, the latter being the more important way. Anything that was endorsed by the convention method was usually considered to be effective for a ten year period.

### The Eight-Hour Day

Mr. Parsons devoted the principal portion of his address to an explanation of the discussion on the eight-hour day proposition. He said the provisions of this proposal were severe and drastic and that only four of the countries represented in the League had endorsed it, and they were not really industrial countries at all. Great Britain had said that conditions were such at the time that she could not agree to an eight-hour day.

The speaker believed that the chief mistake made at this conference was that too much was attempted. As a matter of fact, Great Britain and Canada had the eight-hour day but by agreement between employers and employees rather than by legislative enactment. The speaker felt that the question was largely a continental question and because the United States was not a member of the League of Nations it would be next to impossible for Canada to take any step in this direction that was not effective in the United States as well.

In discussing the question of an eight-hour day as applied to agriculture, Mr. Parsons asked the question if some of the government delegates were playing politics. He said that France, for instance, had submitted a petition against the mere consideration of the question at all; yet when it came to a vote the French delegates refrained from casting their votes. Though the British government delegates spoke against it, they too refrained from casting their votes. There was also a certain amount of dissatisfaction because non-industrial countries had the same voting power as industrial countries like Great Britain, for instance.

The speaker believed there was a general dissatisfaction with this international labor conference and its ability to bring about a solution of outstanding labor problems. What then, had they to look forward to so far as the solution of these vexed problems was concerned? Was there any way by which industrial peace could be brought about? So far as the speaker's experience went, he did not believe that any international labor conference could bring about industrial peace. Neither did he believe that any world-wide organization composed of representatives of the employers and employees could settle these problems. In such conferences two great armies were opposing each other with nothing in common to bring them together. When these two armies had interests that were common and employers and employees all feel that they can work together for a common end, then they would have industrial peace. He felt that they must get back to the time when the employer took more interest in the employee, in his life and comforts; both employer and employee must take a greater interest in each other's work.

### Co-Operative Committees

Mr. Parsons believed that this could be brought about through the instrumentality of co-operative committees. It was impossible to lay down a program for individual industries. This had been attempted under the Whitley plan in England but the expected results had not been obtained because it pre-supposed two great organizations of capital and labor lined up against each other.

The employer should think and plan for the employee, he should plan to give him the things he did not have and was entitled to, he should formulate schemes by which he could help the employee to save. For once a man began to save, he became a capitalist for a capitalist is a man who had a dollar left over from yesterday. Individual savings would do away with Bolshevism, because when a man had savings he had something at stake.

### Speaks of Re-establishment

After Mr. Parsons's address, a five-minute talk was given by Mr. Hirst who outlined what had been done for soldiers' re-establishment in the Niagara Peninsula.

W. H. Judge presided.

*A NOBLE DEED*

*The Commercial Travellers Association of Canada have added to their laurels recently. They have held four luncheons within the last few months and at these luncheons they have taken up collections for a cot in the Sick Children's Hospital at Toronto. The announcement was made at their concluding luncheon on Saturday, May 6th, that enough money had been collected to equip and furnish a cot in the Sick Children's Hospital which will be known as the Commercial Travelers Cot.*

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Almy's of Montreal won a 2 to 0 victory from Goodwin's of the same city in the feature game of the Mid-week soccer league.

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The machinery and business of the J. C. Baker Hat Co., in Belleville, Ont., have been purchased by S. Kronick of the American Hat Co. Operations will be resumed in the near future on a large scale.

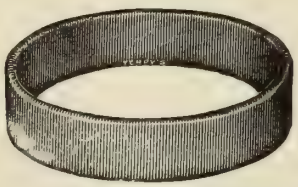
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James M. Ross who has been in business in Moncton since 1877, died on May 12, at the age of seventy. He conducted a tailoring and men's furnishing business in Moncton for many years. He was interested greatly in civic affairs, having been at one time an alderman.

# DOUBLE BUYERS' MARKET GUIDE


**The McElroy Mfg. Co., Ltd.**
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Royal Royal Garments
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FAMOUS FOR THEIR
***Fit, Cut, Style,***
***Hang and Finish***
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**47 Simcoe St. - Toronto**

La Vogue
BRAND
(REG.)
"DRESS FABRICS"
**F. A. RODDEN & CO.**
*Dry Goods*
*Commissioners and Importers*
52 Victoria Square MONTREAL



**The "AVECTA" ARMBAND**
*British Made by British Labor*
Joined by patent invisible clip, not soldered. Fitted with inner tape to stop overstretch. Boxed in pairs. Each dozen in cuter. Order a sample to-day. Buy from your jobber or from us direct but insist on getting the "AVECTA."
DISTRIBUTORS FOR CANADA
THE RIDEAU SPECIALTY COMPANY
SMITHS FALLS ONTARIO


The hides of some 3,500 muskrats, which last autumn were frisking round the shores of waters in the vicinity of Montreal have been counted by the provinvial game officers. This is not nearly as large a catch as last year. The price has therefore been kept up. It ranges between $1.25 and $2.25 a pelt.

A company with a capital of £250,000 has been organized to undertake the scientific culture of pedigreed flax in Egypt.

Gordon Selfridge, the Chicago merchant who invaded and conquered London, stated on his visit to the United States, that the English afternoon tea habit gives poise and "pep." When he opened his department store thirteen years ago, instead of discouraging this national custom, which his salespeople loved, he accepted it. Since everybody else in the country did it, no time or business was lost by giving time for tea to his 3,000 employees. The American has a breakdown at fifty he says while the Englishman swings a wicked golf club at sixty-five. It is this relaxing pause in the day's work which is one of the forms the Englishman's unhurried habits take—habits which result in great calm and balance in business.

The Textile Color Card Association of the United States has released its fall season color card. It contains 80 colors, 66 in silk and 12 in woolen. A few of the new shades are: the tans—muffin, toast and tiffin; the greens—Killarney and Erin, and several oriental and Russian colors—Kashan, a deep turquoise, Rangoon and Mandalay, both brown. The violet tones are named nuncio, pontiff and vatican.

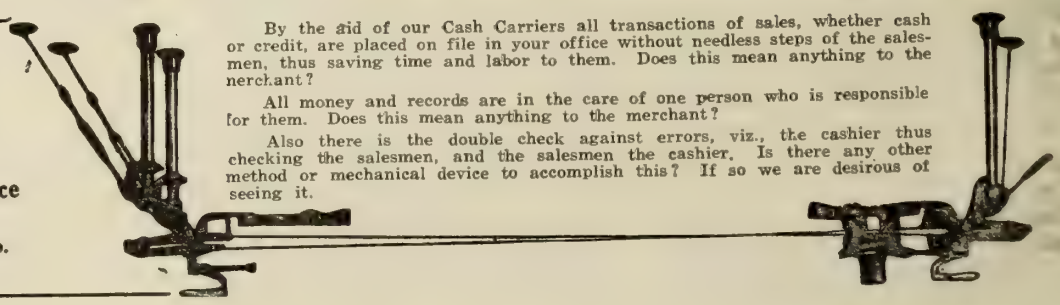

GIMP YOUR PATTERNS
**With Hardaker's "EASICUT" MACHINES**
It makes them more attractive. Economical, Fast, Practical, Neat.
E. W. McMARTIN
45 St. Alexander St. MONTREAL

**THE TRAINOR MFG. CO.**
Specialists in Stamped and Made-up
Ladies' Undergarments, Infants' & Children's Dresses
49-53 East 21st Street New York City
STAMPED GOWN SPECIALS
No. 900—Nainsook Gown. Made up in three designs, a doz. .....$6.50
64-60 count, full length, full width, two-inch hem Sizes 15, 16, 17, 18.
SPECIALS IN INFANTS' AND BABY DRESSES MADE UP
No. 145-146-147—Short Baby Dress, a doz.....$5.50— Gross .....$60.00
No. 0145-0146-0147—Long Infants Dress, a doz. ..... $6.00 — Gross ...$66.00
Stamped Three Designs. Three Shaped Yokes. Set-in Sleeves.
Terms 3% 10 Days

**WILL P. WHITE, LIMITED**
Head Office: Toronto 65 Simcoe St.
Montreal 137 McGill Street
Manufacturers' Agents and Distributors
Textile and Smallwares Specialities.
Wholesale and Manufacturers Only Supplied.

**The Canadian Lady Dress Co., Limited**
Kitchener, Ont.
Manufacturers of
*"The Canadian Lady Dress"*
Ginghams, Crepes, Chambrays, Prints
Write us for catalogue and Prices

**Why not have a double check on all sales? All kinds of cash and parcel carriers and pneumatic tubes.**
**Gipe-Hazard Store Service Co., Limited**
113 Sumach St., Toronto. Ont.



By the aid of our Cash Carriers all transactions of sales, whether cash or credit, are placed on file in your office without needless steps of the salesmen, thus saving time and labor to them. Does this mean anything to the merchant?
All money and records are in the care of one person who is responsible for them. Does this mean anything to the merchant?
Also there is the double check against errors, viz., the cashier thus checking the salesmen, and the salesmen the cashier. Is there any other method or mechanical device to accomplish this? If so we are desirous of seeing it.

# BUYERS' MARKET GUIDE


## COMFORTERS
COTTON-DOWN-WOOL FILLED
The Toronto Feather & Down Co.Ltd.
2151-53-53 ) undas St. W., Toronto

## TAPES
ALL WIDTHS AND QUALITIES
CARRIED IN STOCK
**Walter Williams & Co.**
508 READ BLDG., MONTREAL
WELLINGTON ST. W., TORONTO

## Bias Tapes and Ric Rac Braid
We specialize in these necessary, every-day lines. Write for samples and quotations.
BATES & KEIR
Peterborough Ontario.

"HOOSIER"
The best 36-inch brown domestic in America
*Buy it by the bale; sell it by the bolt*
Indiana Cotton Mill
Cannelton, Ind., U.S.A

T. H. Birmingham & Co
LIMITED
533 College St., TORONTO
Makers of
Women's High Grade Neckwear
*"The Exclusive Neckwear House"*

LARGEST MANUFACTURERS
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our Catalogue. It's free for the asking.
The Botanical Decorating Company
(Incorporated)
208 W. Adams St., Chicago, Ill.

## Announcement
M. Chassagne Limited have opened a Purchasing Office at 48 rue Richer, Paris under the personal management of Mr. M. Chassagne, who will gladly introduce prospective buyers visiting France, to the manufacturers.

## FRED JONES & COMPANY
*Manufacturers and Importers*
Babies' Hand Crochet Goods — Notions
Babies' Hand Knit Goods — Novelties
Art Needlework Materials
Room 712 Empire Building
64 WELLINGTON ST. WEST TORONTO

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Fraser's Trade Directories
*For Sample Copy Address*
Head Office—128 Bleury St., Montreal
Branch " —122 Wellington W., Toronto
(The Six Specialized Red Directories of Canadian Trade.)

## SILKS
I represent in this country some of the most reliable Manufacturers of High-Grade SILKS, in plain, fancy weaves.
Quality and Novelty is my motto.
**J. H. GAGNON**
108 Dandurand Bldg. Montreal


The merchants of Fifth Avenue, New York, are considering a proposal that they eliminate after-business show windows. The suggestion is that front windows be screened when the stores are closed for two reasons: one is to preserve the dignity and exclusive character of Fifth Ave., and the other and by far the more important, is to prevent "window shoppers" and unscrupulous garment makers from copying models shown in their windows.

### NEW TEST FOR LINEN

A new rough and ready test to tell whether a fabric is made of pure linen or linen and cotton (union) has been devised by Charles Anderson, of the Castel-island Linen Co. It does not require any chemicals nor microscope and is applicable especially for small pieces.

A thread is pulled out carefully, so that it will not be weakened, from the warp and filling. In case one of these threads is a ply-yarn it is to be separated into its component parts so that both the warp and filling will be approximately of the same thickness. These two threads are then gently pulled between the fingers to remove the sizing as much as possible, the natural dampness of the skin being sufficient for this. The threads must not be untwisted, however.

The two threads, which must be about three inches long, are then held firmly between two fingers and pointed upward. They must be held a short distance from each other so that they will not touch; each must protrude the same length. If any of the threads are of cotton they will invariably bend down under their own weight, while linen threads will remain erect.


## VEILINGS and SILK NETS
HODGES & LETTAU
232 McGill St. Montreal



CLIMAX PAPER BALERS
ALL STEEL—FIREPROOF
*"Turns Waste into Profit"*
12 SIZES
*Send for Catalog*
CLIMAX BALER CO
Hamilton, Ont

## Buttons
*Plain and Fancy Pearls*
We are making a very complete line of all Kinds
Write for Samples and Prices
SHULER BUTTON CO.
Brantford, Ont.

## HABERDASHERY
Every description of Haberdashery and Smallwares for Drapery, Dressmaking, Millinery, Fancy Needlework, Outfitting and Tailoring Trades.
FREDERICK NEWTON & CO.
8&9 Hamsell Street, London, E.C.I.
*Established 1871*

Fiskhats AND MERCHANDISE
D. B. Fisk & Co.
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New York Salesroom:
*Open Throughout the Year*
411 Fifth Avenue

Red Seal Zephyr Ginghams
Everett Classics
Eden Cloth-Peggy Cloth-Blankets
Smith, Hogg & Co
115 Worth St., N.Y.
77 Summer St., Boston
226 West Adam St Chicago

RIBBONS OF DISTINCTION
J.C. AMERICA'S BEST RIBBONS
"J-C" Ribbons have peculiar charm. Widely advertised to the consumer under their trade-mark names for the protection of the dealer.
"SATIN DE LUXE" "TROUSSEAU" "LADY FAIR" "SANKANAC" "VIOLET" "DEMOCRACY"
JOHNSON, COWDIN & CO., 40 E. 20th St., New York, N.Y. Made in U.S.A.

MESH BAGS
In Silver, Gun Metal and Green Gold Finish, Metal Frames for Ladies' Hand Bags.
*Made in Canada for the Canadian Trade*
WHITING & DAVIS CO.
SHERBROOKE, QUEBEC

# The McCaskey

**A combination** which, while giving complete Adding Machine Service, constitutes

## A CASH REGISTER

Equal to any four or eight drawer Cash Register.

## ADDING MACHINE

By use of duplicate tape on adding machine, a cash receipt can be given to customer, the duplicate remaining on rewind pin as record.

*PRICE—*

| | |
|---|---|
| ADD. MACHINE | $175.00 |
| CASH DRAWER | 60.00 |
| COMPLETE | 235.00 |




**ADDING MACHINE**
**CASH DRAWER**
**CASH REGISTER**

Choice of three keyboard arrangements.

One or two rows of 9 symbol keys will give complete Department and Clerk control.

## CASH DRAWER

A Cash System for all lines of business—without equal in price and service.

**Sold on liberal monthly payment terms.**

**A Two Years' Guarantee with each Machine.**

**Another addition to the already famous "McCaskey" line of specialties in Account Systems.**

## McCaskey Systems Limited

Galt, Ontario

Account & Cash Systems
Adding Machines, Sales Pads, Counter Check Books

*Several good territories open for live and able Salesmen.*

# Kwik Showcard Outfit, $4

## A Complete Equipment for the Showcard Writer




*Outfit Consists of---*

1 bottle Black showcard color
1 bottle Red showcard color
1 bottle Blue showcard color
1 No. 8 best quality red sable showcard brush
1 No. 4 best quality red sable showcard brush
2 pen holders
4 Soennecken pens
1 art gum
4 thumb tacks
1 compass
1 protractor
1 T square
1 pencil
1 ruler
1 complete set of lessons including nine modern up-to-date alphabets with full instructions on showcard writing.

**Write for Illustrated Catalog of Supplies**

## The Kwik Showcard School

81 Bond Street, Toronto




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*THE INQUIRER'S CORNER*

You may want to know where a certain line of merchandise in the Dry Goods Trade can be procured; you may have on your hands a problem in connection with your business that is difficult to solve. Dry Goods Review can render you a service and will cheerfully do so if you will fill in this blank.

*INFORMATION WANTED*

*Dry Goods Review,*
*153 University Ave.,*
*Toronto, Ontario.*

*Date* .....*1922*

*Please tell me* .....

.....

.....

.....

*Name* .....

*Address* .....

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# The Secret of Gold-Seal Congoleum's Success—

Attractive patterns, high quality, service, guaranteed satisfaction, advertising.

Those few words tell you the secret of Congoleum success. They explain why *Gold-Seal* Congoleum Rugs and Floor-Coverings are today the fastest selling floor-coverings in the world—why they give an average turnover of 4 to 6 times a year.

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A 40% heavier wearing surface than that on any other printed floor-covering means far longer service.

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*Gold-Seal* Congoleum advertising is telling the women of Canada the truth about *Gold-Seal* Congoleum.

And it is also telling them about the *Gold-Seal* Guarantee, which insures their complete satisfaction.

*Gold Seal*
**CONGOLEUM**
*ART-RUGS*
*Made in Canada*
*by Canadians —— for Canadians*

*Gold-Seal* Congoleum is the best value in the market today. Get your stock in shape for increased business. Send your order in today.

CONGOLEUM COMPANY
OF CANADA, LIMITED
1270 St. Patrick St., Montreal, Quebec



Corticelli
MADE IN CANADA

**Crochet and Embroidery Cotton**

NO MATTER what size or shade you are asked for—if your stock of Crochet and Embroidery Cotton is Corticelli—you have it.

Long fibre Sea Island Cotton guarantees maximum service and elasticity. Mercerization shrinks and toughens the fibre imparting a brilliant and permanent lustre to the thread, which lasts as long as the article itself.

Is your stock complete to supply promptly the many varied items demanded by your customers?

Our prompt shipment of mail orders will enable you to keep your stock up to peak efficiency.

## *Famous for*

**Quality**
None so good

**Shades**
Variety and Lustre

**Sizes**
Full range for good service



*Belding-Corticelli* Limited

**Montreal Toronto Winnipeg Vancouver**

# Dry Goods Review

Vol. XXXIV. No. 6 THE MACLEAN PUBLISHING COMPANY, LIMITED PUBLICATION OFFICE: TORONTO, CANADA JUNE, 1922



AFTERNOON TEA


Summer Silks

from

China - Japan - France - Switzerland

Great Variety in White

All Lines in Stock

A. S. King Silk Company

Limited

"The Silk House of Canada"



MILTON'S Limited, "The Jaeger Shop" Yonge Street, Toronto, catering in wearing apparel to the finer needs of discriminating men and women, is truly the "last word" in exclusive shops. The woodwork in Black Walnut together with the plate glass enclosed display cases provide a fitting setting for the display of those famous English lines for which this store is justly famous.

# Another Link!

*—in the chain of Kent-McClain achievement; binding, more closely than ever, the idea of Retail Merchandising and the institution of Kent-McClain.*

* * * *

The beautiful new Toronto store of Milton's Limited, "The Jaeger Shop," is further evidence of the important part Kent-McClain is daily playing in the creation of leading retail stores throughout the Dominion.

This new shop was planned, designed and equipped with such signal success that it is now recognized as one of Canada's finest merchandising establishments.

It will remain for many years an outstanding example of Modern-Merchandising Store Equipment.

**Kent-McClain**
(TORONTO SHOW CASE CO.) Limited

***Canada's Outstanding Designers and Builders of Modern-Merchandising Store Equipment***

183 CARLAW AVENUE, TORONTO



STAPLES
COTTONS
LININGS
WASH GOODS
SILKS
SMALL WARES
WOOLS
GLOVES
SELLING AGENTS FOR PRIESTLEYS
DRESS GOODS

LINENS
CARPETS, HOUSE FURNISH'S
WOOLENS
MENS FURNISHINGS
LACES EMBROIDERIES
HOSIERY & UNDERWEAR
READY TO WEAR
OVERALLS & WORK SHIRTS
SELLING AGENTS FOR D&J. ANDERSONS
GINGHAMS

# "EFFICIENCY"
## Is Our Motto

Having access to the markets of the world we are in a splendid position to supply you with the best merchandise—seasonable goods that will stimulate your business.

Our organization is composed of eighteen separate departments, each one efficiently equipped to care for your needs. Let us know what you want, and the goods will be on their way the same day that your order is received.

We have now on hand the largest and best assorted stock since pre-war days. We solicit enquiries, and send samples on request.

# GREENSHIELDS LIMITED

THE HUB OF THE DRY GOODS TRADE IN CANADA

**17** Victoria Square Montreal

SALES ROOMS FROM THE ATLANTIC TO THE PACIFIC

We always have the best sellers

# RATINE

**(Rough Surface.)**

The Season's Hit.

**in stock**

Colors: White, Sky, Pink, Mais, Helio, Jade, Sunburnt, Tile, Pumpkin, Rose, Black, Brown, Navy.

## Swiss Organdy

65 shades

## Dotted Swiss

All colors New prices

## "Peeress" Hair Nets

without doubt the finest quality that can be put up.
Take advantage of our popular Counter Case.

## "Mona Lisa" Veils

## Laces Nets Veilings

the finest range we have ever shown is now out for Fall.

Value and patterns worth seeing.

***We only handle the Best.***

***Always did!*** ***Always will!***

***SAMPLES?***

## CANADA VEILING CO., LIMITED

84-86 Wellington Street West, Toronto

# "IRON DUKE"

**Overalls and Smocks for Men**
**Made of the Strongest Cloth**
**On the Largest Cut**
**For the Hardest Wear**

*Samples by Mail or see our Representative*



**John M. Garland, Son & Co.**
**Limited**

Ottawa - Canada

*Wholesale Dry Goods*




# Motor Rugs

Made in a fine quality of Pure Wool in combination colors. Priced at a reasonable figure. Can be secured through our dealers. Every car owner should have one.

## THE BROOK WOOLLEN COMPANY, Limited

**Simcoe - Ontario**

***Selling Agents***

**HARVEY BROTHERS & SEMPLE, LIMITED**

**Toronto Winnipeg Edmonton Vancouver**

# WAYAGAMACK PURE KRAFT




## Stands Unrivalled

### as a wrapper or cover for

| | | |
|---|---|---|
| Dry Goods | Groceries | Liquors |
| Hardware | Provisions | Canned Goods |
| Furniture | Meats | Bottled Goods |

## Wayagamack Pure Kraft

### which means

## Strength and Security

**when converted into bags, envelopes, notion bags, etc., is admittedly the best and cheapest container for**

| | | |
|---|---|---|
| Haberdashery | Vegetables | Sugar |
| Notions | Fruits | Coffee |
| Candies | Cereals | Tea |

**It is stocked in Glazed and Unglazed finish and in Broadstripe, Finestripe and Plain patterns and is sold by all the principal wholesalers from Coast to Coast.**




# "It's the clocking On the stocking"

—that makes the big appeal to customers this season. Have you seen our new beautifully clocked lines of Winsome Maid? In pure silk and in our fashionable silk and wool mixture we are featuring the clock of contrasting color.

You have only to display these lines to have them sell "like hot cakes."

*WRITE FOR PRICES*

## ALLEN SILK MILLS LIMITED

43 DAVIES AVE. - TORONTO

*The finest Trade Buys "Winsome Maid"*

# If You Know Anything About the Season's Styles,

then you know that homespun suits and dresses are Fashion's greatest triumph. And that always with the homespun suits, go the heather stockings.

## A. B. C. Hosiery

features heather for men, women and children in the smartest and most popular combinations of colors.

### The following are quick sellers:—

**FOR CHILDREN — three-quarter length heather socks with roll top.**

**—Heather mixtures in regulation length stocking.**

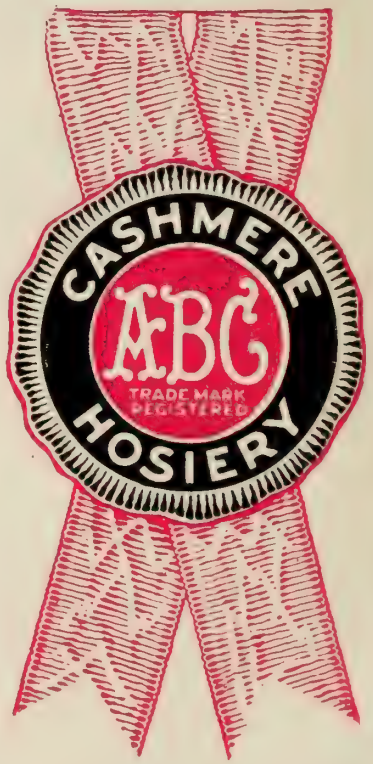
**Pure Silk 1 and 1 rib beautiful quality.**

**Silk and wool 1 and 1 rib.**

**FOR MEN AND WOMEN—Silk and wool mixtures, heather effect.**

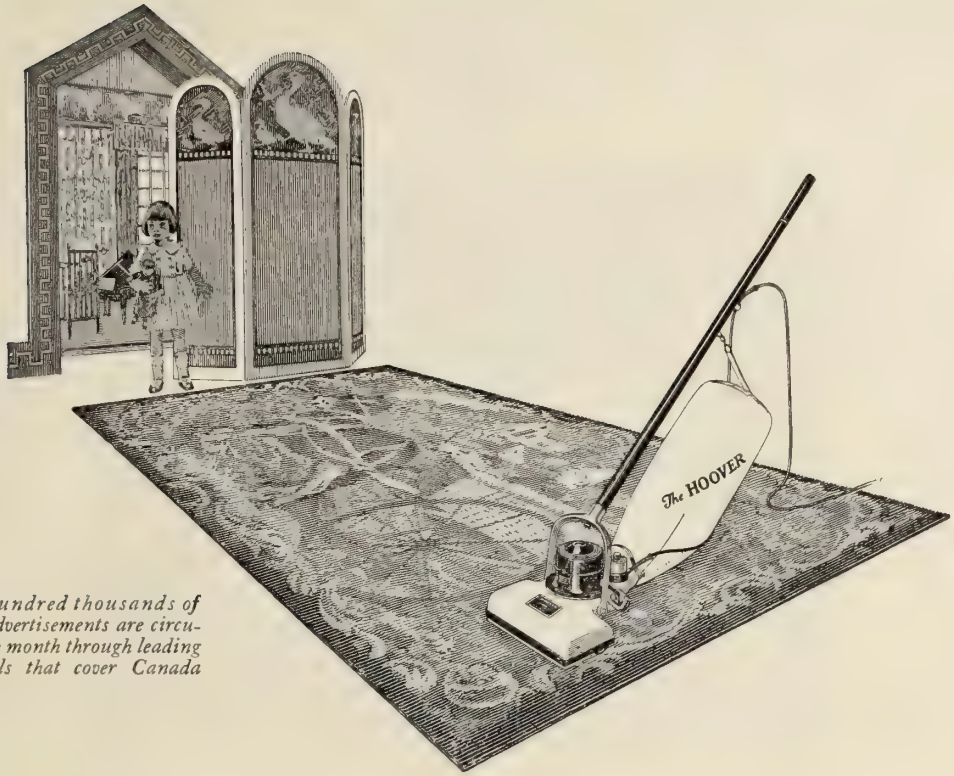
**Cashmere plain weave, heather effect.**

**All seamless, with reinforced heels and toes.**



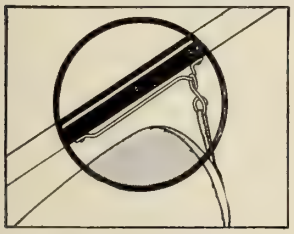

## ALLEN BROS. CO. LIMITED

883 DUNDAS ST. E. - TORONTO




*Many hundred thousands of Hoover advertisements are circulated each month through leading periodicals that cover Canada*

# A Small Investment, Small Floor Space, Monthly Turnovers, Large Yearly Profits



***The Hoover Bag Is Always Properly Held***

***(Another Patented Hoover Feature)***

REGARDLESS of the position of the Hoover handle, and no matter whether the bag is inflated or deflated, it cannot get caught under the wheels, nor can any strain be put upon it to tear the seams or to pull the fabric out of the frame at the exhaust opening. This automatic protection is accomplished by the Hoover bag-sliding hook. When the bag is deflated, or the handle is raised, the hook slides down. As bag inflates, the hook travels upwards. The bag is also easily unhooked for emptying. Covered by a Hoover patent granted May 1, 1917. Over eighteen patents now protect The Hoover. Other applications for patents are pending.

Four important factors of the Authorized Hoover Dealer franchise are named above.

Frequent ordering is encouraged as Hoover dealers are urged to strive for monthly turnovers.

This makes it possible for a dealer to secure twelve profits a year on his investment. And, no matter whether his order is for three or three hundred Hoovers, the same discount applies.

Then, too, a dealer need devote only a small, well-located space in his store for demonstrating and displaying The Hoover.

When his machines arrive, a Hoover man—trained in the best methods of retail selling—will spend ample time with the dealer to post him on successful methods of making sales.

Display and advertising literature will be liberally provided. Furthermore, this Hoover man will continually keep in close touch with the dealer, to assist him to build up his volume.

Does not this franchise appeal to you? Largely because the Hoover organization backs up its dealers in this sincere, helpful manner, The Hoover is the largest selling electric cleaner in the world.

Without obligation, of course, will you not permit our representative to go fully into this matter with you? Please let us know when he may call.

THE HOOVER SUCTION SWEEPER COMPANY OF CANADA, LIMITED
Factory and General Offices: Hamilton, Ontario

# The HOOVER

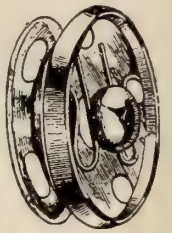
MADE IN CANADA

***It BEATS ··· as it Sweeps — as it Cleans***

Made in Four Sizes 0 0 0 0 0 1




It's all in the Spring



Strong—Durable Made of Brass

*It's a Snap to Snap This Snapper*

# Colonial Maid

## *Wire* Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER. But is MADE WITH HIGHLY TEMPERED WIRE SPRING. . . . . KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS will not rust

ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK. ∴ ∴ SIZES 00-0-1

*To be had of all leading wholesalers.*

Manufactured by

## Colonial Fastener Co., Limited

Montreal, Que.

# Ladies' Wear Limited

# Announce

the opening display of their entirely new line of Dresses for Misses and Women.

We assure you that our creations are styled to the moment and are priced to bring them within the buying range of every reputable store. We believe that you will sell these Dresses with the same feeling of pride and confidence with which we produced them.

Materials include Satin faced Canton Crepe, Crepe de Chine, Charmeuse Satins, Crepe Romains, Gratte Knit and Poiret Twills. Prices range from $25.00 to $75.00 for your trade.

The display will be ready for your inspection at our Toronto showroom, and by our salesman on the road early in July

## Ladies' Wear Limited

*Manufacturers and Distributors of High Class Ladies' Wear*

W. F. Goforth, President

563 College Street, Toronto

LACES
EMBROIDERIES
DRESS TRIMMINGS
GEORGETTES
CHIFFONS



HOSIERY
BRASSIERES
HANDKERCHIEFS
WASH GOODS
RIBBONS

# The Blue Star Line

always contains the newest, most unique novelties as well as staple goods. Our entire buying organization is continually on the watch for those lines that bid to become the season's "best sellers".

★ ★ ★

The newest importations include a splendid variety of exquisite laces and embroideries that are certain to prove irresistible to the feminine shopper.

★ ★ ★

In our staple lines as well, constant turnover keeps our stocks always fresh and up-to-date.

★ ★ ★

## Muser Brothers (Canada) Limited

Manufacturers and Importers of Laces,
Dress Trimmings and Embroideries.
Importers of Fancy Dry Goods.

12 ST. HELEN STREET, MONTREAL

New York, Boston, Philadelphia, Chicago, Baltimore, Los Angeles, San Francisco,
London, Nottingham, Paris, Calais, Caudry, Le Puy, St. Gall

# STOFFEL & CO., ST. GALL

**The Largest Manufacturers of Cotton Fabrics in**

## SWITZERLAND



*The Var Races at Nice*

**Fine Muslins**

**Jaconas**

**Voiles**

**Crepes**

**Nainsooks**

**Batistes**

**Calicots**

**Fancies**

TRANSPARENT ORGANDIES IN 100 SHADES

**DOTTED SWISSES IN 50 SHADES**

"IT IS STOFFEL'S"

*The finest praise that can be bestowed upon an Organdie or Dotted Swiss*

STOCK CARRIED IN TORONTO IMMEDIATE DELIVERY

To the Wholesale and Man ufacturing Trade only

# HERON & TAYLOR

**Sole Agents for Canada**

235 Coristine Bldg.,
20 St. Nicholas Street,
Montreal, Que.
Tel. Main 6248

77 York Street,
Toronto
Tel. Adel. 2253

Western Representatives:
McRae & Walker,
106 Hammond Block,
Albert Street, Winnipeg, Man.
Tel. A. 7265

OTTAWA
111 Sparks St.

CALGARY
ALBERTA
517 Centre St.

St. HYACINTHE
QUEBEC

QUEBEC
Merger Bldg.

# NUMEROUS CONTRACTS

for

# BUILDING HOUSES.

The number of Permits issued for New Construction or Additions or Remodelling of HOMES in 1922 is the Largest for the past Eight Years.

**THIS MEANS**
**BIG BUSINESS FOR FALL**
**IN**
**HOME FURNISHINGS.**

## For Floor Coverings, Bed Coverings, and Draperies

## THE HOUSE OF RACINE

offers

## THE MOST EXTENSIVE RANGE

To be found anywhere in Canada

HAILEYBURY, ONT.
Matabanick

TORONTO, Ont.
72 Bay Street

HAMILTON
ONT.
Lister Chmbrs.



J. M. O. GAGNON
Manager Dept. G.

**Dept. G.** — Carpets, Squares, Rugs, Linoleums, Oilcloths, Blankets, Quilts, Comforters, Afghans, Lace Curtains, Curtain Nets Cretonnes, Art Sateens, Repps, Velours, etc., etc., etc.

**ASSORTMENT:**—Vast Variety and Dernier Designs.

**VALUE:**—Competitive and Popular Priced.

**SERVICE:**—Courteous and Informative.

SUDBURY, Ont.
Balmoral

LONDON
ONT.
145 Carling St.

SYDNEY, C. B.
269 Charlotte St.

HALIFAX
N. S.
119 Roy Bldg.

SHERBROOKE
QUEBEC
50 Wellington St

THREE RIVERS
QUE.

St. PASCAL
QUE.

***The Leading House of Canada in House Furnishings***

# *Alphonse Racine Limited*

*Manufacturers and Wholesale Distributors of Dry Goods*

60-98 St. Paul St. West, Montreal

FACTORIES: Beaubien St., Montreal
St. Denis, Que., St. Hyacinthe, Que.
18 PERMANENT SAMPLE ROOMS

CHICOUTIMI
QUE.

EDMUNSTON
N. B.

CHARLOTTETOWN
P.E.I., Queen & Sydney Sts.

ST. JOHN, N. B.
85 Germain St.




# *High Quality Stockings at a Low Price*

ROCK RIB and Hercules hose are just the kind to show mothers of sturdy, active youngsters —who are anxious to make their hosiery money go farther.

They are specially made to stand the strain of rough and tumble sports. Knitted from extra long yarn, with double-ply elastic rib legs and triple-ply heels and toes. Mothers find their first cost reasonable—their wearing qualities remarkable.

Sizes 5 to 10½, boxes of one dozen.

Stock these three lines regularly. You'll find them steady, profitable sellers. Your wholesaler can supply you.

**Buster Brown**
**Three Eighties**
**Little Darling**
**Little Daisy**
**Rock Rib**
**Hercules**

The Chipman-Holton Knitting Company, Limited
Hamilton, Ontario
Mills at Hamilton and Welland, Ontario

## ROCK RIB-HERCULES
## PRINCESS

***Hosiery for Boys and Girls***

SUNSHINE
HOSIERY
REGISTERED.

*Princess stockings are excellent for the girls. Made from two-ply English Lisle yarn. These stockings are hard wearing, and have a most attractive appearance. Sizes 4 1-2 to 10.*




# CHARM!

A bowl of flowers, glistening silver, sparkling glassware—and "Old Bleach" Damasks to complete the charm of a perfectly set table.

"Old Bleach" Linens, made from pure selected flax yarn and bleached by the sun, appeal to the finer sentiments. When a woman handles "Old Bleach" Damasks and thinks of how they will look on her table, the price consideration is remote.

And that means that the sale is a likely conclusion.

The
"OLD BLEACH" LINEN CO.
LIMITED

Reg. Trade Mark

44-46 East 25th Street : : New York

W. H STELEY
**Canadian Representative**
**27 West Wellington Street, Toronto, Ont.**

# Merri Maid Dresses

## for Children



## New Hot Weather Styles

out this month include the Sleeveless Dresses for the little Miss, many showing the new peasant neck, hand embroideries and rose bud trimmings, in Voile, Organdies and Dotted Swiss combination.

Sizes 2 to 12 years

*Quick Delivery*

## H. P. RITCHIE & COMPANY

*Manufacturers Metallic Laces, Silk Lingerie, Embroideries, Handkerchiefs, Merri-Maid Dresses for Juniors.*

38-42 CLIFFORD STREET - - TORONTO

# READY-TO-WEAR



## Ladies' Jumpers

in

SERGE FLANNEL HOMESPUN

in

BLUE NAVY COPEN SAND CARMINE

and

A beautiful range of

GEORGETTE AND CREPE DE CHINE

## BLOUSES

to wear with them

in

FLESH SAND WHITE

**also**

## LADIES' SUMMER DRESSES

in

VOILES, GINGHAMS, ETC.

## TWO SPECIALS

**AUTO SHAWLS**
IN
POPULAR COLORS
*$33* per doz. ¼ doz. in box

HOMESPUN
**GOLF SKIRTS**
IN
BLUE - SAND - BROWN
*$4.50 Each*

11 DEPARTMENTS

*"Each One a Specialty House in Itself"*

# HODGSON, SUMNER & CO., LIMITED

83-91 St. Paul St., West 21 St. Sulpice St. 84-92 LeRoyer St.

## MONTREAL

***Sample Rooms:***

7 Charest St., QUEBEC
Carlaw Bldg., 28-30 Wellington St. West, TORONTO
Can. Bank of Commerce Bldg., THREE RIVERS
Empire Bldg., HAMILTON
503 Mercantile Bldg., VANCOUVER
Windsor Hotel, OTTAWA
New Sherbrooke House, SHERBROOKE
Grigg House, LONDON
50 Bon Accord St., MONCTON, N.B.

The Gloves and Hosiery House of Canada



## "Venus Pure Thread Silk Hose

**Makes Firm Friends Where'er It Goes"**

FRIENDS among retailers because it builds a steadily growing business of satisfaction and profit, friends among wearers because they can ask for "Venus Silk Hose" instead of just "a pair of silk hose" and know by experience that the name "Venus" is an assurance of the qualities that mean more than value for their money.

## Venus Silk Hosiery Mills

Limited

TORONTO - ONTARIO

---

Queen Quality

## Glove Silk Lingerie

YOU cannot emphasize too strongly the real economy of QUEEN QUALITY glove silk lingerie. Service, not first cost, is the true criterion of value and on this basis QUEEN QUALITY is second to none. A display in your store will prove QUEEN QUALITY

***"The Buyword for Silk Lingerie"***

## St. Catharines Silk Mills

Limited

ST. CATHARINES - ONTARIO




Sole Selling Agents

Richard L. Baker & Co

LIMITED

84 Wellington St West

Toronto

The Gloves and Hosiery House of Canada

## Griffin ChamoSuede REGISTERED

### "Griffin Gloved—Well Gloved"

WELL gloved because Griffin Gloves are the leaders in style, not merely content to follow the lead but always setting the pace. In no other glove is the same combination of smartness and washability to be found. Griffin Gloves have put washable fabric gloves on a new footing with discriminating women.

MADE IN CANADA

**Griffin Gloves Limited**

TORONTO, ONTARIO




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## LONDON KNIT HOSE

*"London Knit*
*For Wear and Fit"*

THE slogan tells the story. London Knit is made in every particular with that solid, dependable quality that insures utmost wear and perfect fit, the two essentials of saleable hosiery.

**Cotton, Lisle, Silk Lisle, Cashmere, Fibre Silk**

MADE IN CANADA **LONDON HOSIERY MILLS** LONDON ONTARIO
LIMITED

Sole Selling Agents
Richard L. Baker & Co.
84 Wellington St. West
Toronto

THE W. R. BROCK COMPANY LIMITED
DEALERS IN
STYLISH YOUNG LADIES' FIGURES
WHOLESALE

88 to 98 Bay Street
Toronto

Cor Notre Dame St W & St Helen Sts.
Cor St Helen & Recollet Sts
Montreal

Cor 1st Ave E & Second St West
Calgary

Corner of Notre Dame & St Helen Sts.

*Montreal*

# MANTLES



in the following sizes:

CHILDREN'S—19-24 Blanket Cloths.

CHILDREN'S—3 to 6 yrs., in Blanket Cloths. Also Tweeds, Whitneys and Chinchilla Reefers.

CHILDREN'S—6 to 9 yrs., in Blanket Cloths and Tweeds.

CHILDREN'S—10 to 14 yrs., in Blanket Cloths, Tweeds and Burberrys.

MISSES'—13 to 19 yrs., in Blanket Cloths, Burberrys, Velours, Black Baby Lamb.

LADIES'—sizes 18 to 44, in Blanket Cloths, Velours, Black Baby Lamb, Black Plush (Salts), Duvetyn, Burberrys.

## Ready-to-Wear Department

Our travellers are on the road showing our new Fall range.

# THE W. R. BROCK CO., (LIMITED)

WHOLESALE DRY GOODS

MONTREAL

# FOR SMARTNESS THERE IS NOTHING LIKE A WELL MADE TAILORED WAIST



THE GOLF GIRL, THE MOTORIST, THE TENNIS GIRL, THE GIRL IN THE MOUNTAINS, AT THE SEASHORE, OR IN THE CITY, WANTS A TAILORED WAIST FOR COMFORT, STYLE AND ECONOMY.



THOSE PICTURED HERE ARE A FEW OF OUR STYLES SHOWING FOR IMMEDIATE DELIVERY. IN COMBINATION COLOUR ORGANDIES AND IN FINE QUALITY DIMITIES.

*IN THE LATEST*

*Collegiate Collar Styles*
*Peter Pan Collar Styles*
*Bramley Collar Styles*
*Tuxedo Collar Styles*

*ALL ONE PRICE*
*$30.00 per dozen.*



Send your mail order in for one dozen assorted, as they are all sure winners for your Blouse Department. Sizes 34 to 44

Organdie Blouses come in combination of Rose and White, Bisque and White, Blue and White, White and Blue, White and Bisque, White and Rose, and White and Helio.

All White Dimities with Irish Crochet and Filet Lace. Also some plain with finely tucked fronts.

AMERICAN WAIST & DRESS CO. LIMITED

Dubrule Bldg. Montreal




HEAD OFFICE—Bay and Wellington Sts., Toronto

# Imported Wilton Rugs

## Celebrated English Makes In
## Tasman, Rock, Superfine Qualities

Sizes: $4^6$ x 6, $4^6$ x $7^6$
$6^9$ x $7^6$, $6^9$ x 9, $6^9$ x $10^6$
9 x 9, 9 x 10, 9 x 12

Distinctive Patterns which will readily commend themselves to our customers.

These beautiful Rugs are wonderful reproductions of the most famous Orientals.

**The W.R. Brock Company (Limited)**

TORONTO

*Letter order department always at your service.*

STOCKINGS AND SOCKS OF

# PURE WOOL

**Pure Silk and Artificial Silk as well as Soft Cotton (*Cashmere or Llama Finish*), Mercerised Cotton (*Silk Finish*) and Lisle Thread are now being dyed "Hawley's Hygienic Black."**

Attractive Showcards, Price Tickets, etc., featuring this and other designs are now available and supplies will be gladly sent upon application to the Offices of The Dry Goods Review, 143-153 University Avenue, Toronto, and 128 Bleury Street, Montreal.




## Hawley's Hygienic Black

**British Dye**

for

**HOSE & SOCKS**

Every pair bearing the name "HAWLEY'S" is warranted Fast & Stainless to Washing, Wear and Perspiration

To meet the Great Public Demand for "Hawley's Hygienic Dye" upon Hose and Socks in all makes and Materials Retailers should at once place orders for a full range of these goods with their wholesale houses.

**Every pair is clearly stamped with the name "Hawley's" and is a guarantee to the purchaser of the Fast and Stainless qualities of the Dye.**

Should any difficulty arise in respect to supplies of any particular line of goods dyed "Hawley's Hygienic Black," names of Wholesalers who are in a position to supply will be gladly given in answer to an inquiry addressed to the Publicity Dept., Sketchley Dye Works, Hinckley, England.

Dry Goods Review

Volume XXXIV. TORONTO, CANADA, JUNE, 1922 Number 6

# The Budget--and the Amendments

## Increase in Sales Tax of 50 Per Cent. An Important Item to Retailers—The New Stamp on Receipts Not Yet Clear As to Its Application—Depreciated Currency Legislation Introduces a Few Difficulties Not Yet Cleared Away—Leaves Much in Hands of Appraisers

SO FAR as the dry goods dealers of Canada are concerned, the budget of the Minister of Finance brought down on the 23rd of May will not make any very great difference to him. It does not add to his perplexities; it will throw little or nothing in the way of a further restriction to business. It may bring some lines of merchandise to his counter cheaper than before the 23rd of May; but on most lines there will be little difference, and it is barely possible that on some lines there may be a slight upward tendency.

### Sales Tax Increase

The principle feature of the new budget so far as the retailer is concerned is the increase in the sales tax. This undergoes a general increase of 50 per cent. Formerly, the retailer paid a 1½ per cent. sales tax to the wholesaler, a 3 per cent. sales tax to the manufacturer; now he will pay 2¼ and 4½ per cent. respectively. Formerly the tax on the sale of imported goods by the manufacturer to the jobber was 2 per cent. and now it is 3 per cent. The same applies on the sale from the jobber to the retailer, making a total of 6 per cent. sales tax collected on imported goods before they reach the retailer. Under last year's sales tax the amount of $72,000,000 was secured. As formerly, however, this tax is placed on the invoice and the customer knows nothing about it.

### Absorbed Or Passed On?

There is one feature of this sales tax, however, that creates a new problem for the retailer. Formerly many retailers absorbed this sales tax and forgot it. According to some of the keenest merchandising men in the trade, this will now be impossible. The new sales tax, they say, will have to be considered a part of selling expense or overhead and taken into consideration when the selling price to the customer is fixed. On

## Tax and Tariff Changes Affecting Dry Goods Trade

**Sales tax increased by 50%.**

**Passenger automobiles increased 5% up to $1,200; 10% above $1,200.**

**Tax on receipts on bills of $10 and upwards, 2 cents.**

**Cheques, 2 cents up to $50; 2 cents on each additional $50 up to $5,000. Tax not to exceed $2.**

**Insurance, 5% on premiums paid unlicensed companies.**

**Telegrams and cables increased from 1 cent to 5 cents.**

**Cotton fabrics, grey, bleached or dyed, reduced under the preferential tariff, 2½%.**

**Cotton clothing reduced 2½%.**

**Enameled ware, reduced 2½%.**

**Window shades, 2½%.**

**Corsets and cotton clothing, 2½%.**

**Flannels, lustres, mohair, 2½%.**

**Alpaca and Italian linings, 2½%.**

**Woollen fabrics, woollen clothing, cloths, doeskins, cassimeres, tweeds, coatings, overcoatings and felt cloth not otherwise provided for, reduced 2½%.**

**Rubber clothing, 2½%.**

**Knitted goods, 2½%.**

**Boots and shoes, 2½%.**

**Collars and cuffs, 5%.**

**Blankets, cotton, 2½%.**

**Clothes wringers, 2½%.**

**German goods or goods from a country where the currency is depreciated must be assessed at English value and the duty so levied. In explaining this feature of the budget, the Finance Minister said: "The effort of the Government was to obtain a standard by valuing the mark and determining what value should be put upon it, having regard to various considerations.**

**"The way we are trying to do is, we are not thinking of the value of the mark, but we propose to have the value of the article determined by the standard of English value. If two parcels come into Canada on the same day, one being from England and the other from Germany, both of the same character, the value shall be determined by the value of the English article if the articles are made in England of like value.**

**"Where the articles are not made in England and therefore you cannot get the English standard of value to serve your purpose, you take the value in a neighboring country, where the currency has no substantial depreciation. We might take Holland or Switzerland or some of those countries where there is no substantial depreciation. The standard is the English value. Whatever is the English value of the article we will take as the value of the foreign country, in any case in which there is a depreciation of currency."**

the other hand, some retailers have said they intend to absorb it as before.

### Amendments

So far as the original budget is considered, that is about all there is to be said about it. The amendments that were brought down by the Minister of Finance on June 12th have brought some changes of considerable importance into the field of merchandising. At this time of writing, some of these points have not yet been made clear and we will have to leave to another issue the full elucidation of these points.

One of the new regulations and an altogether new tax is the stamp that has to be placed on receipts. This does not come into effect until the first of January, 1923, and long before then it will be understood just what is required. Mr. Fielding stated that a 2-cent stamp must be placed on all receipts of $10 and upwards but whether this applies to a cash transaction or merely to an account is not yet clear. It is said that this new tax is fashioned after the English law. If that is the case, as we understand it, this new tax will apply only to an account and not at all to a counter sale or a cash transaction. As we understand it, in England a customer may demand a stamped receipt when making even a cash purchase if he so desires, but in the majority of cases he does not so desire, and consequently the tax is not paid.

It would certainly make a great difference here if this tax applies to all cash or counter sales. Difficulties would immediately arise. Take, for instance, the case of returning goods to stores that have adopted the exchange principle. If a consignment of $12 worth of goods were bought and $3 worth returned, it can easily be seen where difficulties would arise. Or if a stamp has to be placed on every sales slip of $10 and over—a slip that is really a receipt —it will mean many dollars during the year to dealers. This point requires fuller explanation but it should not be forgotten that it is not in effect till January of next year. E. M. Trowen, Dominion Secretary of the R.M.A., declined to make a statement to Men's Wear Review on this point, because he said he was not at all certain about it as yet.

### Depreciated Currency

In the original budget of May 23 the depreciated currency legislation was wiped out entirely. The Minister of Finance stated that it had not worked satisfactorily in any case, and he was probably right. What seems to have gone on under this provision is this: Commission agents have acted for many firms in this country, buying from foreign countries, having the goods enter England under the Free Trade regulations, and then re-shipped to Canada.

On the 12th of June, an amendment was brought down by Mr. Fielding in which it was set forth that goods from a foreign country where the currency was depreciated, must be assessed at English value and the duty so levied. Mr. Fielding's elaboration of this amendment is given in another section of this issue and is worth considering. At the present time, there is considerable uncertainty regarding the effect this will have on goods coming in from, say, Germany, Austria or Italy. In these countries the currency is greatly depreciated.

### Leaves Much To Appraiser

In the first place, the application of this new regulation will leave much in the hands of an appraiser. For instance, a Canadian wholesaler, purchases some Italian or Austrian hats. An appraiser who, in all probability, knows little or nothing about hats, places it beside a hat of English make and says that "this Italian hat shall be considered to be the equivalent of this English hat," and he proceeds to levy the duty on the Italian hat as if it were really an English hat. The same would apply to any line of merchandise from a foreign country, no matter what it might be. Unless there are Appraisal Boards with expert knowledge of merchandise there is bound to be some trouble in store for importers.

Importers are asking themselves where the difference is between the original budget of May 23, and the amendment of June 12, so far as depreciated currency legislation is concerned. Some say that it is only a change of words with very little, if any, change of meaning. The Italian lire or the German mark are still the lire and the mark at a greatly depreciated value and while the duty is levied on the equivalent in English merchandise, it does not increase the value of the lire or the mark; consequently does not erect a barrier to a much larger importation of foreign goods from countries where the currencies are greatly depreciated. On the other hand, others say that this regulation brings foreign currency up to English valuation and, therefore, puts the products of the two countries on a par so far as productive costs are concerned. It really makes a vast difference which of these two interpretations is the correct one, and at this time of writing we are unable to clear up the point.

Under revised regulations, the following rates of duty are applicable to certain dry goods' lines:

### Window Shades

Window shade or blind rollers, British Preferential Tariff 20 per cent, Intermediate, 30 per cent; General 35 per cent.

Window shade cloth in the piece and window shades when out to size or hemmed or mounted on rollers, Br. pref. 20 per cent, intermediate, 30 per cent, and general, 35 per cent.

### Fabrics of Cotton and Flax

White cotton fabrics and fabrics of flax bleached, tailors' hollands of linen and towelling of linen or cotton in the web, colored or not, Br. preferential 15 per cent., intermediate 22½ per cent. and general 25 per cent.

Grey cotton fabrics and fabrics of flax unbleached, Br. pref., 12 per cent., intermediate 22½ per cent., general 25 per cent.

Fabrics of cotton or flax printed, dyed or colored, Br. pref. 22½ per cent., intermediate 30 per cent., and general 32½ per cent.

### Linen, Wool and Cotton Yarns

Linen yarn, when imported by manufacturers of tailors' hollands of linen, for use exclusively in the manufacture of tailors' hollands in their own factories is free from duty.

Batts, batting and sheet wadding of wool, cotton or other fibre, cotton warps and cotton yarns, dyed or not, Br. Pref. 15 per cent. intermediate 22½ per cent. and general 25 per cent.

### Flannels and Blankets

Flannels plain, not fancy, fabrics of wool or of cotton and wool, commonly described and sold as lustres, mohair, alpaca and Italian linings Br. pref. 20 per cent. intermediate 30 per cent., general 35 per cent.

Blankets are admitted free.

### Fabrics

Fabrics, manufacturers, wearing apparel and ready-made clothing composed wholly or in part of wool, worsted, the hair of the goat, or other like animal, cloths, doeskins, cassimeres, tweeds, coatings, overcoatings and felt cloth, Br. pref. 27½ per cent. intermediate, 35 per cent, general 35 per cent.

### Knitted Goods

Knitted undershirts, drawers and knitted goods not otherwise provided for, Br. pref., 20 per cent, intermediate, 30 per cent., general 35 per cent.

### Laces, Handkerchiefs, Etc.

Embroideries, lace, braids, tapes of cotton or linen not over 1¼ inches in width (not including measuring tape lines) fringes, cords, elastic (round or flat) garter elastic, tassels, handkerchiefs, lace collars and all manufactures of lace, nets and nettings of cotton, linen silk and other material, shams and curtains when made up trimmed or untrimmed (all of these unless otherwise provided for) are subject to a Br. pref. tariff of 25 per cent, intermediate 32½ per cent, and general 35 per cent.

### Corsets

Corsets of all kinds and linen and cotton clothing unless otherwise provided, Br. pref. 22½ per cent. intermediate 32½ per cent. and general 35 per cent.

Oiled clothing and oiled hats made from cotton or linen, Br. pref. 20 per cent., intermediate 30 per cent and general 30 per cent.

### Silk Cloth

Silk cloth woven in the gum, not boiled or bleached, measuring not less than 20 inches in width, when imported for the purpose of being dyed and finished

(Continued on page 30)

# Recent Displays Seen in Detroit

## Originality in Arrangement and Conception Attract Many Eyes in the Border City—Displays of Summer Frocks and Sporting Goods—Bathing Suits Shown in a Very Attractive Beach Scene—A Number of Displays Described.

A STAFF member of Dry Goods Review within the last few days spent some hours among Detroit shops. The value of display is fully appreciated by the American stores—it is becoming more and more appreciated on this side of the line. Attractive display is in the first classe of advertising, especially where thousands of people are passing windows every hour of the day as they are in Detroit. The originality of a number displays seen there was such that they immediately attracted attention—and that is one of the essentials of successful window display work. In the belief that some of these displays would interest the Canadian trade, we have described them.

### A Ribbon Display

Hudson's used a very attractive ribbon display with a background in pastel. In the background were three T stands, an eight-foot stand in the centre and a six-foot stand on either side of it. Ribbons of different widths were gracefully draped from these stands to the floor of the window. Between these stands and more to the front of the window, four-foot stands were used on which many artificial flowers made from ribbons were shown.

Here and there were pictures of girls showing how summer ribbons should be worn with the hair. The window was a twelve-foot window and the floor was in black.

### Wash Goods

Summer displays of wash goods were quite frequent in Detroit. Newcombe, Endicott Co., had one that attracted a good deal of attention. Only six pieces of wash goods were shown in the window. At each end of the window a five-foot stand was used with the T-bar on an angle of forty-five degrees. One length of wash goods was draped over this stand to the floor and a second length from one corner of the top T-bar to the other and then to the floor. Two T stands were used in the foreground of the window, suitably draped. Two other lengths were draped, one over a wicker chair and the other over a form to show the effect after the waist was made up. Little accessories such as purses, and ribbons, and one hat were used to complete the window.

In the next window the same idea was used with summer voiles, the wicker chair and the draped form taking opposite positions to give harmony of placing to both windows.

### A Bathing Scene

A bathing scene when properly executed will always attract attention. One arranged by this same firm of Newcombe, Endicott Co. was no exception to the rule. It was a beach scene and the particular merchandise shown was the newest bathing suits for ladies. Sand was spread on the floor over about three-quarters of the floor space. The other quarter—the front window—was covered with a blue silk that gave the effect of water washing up on the beach. At the rear and to the right of the window was a small bathing house in the door of which was placed a female figure. The house stood on cedar posts. The young lady sitting in the doorway of the house held over her arm a highly colored bathing robe.

The central figure of the window showed a large rock on which sat another young lady, bedecked with the latest in bathing suits, stockings, etc. On each side of her an erect figure stood. Accessories of robes, caps, shoes and beach cushions were shown here and there in the window. The background represented a painting showing a clear, blue sky in the distance with birds flying across the horizon.

"We are ready for your dip," was the one and only card used in the window.

### Bed Spreads

This same firm had a good display of tufted bed spreads in an eighteen foot window. In the centre of the window and to the back, one was pinned straight out and allowed to reach the floor of the window. A little forward and on each side of the window, two others were draped over T stands. In the centre of the window and at the very front a bedstead stood with one of the spreads draped over it; and on either side of this on smaller T stands two others were shown.

In the very next window to this ruffled white marquisette curtains were shown. They were draped as they would look at the window, an old rose shade being used to bring out the effect. Three or four of these were shown over wide T stands.

### Effective Background

Finsterwald's had arranged a very attractive and effective background for a furniture display. This was a square latticed fence with climbing vines intertwining their way throughout the lattice work. This fence was not more than five feet high and summer furniture was shown.

Summerfield & Hecht used a similar background, only the fence was about nine feet high and archways were seen in the fence. In a thirty-five foot window they had three archways and in a fifteen-foot window they had two.

It might be borne in mind that this background could be used very effectively in displaying summer frocks. Such a background used to picture a garden party scene would be most appropriate and attractive.

### Sporting Goods

Many new ideas are shaping themselves in displays of sports goods. Finsterwald's in displaying some of their sporting togs used golf bags, tennis racquets, balls and nets in profusion. They gave a very realistic touch to the window. In nearly all of the Detroit windows where sporting togs are shown, many of the actual sporting impedimenta were used with them. To appeal to the man or woman who would go a-sporting, it is necessary to attract his or her eye by the thing in which they are most interested in a sporting way.

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### WAX MANNEQUINS THAT BREATHE

Staid London was startled recently by seeing wax mannequins move, in a West End shop window. There was none of the jerkiness usually associated with mechanism of this kind. The figures moved with grace and dignity and were as natural as human ingenuity could make them. Electricity is responsible for these creations.

The models breathe, move their lips and eyes, turn and nod their heads, and move all their limbs just like human beings.

The best of the models represents Falstaff, drinking. He has in one hand a jug of wine which he pours into a mug held in the other hand. He then raises the mug to his lips, swallows its contents and lowers it with a deep sigh of satisfaction!

The wine returns to the jug through a tube running across his shoulders and down his arm, and thus the drinking goes on indefinitely.

Another contrivance consists of a man in a top hat and morning dress who attracts attention by tapping the window with his foot. He then points to the advertised goods, opens his eyes wide, raises his eyebrows, and smiles.

Other models include a woman in a new gown who admires herself in front of a full-length mirror; a clerk who puts her hand to her head, thinks, dips her pen in an inkwell, shakes it and then makes a note; and a housewife who operates over a gas-stove with a saucepan in one hand and a wooden ladle in the other.

# Representative Business Men On The New Budget: Retailers Express Opinions To Dry Goods Review

## Some Favor Turnover Tax And Say it Would Mean More Revenue—Dealers Will Now Have to Take Account of Increased Sales Tax in Their Transactions, Say Others—Has Little to Commend It, Says Managing Director of One Firm

WHAT DO representative dry goods dealers think of the new budget and effect it will have on their business? What difference will it make to dealers that there has been a 50 per cent. increase in the sales tax? Will the cancellation of the depreciated currency legislation materially change the situation so far as the importation of foreign goods is concerned?

These are questions of supreme interest to the Canadian retailer, and Dry Goods Review has sought answers to them by getting in touch with representative dealers. Their answers are varied and as interesting as they are varied. One phase of it that is raised very frequently is that with reference to the absorption of the sales tax as it now is. There is no doubt that many firms absorbed this tax formerly. Will they do so now that it has increased fifty per cent.? Men who are leaders in the merchandising field say that it will now have to be accounted for in all transactions and that it can no longer be absorbed. Herewith are representative answers from representative dealers:

John O'Connor, manager of the Murray-Kay Co., Ltd., Toronto:—"While newspaper reports indicate that this tax is meeting with general favor, I can hardly bring myself to believe that those who express favorable opinions have given the matter much serious thought.

"I am opposed to the fullest extent to the present method and am strong in favor of a turnover tax whereby every business activity shall contribute.

"The attitute that a limited number of retailers should take all the burden and assume the onus of collecting the tax from the ultimate consumer is entirely wrong in my opinion and I do not believe that business conditions in Canada will be stabilized to the fullest extent until every man in business (and out of it for that matter) is prepared to contribute his share toward wiping out our public debt.

"The lowering of duty on British imports and increasing the sales tax 50 per cent. merely adds to our mathematical difficulties; as a kindergarden for compelling larger interest in fractions, vulgar and otherwise, it may serve a useful purpose, 'Twill, however, as far as I can see, do nothing to lighten the already heavy burden of taxation."

One of the directors of the Robert Simpson Co., Ltd. of Toronto, who did not wish his view to be used as expressing the view of the company said the following:

"Re Sales Tax. It was perhaps a very natural action for the government to take in view of the general acceptance of the previous taxation. When the sales tax was introduced there was very little complaint from anyone and the same situation remained when the first increase was made in the rate. The returns from this taxation have shown that in the face of declining commodity prices the sales tax revenue increased in about the same proportion as the rate of taxation.

"It is probable that a turnover tax which would be a smaller percentage which would cover all commodities which have passed from the raw product stage to a process of manufacture or into trade transactions would have met more general acceptance and have raised a much larger revenue. Such a tax would have been more generally spread and would fall less heavily upon the necessities of life which are more heavily taxed under the present law. I believe that the present increase will meet with general acceptance. The size of the tax is such that no trader can disregard it. The difficulty about the smaller rates of sales taxation was that many dealers would fail to realize the effect it had on the net results of trading and, therefore, failed to take it into account in the margin of profit sought.

### Must Now Take It Into Account

"The larger levy means that any tendency to careless consideration of smaller tax will be eliminated and all merchants will be on the same basis because of the necessity for carefully taking into account the important percentage which is now added to all trading transactions.

"Disadvantage is sure to be felt on all lines subject to the tax that are more or less sold at a recognized fixed retail price. There, no doubt, will also be lines of merchandise of the staple kinds in respect to which the temptation will be to sell with little or no profit.

### The Tariff Changes

"I do not think there will be any important change in trade because of this easement which is largely in the extension of the preference to British goods. After the increased sales tax has been added at the time of importation there is very little difference in the laid down cost of such goods; but while it must be borne in mind that this is true, there is an increase in domestic goods by reason of the increased sales tax which comparatively gives the British goods some advantage as against the old condition.

### Depreciated Currency

"Trading conditions in the countries where currencies are largely depreciated are so difficult by reason of the fluctuation of their exchange that it is questionable if there will be any great immediate increase in transactions. There is no doubt about the good sense of the change in the law because, as pointed out by the Finance Minister, the goods were coming through indirectly from Holland, England and other intermediaries, so that the large difference in exchange was virtually offset. In such transactions, however, there was the profit of the intermediary and sometimes duties into these other countries which only increased the cost of the goods to the consumer and did no benefit to either our federal revenue or any Canadian trader."

**"With regard to the Sales Tax our opinion is that this should be put on at the source of supply whether the goods were manufactured in Canada or abroad and in that way the necessary money could be raised, while the handling of goods other than at the source would be saved the vexatious tax. On account of the increase of the Sales Tax as coming through the Customs, the difference in the reduction in duty will be infinitesimal.**

**"In regard to the cancellation of the depreciated currency, this should not have any material effect on the trade, as, before this was cancelled, parties were able to get what foreign goods they required through another country and the feeling is not strong now for goods of foreign origin.**

**"We are pleased that the Marking Act (which never went into effect) has been done away with as this would have been unworkable and very irritating to the trade in general."—John Macdonald, President of John Macdonald & Company, Limited, Toronto.**

### FEW POINTS OF COMMENDATION

George Hutchings, vice-president and managing director of Stanley Mills Co., Ltd., Hamilton:—

"The enormous debt which Canada has to liquidate can only be done so by additional taxation.

"The 1922 budget now introduced by the Hon. Mr. Fielding, to my way of thinking, has very few points for commendation.

"In the first place it illustrates the old axiom of 'stepping out of the frying pan into the fire."

"Secondly: The Hon. gentleman must think very little of the intelligence of the progressive party of this country if he believes 2½ per cent. will satisfy them. This is adding insult to injury.

"Thirdly: The increase in British Preference tariff is all thrown to a disadvantage by other sundry taxes.

"Fourthly: Additional sale tax at this period to say the least, is very regrettable and cannot help in any way whatsoever other than additional price to the consumer, which they are not looking for.

"Fifthly: The stamp tax on cheques is most unfair. In Great Britain where a cheque has had to bear a tax of two cents for years previous to the war, it was only increased to four cents, and there is now a movement on foot to have this additional taxation rescinded.

"The Hon. gentlemen is not helping business conditions in any way whatever. This will have a tendency to stop investments in this country because it has become now the custom of payment by cheque, and in some business transactions such as brokerage houses, lawyers and trust companies, where funds have to be withdrawn so many times from the bank, will increase the burden very much. The writer, to overcome this form of taxation, would suggest a two cent tax on every receipt.

"Further comments can be summed up as follows: Has the Honorable member considered he is throwing Canadian commerce right into the hands of Germany, regardless of any thought to the financiers, manufacturers and working classes of this country?

"Does he want to see our factories remain idle any longer by giving this opening to our late enemies? Apparently the stand that he has taken in this matter will mean that many concerns will be most reluctantly compelled to handle German merchandise to meet the competition of the soulless trader who would rather buy German-made merchandise than that of allied nations, which was so clearly demonstrated the moment the war was over."

Norman C. Ryan of G. B. Ryan & Co., Guelph, Ontario: "With regard to the new budget I would say that the sales tax, in which the retailer is vitally concerned, is equitable because it imposes but a light burden and on all; effective because it will mean a huge revenue to the government; harmless because the percentage is not large enough to affect trade to any noticeable degree.

"The present higher sales tax I believe will be better for the retailer than the lower one, because the percentage is sufficiently large that when added to the cost of the merchandise forces the selling price higher, but on the lower sales tax, which existed before the new budget, the percentage was so small that when added to the cost of the merchandise, in many instances, it did not change the selling price and in consequence the sales tax was not passed on to the consumer but very largely assumed as an expense by the retailer.

"Reduction in the Preferential Tariff and increase in the sales tax, as it affects the dry goods business, leaves the laid down cost of British goods much in the same position. It, of course, l the effect of encouraging British trade as against other markets.

"Cancellation of the depreciated currency legislation as I see it will undoubtedly encourage French and German trade. If this is desirable it should be a very effective way of accomplishing it."

### Will Still Be Absorbed

H. E. Hodgins of J. C. Turnbull Co Ltd.: "As to the sales tax, it will have to be absorbed the same as in the past and it seems to us as fair a way of raising the money to meet the country's obligations as could be devised under present conditions. We would certainly rather have it as it is than have had the turnover tax as was proposed."

### A Voice From The West

W. W. Cooper of Swift Current, Saskatchewan:

"We are of the opinion that the business men should be called into consultation before such moves are made.

"There are men who get into parliament who are not business men, but get into politics and because they are wind joiners they are elected. Then some of them try to tell real business men who have actual experience how to operate their business or impose such penalties that it is most difficult to remain in business. Only last evening I heard a young man complain as to the cost of sending mail to England. He said he couldn't write often owing to the charge for postage. Think then what was being lost by the stationer, etc. Cheaper rates would mean more letter writing."

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The Royal Embroidery Shop was opened for business on Bleury Street, Montreal this month with a full line of art and fancy goods.

Miss Evans, manager of the lace and embroidery departments of Goodwins Limited sailed this month for Europe to be gone six weeks in the interests of her departments.

J. L. Jeffries late manager of the F. M. Stavert Company of Sudbury, Ont., has been appointed to the same position with Richard Hall and Sons of Peterborough, Ont.

# BREAK RECORDS OF FIFTY-SIX YEARS

*Ogilvy's of Montreal Hold Annual Sample Sale—Indicates Improved Conditions.*

The custom of holding an annual "Sample Sale" was again carried out by the Montreal firm of Jas. A. Ogilvy in May, when the sales records for 56 years were broken on the initial day of the sale. Preparations for this event had been made for nearly a year in advance and the entire store was transformed into a bower of wisteria and smilax for the occasion.

The general plan of the event was to give prominence to certain departments each day of the sale, so that in the course of six days the entire store was called upon to feature bargains and offerings of especially tempting character. Each department was in gala array with flags of all nations strung up, and over many of the ground floor sections oriental booths were erected, over which were entwined artificial flowering vines and cages of singing canaries. Japanese lanterns lent an additional note of bright color overhead, hung on slender fish poles so as to sway to and fro.

Certain days were set apart as "sample giving days" and charming girls gowned in crisp gingham frocks carrying market baskets full of samples of various goods threaded their way through the crowds giving away their wares to all who asked. In the basement store, many different demonstrations were carried on, and sample tasting and guessing contests were enjoyed by many customers throughout the week. Guessing the weight of a huge bar of soap proved a great attraction. Many additional sales clerks were engaged for the event which was characterized as the most successful in the store's history.

In an announcement made in the press following the "Sample Sale" the management voiced the opinion that the sale demonstrated the improved condition of business in general. The announcement concluded with these words:

"These are forward marching days; days of forward marching men and institutions. Commercial success is only realized by those who go after it with vigor, enterprise and everlasting effort. If you borrow money to-day and pay it back to-morrow the accommodation is inexpensive. If you buy goods to-day and sell them to-morrow only a small profit is necessary to pay the carrying charge. The customer invariably profits from this economy and secures the additional satisfaction of selecting from stocks that are always new and fresh, and styles up to the minute. This is the plan of the Ogilvy store, and it is the vital thing about its success."

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## THE NEW BUDGET

THERE is no one who does not appreciate the task of a Minister of Finance in the Federal Government in raising between four and five hundred millions of dollars with which to carry on the affairs of the country. It is a tremendous task—a task which can readily be understood by hundreds of business men all over the country who, like Mr. Fielding, are striving for favorable balance sheets on a somewhat declining market with a general slowing off of business. Canadians are beginning to understand what the war cost in actual dollars and cents—and must continue to cost for years to come. And there have been other government policies which, in the carrying out, have increased the national debt to what it is now, namely, about two and a half billions of dollars.

But so long as budgets are made, so long will there be criticisms of the methods adopted by the Minister of Finance to raise this enormous sum of money. This budget is no exception to the rule, though business men seem agreed that its provisions have not, nor are they likely to cause any serious dislocation of business as some of the former budgets have. By way of comparison, then, that may be regarded as a commendable feature.

## THE SALES TAX

SO FAR as the retailer is concerned, there have not been a great many serious objections to the increase in the Sales Tax which, after all, is the outstanding feature of it with the majority of merchants throughout the country. Some of the very large concerns are objecting strenuously to the extra charge levied on cheques, saying it will mount up to a considerable sum during the year. There are some who still believe that a turnover tax is the best possible kind of tax.

But the increase in this Sales Tax of fifty per cent creates a new situation for many retailers and will have to result in a new decision. We know there have been many dealers who have absorbed the Sales Tax hitherto and have taken no account of it in their selling price to the consumer. That was possible when the tax was one and a half and three per cent. Now, however, they will have to make a change. As it is, many of them have operated on a smaller margin of profit during the last several months because they desired to force business and end the year with balance sheets not too unfavorable as compared with those of the previous year. With a three and a four and a half per cent Sales Tax now operating they will have to pass this along to the consumer. It is not likely that serious objections will be raised by the consumer; but it is as well that he should realize that no great benefit comes to him in a shuffle that reduces one tariff and raises another tax.

There are varying opinions with regard to the cancellation of the depreciated currency legislation. We understand that representations have been made to the Government with regard to this and some other phases of the new budget; and it may not be wise to assume that all of the provisions as originally introduced by the Minister of Finance are going to stand.

## DON'T CROSS THE BRIDGE——

IT IS an old saying which warns us not to cross the bridge until we come to it. The approach to the bridge may be bristling with difficulties, and the best a man can do is to equip himself that, as these difficulties present themselves, they may be faced and, if possible, overcome. Foresight, energy and wisdom will do a great deal to overcome these difficulties.

Thus it is that a certain well-known retail organization known to us figured out that the year 1922 would be nearly as good as 1921. In fact, they would not have been surprised if business fell off about 25 per cent. They counted on that and were satisfied to stand it. That was part of their foresight. But they had energy behind it and were determined that they would not "lay down on the job." The result of their energy is that, up to the end of May, they stood ten per cent. better than they anticipated and they believe the best of the year is ahead of them. The crop situation in their section of the country is a promising one, and if the yield corresponds to the outlook they will do good business all through the fall. The director of the firm told Dry Goods Review that there was more than a fighting chance that the record of 1922 would equal that of 1921, after all.

Things are not always as bad as they seem if you really start out to overcome what seems to stand in the way of your progress. The man who allows himself to admit that things are really worse than he had anticipated, is the man who did not first plan his work and then bend all his energies to working his plan.

# Dry Goods Markets at a Glance

May and June Were Good Months for Summer Merchandise—Placing Business Only Fairly Active—Revised List on Cottons Shows Upward Tendency—Silks Firm and White Summer Fabrics Selling Well—Good Business on Summer Dresses

JUNE HAS been a very good month for Summer merchandise and there has been an active demad from the retail trade for many lines of hot weather goods. It is apparent that retailers are working hard to get all the holiday trade they can get; and there is no reason why they should not make some handsome profits during the next two months on these lines of merchandise. The sporting craze is very widespread all over the country, and it is one of those crazes on which the aggressive retailer can cash in.

Fall placing is not very active as yet so far as quantities are concerned, though wholesalers state they are booking large numbers of orders but in very small parcels. One encouraging feature of the last ten days is that orders from the West are coming in with greater freedom than they have for some months. Apparently, Western merchants are becoming more confident of Fall business because of the crop outlook and they are willing to make commitments whereas they have held back before. Industrial centres continue to buy in a very cautious way until they see a more marked and permanent improvement in the outlook. The general tendency of the retail trade is still to buy from hand to mouth, except in a few staple lines where they realize that manufacturers must have orders many weeks ahead if they are to make deliveries in plenty of time.

### Fabrics

One of the leading Canadian cotton mills has just issued a revised list, revising upwards some of the prices given in their list which was issued toward the middle of May. This revision is, for the most part, on unbleached cottons and the increases run from five to ten per cent. The raw cotton market continues very firm and wholesalers are of the opinion that prices for Fall lines are now very stable.

Silk houses report that white goods are beginning to move very freely and they look for a good Summer season. The price tendency on both Swiss and Japanese lines continues firm with an upward tendency. In Japan, the raw silk took a drop some time ago but it has recovered and is now higher than it was before the drop took place. There have been some advances in Swiss lines noted by wholesalers in this city which have been passed on to the retailers. Reports indicate that ribbon underwear and hosiery people have not gone into the market yet for anything like their normal requirements. On the other hand European mills are sold up with orders from the fabric buyers, and further orders will result in an increase in their present production. Organdies are enjoying a much better sale than a month ago. On Fall buying, velours, bolivias and velvet are reported to be selling well. All kinds of sport fabrics are selling well, with a marked demand for white.

As has been the case for some months, hosiery lines continue to move with great freedom. While the demand for colored hosiery is still pronounced, there is a growing demand for black and for white lines. The holiday season is responsible for a demand for woven articles such as flannel skirts and blazers. Knit goods men say that their silk sweaters are meeting with a good response from the retail trade.

### Accessory Lines

There is, generally speaking, an active demand for most accessory lines. Reports from style centres seem to indicate that girdles are to be a strong thing for the Fall season, though some of the importers are not disposed to place very large orders as yet. There is also a good deal of talk about tinsels and metals in gold, silver and colors to be featured in girdles, necklaces and bags for the Fall trade. Radiums are still selling and wholesalers say that their sales of Spanish laces are improving every day. Close-patterned laces seem to be most in demand. While there is little disposition on the part of retailers to place orders for their Christmas handkerchiefs, there is a very active demand for colored handkerchiefs for immediate delivery.

### Homefurnishings

During the past few weeks, Dry Goods Review had an interview with the president of one of the best known linen societies in the world and his statements confirm what we have said for months past with regard to the price of linens. After all, as he points out, it gets back to the raw material market and the acreage devoted to flax is not on the increase but on the decrease. That can only bring about one result—higher prices on all-linen articles. As he says, there may be fluctuations due to one cause and another but with new stock being made up by the manufacturer the price must continue to advance.

During the month of June and in May retailers have done a lively business in many lines of homefurnishings due to the custom of young ladies to get married in the month of June. On general lines of furnishings, however, the wholesale trade does not report very active business but they say there has been good business on Summer cottage outfittings. In the linen lines, table linens have sold well and there has been a strong demand for the Madieras.

### Ready-to-Wear

Manufacturers report business very brisk in Summer dresses. The season looks like a good one for the retailer, judging by his demands of the wholesale houses during the last few weeks. Sports and polo coats are also selling well; in fact, wherever the sports element enters into ready-to-wear, these lines are moving satisfactorily.

# Giving the Trade Better Service

## Montreal Wholesale Houses Adopt New Plan to Keep Sales Force Efficient During Noon Hour—Will Close Between 12.30 and 1.45 Each Day, Commencing June 19th—Disadvantage of the Present System Pointed Out—Ask Co-operation of the Trade

AN ANNOUNCEMENT of interest to men's wear and dry goods and allied trades was made this month by leading wholesale firms of Montreal with regard to the plan of closing for luncheon at mid-day between the hours of 12.30 and 1.45 p. m.

All the Montreal houses agree that by the present system of sending their staffs in two shifts for lunch, business is disorganized and inefficent during these hours, and only with all the personnel available is it possible to render maximum service with full information and attention.

The adoption of this plan of closing the different warehouses at mid-day was put into effect June 19th, 1922, and it is hoped that the trade in general will co-operate with the wholesalers in carrying out this idea, designed to be mutually beneficial.

Some of the disadvantages of the present system of the warehouse being kept open at noon, and the staff going in two shifts to lunch for an hour and a half each, are as follows:

1. For three hours each day, the departments offer only 50 per cent. efficiency in personnel, and during July and August holidays, when 25 per cent. of the staff are away all the time, only 37½ per cent. efficiency.

2. The salesman who now goes at 11.30 a. m. with order unfilled, most often has no chance to fill it, until after the second shift is back at 2.30 p. m.

3. The half on duty are delayed by the other half having some information that must await their return.

4. The closing of the shipping department at 11.30 a. m. makes positive delivery same day as order received, much more difficult than if kept open till 12.30 p.m., since the time from receiving orders is too short for their preparation, ready assembled for invoicing, or completely ready to ship, as the case may be, and the break at 11.30 a.m. disconnects the even and correct handling, and causes loss of time, besides affording greater chances for mistakes.

5. It is always noted that in the departments between 11.30 a.m. and 2.30 p.m. there is not the same speed or business attention displayed; in fact, it is during this space of time that waste of minutes, fooling, gossip and general laxness are observed.

6. Keeping open at noon hour, opportunity is given for retail buying by friends or clerks from other warehouses, which is undesirable, a tremendous and unnecessary loss of time, and wholly unprofitable to any wholesale house.

7. It is during these hours, in the middle of the day when opportunity for stealing presents itself.

These are some of the objections to the inefficient service of the present system of operating business with half the personnel being away three hours out of the present 9 hours a day.

A survey of the total staff shows that only 1-3 of all the employees come into actual contact with customers in the warehouse, which means 1-6 only, (⅛ during July and August) who at present are obliged to remain in the middle of the day when the warehouse is kept open.

To sum up, the wholesalers of Montreal believe that this closing of one hour and a quarter at noon will do away with any further necessity of night work, and will provide the proper service demanded to-day by the retail trade. It will develop among the employees working as a whole body, a better "house spirit" and a keener knowledge of what a business day means; furthermore, merchants will be only too glad to accomodate their lunch hour to between 12.30 and 1.45 when they will have every reason to feel confident that their orders will be better handled.

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### THE BUDGET AND THE AMENDMENT

(Continued from page 24)

in Canada, under regulations prescribed by the Minister of Customs and Excise, Br. pref. 10 per cent, intermediate 17½ per cent., and general 30 per cent.

#### Shoes

Boots and shoes, pegged or wire fastened, with unstitched soles, close edged, Br. pref. 15 per cent., intermediate 22½ per cent. and general 25 per cent.

Boots, shoes, slippers and insoles of any material, Br. pref 17½ per cent., intermediate 27½ per cent. and general 30 per cent.

#### Rubber Clothing

India-rubber clothing and clothing made waterproof with India-rubber, rubber or gutta-percha and cotton or linen hose lined with rubber, rubber mats or matting and rubber packing, Br. pref. 20 per cent., intermediate 30 per cent and general 35 per cent.

#### Collars and Cuffs

Collars and cuffs of cotton, linen, xylonite, xyolite or celluloid, Br. pref. 20 per cent intermediate 35 per cent and general 37½ per cent.

# Murray-Kay Sales Up to Best Year

### Revenue Curtailed by Deflation—Look For Improvement During 1922

NOTWITHSTANDING the trials of the period of deflation the Murray-Kay Co. of Toronto was able to report in its statement for the year ending January 31 last net income well in excess of dividend requirements. Income from all sources, according to the report, amounted to $133,885, to which was added the balance at credit of profit and loss of $103,252. From the combined total of $237,138 there was appropriated the sum of $4,737 on account of bad debts, $78,615 as depreciation in value of merchandise, and $70,000 in dividends on the preferred stock of the company. The balance after all charges amounted to $83,785.

#### Worst is Over

Referring to the experience of the year, president Richard T. Gough says, in part: "The year 1921 was a year of drastic deflation and liquidation, and while it may not be quite ended, still we believe the worst is over and with care and caution the coming season should show marked improvement. The reduced purchasing power of the people as a whole, owing to somewhat unsettled conditions, must have had its effect on general business. However, in reviewing the company's operations for the period just closed, we find the volume of business transacted almost equal to our largest year's turnover, and had it not been for this deflation in merchandise our results would have been most satisfactory.

"All stocks have been taken at cost or lower and not greater than replacement. Department stocks are well assorted and marked at favorable prices that should command good spring business. Therefore, with economy in management and operation, and with assurance that inventory values are well within the present market price, your directors look to a decided improvement in business in 1922."

#### The Balance Sheet

The balance sheet shows liquid assets totalling $1,402,556, as against current liabilities totalling $602,555. Cash on hand totals $11,264. Accounts receivable amount to $364,678, as against accounts and bills payable of $432,555. Merchandise on hand is valued at $1,010,750, after depreciation. Goodwill is written down in the statement at $500,000. Among the current liabilities there is the sum of $170,000 due the banks. Provision has been made for dividends, exchange, taxes, and bad debts to the extent of $61,130. Reserves total $303,785, and include depreciation reserves, $120,000, reserve account, $100,000 and the balance at credit of profit and loss $83,785.

# Saving Accounting Expense

## McIntosh Brothers of Belleville, With Six Stores, Use System Which Gives Accuracy With Little Expense—Know Whether Daily or Weekly Turnover is Correct

HOW TO take care of the accounting end of a business without going to considerable expense, is a problem which faces many retailers. While they know that the perpetual inventory system is an accurate method of determining just where they stand from day to day, they feel that they cannot afford the luxury of maintaining a staff sufficient to take care of it.

McIntosh Brothers, dry goods merchants of Belleville, Ont., believe they have a system which takes care of their business as accurately as is possible with ordinary accounting expenditures. They have six stores in Eastern Ontario with the store in Belleville as their headquarters. There is a staff of three—an accountant and two girls as assistants—to manage the accounting for the six stores. Except for the returns which are made regularly by the managers of the branches, there are no others employed solely and entirely for office work. The system is so simple that there is no duplication or overlapping and the accounting is, therefore, according to the management, a minimum in these stores.

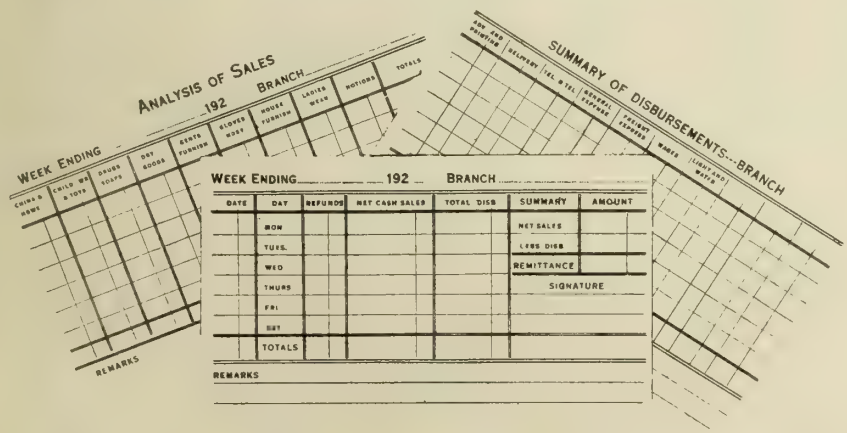
### Knowing Whether Branch is Overstocked

The principal basis of the system is an approximate comparison of current purchases with current sales. This indicates if the turnover each week and even each day is satisfactory. The approximate mark-up in each department, is of course left to the various managers but whether their various methods are correct or not can be easily determined when they make their returns.

Every now and then an average of the mark-downs is taken and an allowance made for them. As a result no branch and no department of a branch can become overstocked. Another factor of material assistance in determining whether a store is properly stocked, is the method of having a central buying point, Belleville. Managers may come and give advice as to what they need but they may not buy for themselves.

The following are reproductions of the accounting forms used by McIntosh Bros., who operate six stores in Eastern Ontario with head office at Belleville.

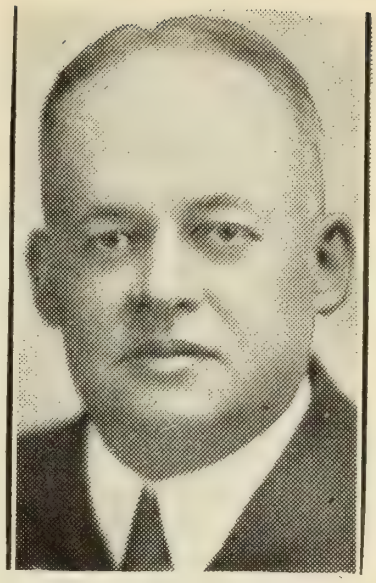
These three are the reports made by the managers of each branch every week. They are made out on ordinary cards which can be easily filed. The "Analysis of Sales" card and the "Summary of Disbursements" card give the weekly sales' receipts and overhead expenses; the third card (below) indicates the amounts of the daily sales and disbursements as well as summarizing the amounts of the other cards.




This is the yearly report of the standing of each department and is made out by the accountant from the records shown above.

Per Cent. Profit on Selling Price ..... DEPARTMENT ..... Sheet No. .....
Per Cent. Profit on Cost Price ..... LOCATION .....
DATE ..... 19 .. DETAILS OF ..... STOCK
CALLED BY ..... ENTERED BY ..... PRICED BY ..... CALCULATED BY ..... VERIFIED BY .....

| DESCRIPTION | Quantity | Cost Price | Cost Extension | Selling Price | Marked Down Price | Selling Extension |
|---|---|---|---|---|---|---|
| Amounts Brought Forward | | | | | | |



*LATE R. J. W. BARKER*
*who was sales manager of Jones Bros. & Co., Ltd., the well known show case firm of Toronto. Mr. Barker died very suddenly while in Ottawa on business.*

## Seen in New York

Several straight eponge frocks have been noticed in various colorings, with contrasting pipings and flaring sleeves decorated with startling clusters of wool fruit. These dresses appear both on the Avenue and at country places.

When the sheer materials are used, tiny ruffles are popular trimmings, In organdie and similar materials, the high colors are said to be selling best, and white, so much spoken of for women's fashions, is said to be almost negligible in children's clothing.

White frocks of organdie, net, chiffon, georgette, crepe de Chine and Canton crepe, trimmed with ruffles and embroidery, are increasing in demand in the larger department stores and women's specialty shops. These are dresses suitable for confirmation and graduation and are sized up to 16 years.

A more slender black cape, quite long, was brightened by a close allover spotting of steel beads, with the novelty touch in the arrangement of a fancy steel fringe border around the shoulders in such a way to give the garment a double tier effect, although it was actually in one piece.

An unusually striking example of the long skirt mode was made up in black cire satin, with wrapped skirt falling longer at the left than at the right, and with sleeves cut in an exaggerated version of the peasant mode, worn with a hat of the same material, twisted with monkey fur.



*Not only is it true that the camera cannot lie but it is equally true that it can tell some very pleasant truths and the accompanying reproductions can tell a better story than any word description of Milton's Limited, fine new store at 84 Yonge Street, could tell. Miltons were formerly on King Street between Yonge and Bay Streets, and they moved into their new home somewhat over a month ago. As will be seen, Miltons carry both men's and women's lines of merchandise. The upper picture is the men's wear section; the lower, the ladies' section which is just at the rear and around the corner of the men's wear section. The manager of Miltons, Mr. Tucker, says they have had splendid increase in business since moving to Yonge Street. "The much better display we are able to give our merchandise together with the better location have resulted in a good increase in business," he said. It is an up-to the-minute store in every respect.*



# Oak Halls, Ltd., A New Organization

## Walter A. McCutcheon and James Paterson Head New Company That Breaks Away From Sanford Manufacturing Co., Ltd., After Fifty Years' Connection—First Stores in Toronto and Hamilton —Stock Sold Only to Employees—The New Officers

FIFTY YEARS ago the late Senator Sanford, one of the commercial leaders of the country at that time, organized the W. E. Sanford Manufacturing Company. From that day till this Sanford clothes have stamped themselves indelibly on the clothing industry of this country. And at the same time, there sprang into being what was called the Oak Hall stores, a chain of retail stores, linked up with the Sanford Company, that reached from Halifax to Vancouver. This chain of stores is really a bit of Canadian history. Confederation was barely under way when the first of these stores made its appearance in the City of Hamilton, to be soon followed by a second one in the City of Toronto. During the last half century of Canadian history, Oak Hall stores have dotted the country in many quarters; their ideals of commercial honor are reflected in the rugged name given this chain of stores. Not only have they grown like the Oak, but their name for two generations has been and is one that is highly respected for the service they have given, for the high standard of commercial morality that has governed their business dealings and enterprises, for their honesty of purpose in all their transactions. They were successful because they were honest, they were aggressive, they cherished the ideal of the "square deal."

The announcement recently made that a new company called Oak Halls, Limited, had been formed is of interest to the retail and wholesale and manufacturing trade of Canada. According to this announcement the Oak Hall chain of stores now has passed into the exclusive control of this new company, capitalized at $1,000,000. Their head office is in Hamilton. Their present branches are to be found in Toronto, Hamilton, Brantford, Galt, London, Owen Sound, Peterboro, St. Thomas, St. Catharines, Welland and Windsor. In Toronto, there are two branches; one corner of Yonge and Adelaide, and the other on Danforth Avenue. The consummation of this deal means separation from the old firm of W. E. Sanford Manufacturing Co. Limited. Not only will it mean buying in the open market for the Oak Hall stores but it will mean a more intensive effort, no doubt, on the part of the Sanford Company. Those facts are of very considerable moment to the retail and wholesale trade in Canada. It is worthy of note that one of the policies of the new company is that no stock will be sold to those not employed in the services of the Company. As a retail force in Canada, the adoption of such a policy will doubtless mean a more aggressive selling organization.

Walter A. McCutcheon is the president of the newly organized firm of Oak Halls, Limited. His whole life has been given to the department of mercantile life in which he now becomes a leading figure. He was born at Listowel, Ontario. Six years of his life in his native town were given to the parent firm, twelve years in Galt, nine in London and the last five with the Sanford firm in Hamilton where he has acted as supervisor and merchandise manager of the Oak Hall stores. He has mastered every detail of the business, and by experience, ability and character is well fitted to occupy the position of president and managing director of the new firm. Like many another successful business man, he began at the very bottom and his industry and ability have brought him the just reward.



*WALTER A. McCUTCHEON*
*President and Managing Director of the newly organized Oak Halls, Limited.*

The new vice-president is James Paterson. He started his career in the clothing trade in the city of Brantford and then spent ten years in some of the leading American cities where he gathered valuable experience. During the last fourteen years he has been with the Sanford Company in Hamilton where he has acted as buyer in the European woollen markets for the Company.

Edward McCann who has been chief accountant in the office of the Sanford Company is the secretary-treasurer.

Two directors are Thomas Bryden, manager of the Oak Hall store at Windsor; and F. R. Smith, manager of the Hamilton store.

The deal just consummated is one of the largest in Canada's retail history, the entire stocks of men's and boys' clothing, furnishings and fixtures amounting in all to over $800,000.



*JAMES PATERSON*
*Vice-President of Oak Halls, Limited.*



*EDWARD McCANN*
*Secretary-Treasurer of Oak Halls, Ltd.*




***The VELVETEENS*** that give real pleasure and complete satisfaction in wear are those dyed by J. & J. M. Worrall, Ltd., the Premier Velveteen Dyers of the World. Whatever the make—or the color—you should always ask for a guarantee that the cloths are in Worrall's Fast-to-Rubbing Dyes.

**J. & J. M. WORRALL, LIMITED, MANCHESTER,**

are not merchants. All inquiries for velveteens in their dyes should be sent through the usual wholesale channels.

# Another Triumph

# An Absolutely Fadeless Cotton

This is "SOLPRUFE"—the cotton goods dyed by the "Solprufe" process which insures colours that are fast to sun and wash tub and will outlast the fabric.

"SOLPRUFE" Cottons command a ready sale on account of the charming shades and the unconditional guarantee of fadeless colours.

"SOLPRUFE" Cottons are suitable for Curtains and Furniture Covers, and Women's and Children's garments.

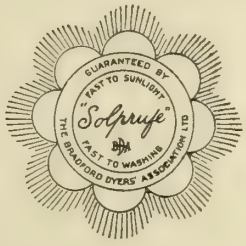
Think what it means to have a complete line of Cottons that you can guarantee to be unaffected by sun or wash-tub.

"SOLPRUFE" is the absolute and satisfying answer to the wide demand for fadeless colours in cottons.

All genuine "Solprufe" Cottons bear these distinguishing marks:




on the Selvedge




on the end of the piece

THE
BRADFORD DYERS' ASSOCIATION, LTD

MANCHESTER
6 OXFORD ST
ST PETERS SQ.

BRADFORD
DEPT. 43
39 WELL ST

LONDON
128 & 129
CHEAPSIDE, E.C2

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# Cotton Imports Switching from Britain to America; Returns Show Radical Change Since the War

## More Than Six Million Yards Formerly Imported From United Kingdom Now Come From United States—Figures Indicate That Americans Have Picked up Business That British Have Dropped—Complete Table Showing Imports of Cottons

OTTAWA.—Nearly five million yards of dyed cottons and more than a million yards of the printed cottons imported into Canada last year were switched from British to American goods.

In the goods classified by Canadian customs appraisers as "cotton fabrics, yarn or pieces dyed," the imports from the United Kingdom declined from 17,154,000 yards to 11,916,000 yards, while the receipts of such goods of United States manufacture increased from 19,672,000 yards to 24,081,000 yards.

In "cotton fabrics, printed" of which Canada imports less than half as much as of dyed cottons, the receipts of British goods fell off from 7,823,000 yards to 6,508,000 yards, while American goods rose from 7,134,000 yards to 8,800,000 yards.

### Total Imports the Same

The total imports of these two classes of goods were almost the same during the fiscal year ended March 31, 1922, as during the preceding twelve months. Dyed goods fell off only about 350,000 yards and printed goods gained about the same amount. Considering the two together the decrease in imports was only about 11,000 yards, which, in a grand total of more than 52,000,000 yards, shows a remarkable steadiness of import business in those lines. In view of this constant volume of goods received and of the fact that the United Kingdom and the United States supply practically the whole of Canada's imports of colored cottons, the evidence is unquestionable that Canadians in 1921-22 bought six million yards of American goods in place of the six million yards of British goods that they consumed in the previous year.

In other words, between eleven and twelve per cent. of the whole import trade in such goods was switched from the British to the American manufacturer.

### Big Change Since War

In the last year before the war Britain sent to Canada 53,515,000 yards of "printed, dyed or colored cotton fabrics," while the United States sold 14,497,000 yards in Canada. The close of the war found the supply of British goods down to 16,332,000 yards and the American goods up to 26,850,000 yards. Of course the total imports had dropped from 69,000,000 to 43,738,000 yards, but the Americans had succeeded in picking up business that the British had dropped to the extent of more than twelve million yards.

### Increase Since The War

In 1920, the first fiscal year entirely outside the war period, Canada increased her purchases in those lines by nearly ten million yards. The Americans held all their trade of the previous year and sold nine million yards of the new Canadian business, while the British got the other million yards.

In the next year, 1921, the Americans lost the whole nine million yards of this new business and 7,500,000 yards of it went to the British producer. A decrease of about a million yards in Canadian imports that year

(Continued on next page)

## Imports into Canada for Consumption of Printed and Dyed Cotton Fabrics

### (Fiscal Years Ended March 31)

| | | 1914 | 1919 | 1920 | 1921 | 1922 |
|---|---|---|---|---|---|---|
| Fabrics, printed— | | | | | | |
| From United Kingdom | Yd. | No separate | | 4,662,083 | 7,822,562 | 6,507,808 |
| | $ | | | 1,773,666 | 3,544,462 | 1,458,554 |
| " United States | Yd. | | | 9,543,927 | 7,134,325 | 8,800,272 |
| | $ | statistics. | | 2,696,238 | 2,195,797 | 1,641,497 |
| Total Imports | Yd. | | | 14,293,111 | 15,126,826 | 15,456,467 |
| | $ | | | 4,501,885 | 5,964,745 | 3,192,757 |
| Fabrics, yarn or piece dyed— | | | | | | |
| From United Kingdom | Yd. | No separate | | 12,693,964 | 17,153,996 | 11,916,116 |
| | $ | | | 5,487,670 | 8,559,668 | 3,530,064 |
| " United States | Yd. | statistics. | | 26,189,863 | 19,671,711 | 24,081,394 |
| | $ | | | 8,097,729 | 6,059,570 | 4,820,765 |
| Total Imports | Yd. | | | 39,123,230 | 37,403,394 | 37,053,025 |
| | $ | | | 13,736,294 | 15,087,895 | 8,903,991 |
| Fabrics, printed, dyed or colored— | | | | | | |
| From United Kingdom | Yd. | 53,514,578 | 16,331,696 | 17,356,047 | 24,976,558 | 18,423,924 |
| | $ | 4,749,667 | 5,046,691 | 7,261,336 | 12,014,130 | 4,988,618 |
| " United States | Yd. | 14,496,992 | 26,849,670 | 35,733,790 | 26,806,036 | 32,881,666 |
| | $ | 1,600,314 | 6,990,071 | 10,793,967 | 8,255,367 | 6,462,262 |
| Total Imports | Yd. | 69,103,236 | 43,737,679 | 53,416,341 | 52,520,220 | 52,509,492 |
| | $ | 6,580,065 | 12,157,316 | 18,238,179 | 21,052,640 | 12,096,748 |

# Metallic Materials In Fabrics and Trimmings: Forecast From Paris Indicates New Vogue

## Girls of the Folies Bergere Are Wearing Gowns Longer and Looser—Brighter Shades Replacing the Black in Paris—Heavy Consignments of Silk Velvets From French Centre—Advances Recorded in Some Silk Prices

"TINSELS and metals are the thing for next winter," says a Toronto buyer. In Paris, he says, one hears of nothing but these. Not only in silver and gold but in the high shades also. Paris is by no means tired of the glorious hues; in fact, the colors for next season are brighter if possible. Jade, poinsettia and geranium are three of the best.

All these metallic materials both in fabrics and in trimmings are prominent at the Folies Bergere, which after all, are the best fashion indicators in Paris. When our buyers go to France, they consider an evening at the Folies and at one or two of the other prominent shows as well as several trips to fashionable restaurants, very necesary before placing their orders. The girls in the Folies, says our informant, are wearing their gowns longer and looser, if possible than ever. The bodice is extremely low and yards and yards of materials are required. This call for about twice as much material as was used last year, is a great boon to fabric and accessories departments and as one importer who expressed his dislike for the new style, was told, "Everyone must boost for the flowing gown." The day of the yard goods' man has finally arrived and he must seize every opportunity.

Though to our American and Canadian minds, the long, draped garments seem at first rather untidy after the smart sports' types of the last two years, there is something so distinctly feminine about them, that they make a strong appeal to many people. After all, as one Parisian designer expressed it, next winter's gowns are nothing but an expression of woman's natural reversion to feminine charm after six or seven years of "This Freedom," which one prominent writer speaks of so much.

### French Glad to Abandon Black

Neither makers nor retailers are sorry to see the bright shades replace black. The last year has taught them that the more women wear black, the fewer gowns they find it necessary to have. Their advice to the trade in this country is to sell the colors as much as possible and let the black sell itself. The natural time for black is when times are good and the utility question has not to be carefully considered. Just now when business must be forced, shades which attract and which tire are the logical ones to promote.

Importers are receiving very heavy shipments of velvet from France in expectation of the biggest season they have ever had. Then there are crepe and velvet combinations, the ground being usually of crepe and the velvet appliqued in the same or a contrasting shade.

Not only will velvet be used in gowns but it will figure most prominently in capes and cloaks. It is believed that opera wraps will be of velvet next season as much as of fur. "What about such cloaks in Canada? Are they warm enough for evening wear?" asked Dry Goods Review. This buyer believes that women will like them here just as much as in Paris or New York because they are disregarding climatic conditions more and more each year.

Two-toned taffetas are another line which Paris is smiling on for next winter. The shades which have already reached here are the vivid, with the shot effect, have a soft radiating glow in the nightlight.

Crepe is still the best day in and day out seller in Paris although satins are beginning to be seen again. As a rule satin is used as a facing for crepe or crepe as facing for satin when the latter material is stressed at all. Many of these satins have a damask pattern also.

### Silk Market a Surprise

This buyer went over to the continent filled with the idea that he could buy at any price he pleased. He like many others both in Canada and the United States, had delayed ordering thinking that the longer he waited the better he could dictate prices. It was a great surprise to him to find that the market had advanced—this in spite of the fact that the hosiery, ribbon and underwear firms in America have done no buying at all for the fall. He found that manufacturers in France and Switzerland are not even producing for stock, so many are the regular orders for immediate shipment. After the hosiery, ribbon and underwear firms have ordered, he gives as his opinion, there will be no possible chance of a price drop, so he has bought his complete range now. Some of the best-known buyers for the retail houses in New York are of the same opinion. They say that if there is a drop it will be in the late Fall, too late in fact to affect next season's trade.

The largest silk syndicate on the continent is sold up to October 1, was another piece of information this Toronto importer received and which we pass on to our readers for what they think it is worth. Contrary to last year, the best manufacturers are only accepting bona fide orders.

### 75 Per Cent. World's Raw Silk Used in America

Europe and the other continents use only about one quarter of the raw silk that is produced, was the statement made by one of the biggest manufacturers in Switzerland. The rest comes to America. Electricity is responsible for a good share of the quantity consumed here. There is no doubt however, that the proportion of people wearing silk for almost every article of clothing, is much larger here than on the continent.

Most of the raw silk comes this year from Japan because of the small quantity which Italy can turn out. Of course the lack of rain is to blame for the shortage but the fact that all the mills in that country are run by water-power instead of electricity, has also been responsible for the small output.

There is a certain amount of conjecture already that the crop in Japan will be a little smaller this summer but there is no real reason for worry just yet.

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### COTTON IMPORTS

(Continued From Previous Page)

accounts for most of the difference. This left Britain still with less than half the volume of this trade that she had before the war and the Americans still had almost double their pre-war Canadian business in these lines.

But last year the pendulum swung back again and the 1920 state of affairs was nearly repeated.

Values, of course, show less difference in Canada's purchases from the two great cotton weaving countries. The average price per yard of British cottons is, and has always been, much higher than that of the American goods we buy.

While the total quantity imported was nearly the same in 1922 as in 1921, the total valuation fell from $21,000,000 to $12,000,000. The great general decline in price seriously obscures the actual details of the change in trade, but it would appear that Canadians used a cheaper grade of colored cottons in 1921-22 than they demanded in 1920-21, and turned from the British to the American producer as a source of supply.

The table on previous page tells the whole story:

# Heavy Placings on Fall Fabrics

## Tweeds, Homespuns and Cheviot Suitings Are Popular With Canadian Women—Remarkable Values Offered in Serges—Steady Advance in Botany Wool Since First of the Year—Some New Crepe Weaves.

FALL tendencies in dress fabrics and coatings are now an established matter with Montreal warehouses whose stocks are now complete. Discussing the coming season with Dry Goods Review a wholesaler commented on the extraordinary hold which tweeds, homespuns and cheviot suiting have acquired in the hearts of Canadian women. Homespuns this season have outsold any other woollen material and look good for Fall though probably in somewhat quieter colorings, such as browns and blues. Tweed effects will undoubtedly be in great demand with the trade which caters to the medium class for no other type of material is so eminently suited for making up good looking business suits or tailored sports suits. It has taken the Canadian woman a long time to become accustomed to wearing rough finished suitings as her English sister does, but now that the utility and smartness of tweeds has been at last appreciated, it is not at all improbable that they will henceforth be accepted as a staple item in the feminine wardrobe.

While navy tricotine is expected by this authority to continue its career as the staple all round suiting, there are rumors heard of its withdrawal in favor of navy gabardine. Many wholesale buyers profess to believe that gabardine will be the season's favorite next Spring and are placing their orders accordingly.

### Serges Offer Remarkable Values

Notwithstanding that little is said about serges of late, wholesalers report that 60 per cent. of fabrics sold are of this material which represents the very best values on the market to-day. When it is realized that a pure wool serge can be bought at to-day's price around 50 cents a yard while a cotton ratine costs as much as 95 cents, some idea of the extraordinary values in serges may be better imagined. While the average fabric costs approximately 100 per cent. above pre-war levels this season, serge is only 30 per cent. above and represents an entirely erroneous idea of its actual worth. Serges which cost $3.25 a yard at the peak are now priced at $1 a yard and will show an increase if anything from now on, where price is concerned.

### Shortage of Botany Yarns

Prices on all woollen fabrics have advanced steadily from the mills since the beginning of the year, owing in great measure to the scarcity of Botany spun yarns. Hosiery mills in England have absorbed so much of these finer grade yarns that a real shortage has sprung up of late months and little available supplies are reported available. Cross bred woollens have advanced from 7½ to 10 per cent. while Botany wools have jumped ahead as much as 10 per cent. to 15 per cent. on a conservative estimate.

Where coatings are concerned, enthusiasm is shown by the wholesale trade over the new materials produced by Canadian mills, samples of which are now being shown to the retail trade. In the matter of velours coatings, nothing finer has been produced anywhere and prices are moderate. The favorite shades tend towards darker hues of brown, navy blue and a few lighter neutral colors. Plaid or check back coatings in either rough or smooth finish are exceedingly popular, especially in lovat and heather mixtures and solid dark colors.

There is little demand for plush or sealette fabrics this season, attributed in part to the fact that an electric seal or dyed rabbit coat can be bought by the woman in search for a popular priced garment at very little more than the cost of the plush and the making.

### Silk Duvetyne Favored for Fall

According to another leading Montreal house the demand for fine French Duvetyne has been phenomenal of late and stocks only just received are completely sold out. This demand, coming as it has after a season when hand to mouth buying seemed an established habit, has encouraged buyers in the hope that retailers are tired of this procedure which leaves stocks in bad shape, and that business will be resumed for Fall on a more satisfactory basis all round. As a feeler for early Fall business therefore, the strong demand for Duvetyne would indicate that emphasis is likely to be placed upon the finer, smooth finished fabrics.

### Velvets Predicted as Leaders

Second in demand after Duvetyne are the fine French chiffon velvets which this season are priced at the almost unbelievable figure of $2.85 a yard. This drop in price, together with the fact that large stocks of this fashionable material are on hand, accounts for the sudden interest shown in velvets all over Canada for Fall. Not only are the brightest colors called for, but the sale of all black velvet leads buyers to state that this is to be a "black velvet season." Velveteens are likewise proving of more than usual interest, especially for children's wear, as fashion predicts a return of the "Little Lord Fauntleroy" type of costume for both boys and girls.

This Montreal house is giving wide prominence to Crepe Morocain this Fall as a leader in the crepe family and to supersede to a certain extent ,the ever popular Canton. This latter material, it was said, will continue in good demand in the heaviest weights only. Morocain is shown in about 15 leading shades and is priced approximately at $3.50 a yard.

Among the other wanted silks for early Fall selling are Kitten's Ear and Crepe Romaine, the latter said to be popular since its introduction as a leading fabric for Princess Mary's trousseau. Tricolette and taffeta have settled down into the staple class and show little of interest insofar as Fall trade is concerned.

### Inexpensive Linings Popular

To satisfy the demand for an inexpensive brocade lining for fur coats, one leading Montreal silk importer has just received a shipment of really striking patterns in bold, outstanding motifs on rich colored, mercerized grounds, so closely resembling pure silk as to deceive experts. These new linings are priced at less than $2 a yard and are being quickly snapped up by furriers and others for re-lining old coats and other fur pieces. Real metallic lamé brocades are just in as well, and show a decided tendency to feature metallic thread embroideries again for the coming winter. High shades will continue in vogue and patterns will be bold.

Characterising the season as a whole, one wholesaler told Dry Goods Review that more yardage has been sold in the last four months' placing than ever before at this season, and every reason is held to expect a good Fall business.

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The firm of F. D. Burkholder has purchased the entire stock of M. J. Isaacs, furriers, at 34 Sparks St., Ottawa, Ont., and will in future manufacture and sell furs exclusively.

Mr. and Mrs. John Catto of Toronto celebrated their diamond wedding anniversary the other day. Mr. Catto is one of the best-known dry goods merchants in Canada.

The Canadian Co-operative Wool Growers' Association have opened up a collecting station at Charing Cross, Ont., and will later have one at Dresden, Ont. From these points they intend to ship wool from Middlesex County on the co-operative basis.

John Pearse Field, senior member of the firm of Field Bros., Cobourg, Ont., died on May 21. Although seventy years of age, he was until a short time ago interested in municipal affairs and in organizations interested in the welfare of Cobourg.

# Wide Variety of Knitted Underware in Style and Price Suggested by Newspaper Advertisement

## Montreal Store Used Advertisement Pointing Out That There Were 129 Styles of Vests, 34 of Combinations, 17 of Drawers and 23 of Bloomers—Selling Points on Knitted Underwear—Moderate Price a Popular Appeal.

A CERTAIN advertisement about knit goods noticed in a Montreal newspaper this month caused considerable comment although it was in no way unusual nor even striking in appearance or wording. It ran in this wise:

**Women's Summer Underwear**

—A Valuable Variety

129 Styles of Vests

Supplying your bodily needs and satisfying your temperament whatever it is. The range is from .30 to 3.00— and includes 40 styles at .50 and 24 styles in oversizes.

34 styles of Combinations.

17 styles of Drawers.

23 styles of Bloomers.

That was all there was about the underwear, not even a cut to arouse still greater interest, but dozens of women were heard to express surprise that such a wide range of knit underwear was available for their selection. The idea of selection from 129 different styles of vests alone seemed incredible to them, while it did not seem possible that there could be as many as 23 different styles of bloomers.

This advertisement proved the subject of an interesting discussion with the sales clerks of this section, one of whom informed Dry Goods Review that the study of knit underwear was not only apparently inexhaustible but was as interesting as any line of merchandise she had ever handled, both from the buying and selling aspects.

"The public likes to think it can find just the very style which will fill a particular need," she said, "and nearly everyone has some individual preferences about underwear and not a few prejudices as well, many of which are erroneous, unfortunately, and need considerable knowledge of the subject to dispel."

### Underwear Must Be Comfortable

With July and the "dog-days" not far off, a short symposium on the subject is suggested by this unusual and compelling advertisement. For example, why should it be necessary to mention the question of temperament in connection with knit underwear? Somehow, the idea of this merchandise does not link up in the imagination with personal characteristics such as the artistic instinct, or the craze for outdoor life, one's enthusiasms or one's worries. Yet, away down underneath, no other part of our wearing apparel exercises as much influence upon our lives as the invisible protection which comes closest to the skin. And just because no two persons experience the same needs and preferences in the way of bodily comfort, the makers of knit underwear have been forced to exert their ingenuity to put as many as 129 styles of vests on the market. Still when all is said and done, there is a good deal of sameness about the range of knit underwear, which is perhaps responsible for the lack of development in the majority of underwear departments. It has not the same style element which makes millinery or neckwear easy to sell, and it seems to be the one thing that people buy only because they need it.

One of the main reasons why knit underwear has such a wide sale is the fact that there are so many different physical needs to be met because not all of us are alike in habit or diversions. Certain kinds of fabrics and materials will give better satisfaction than others under certain circumstances and so in making a sale of undergarments, the sales staff should endeavor to find out from customers what their tastes, hobbies or personal habits are, in order to better determine the sort of merchandise to recommend from the entire range. Such questioning, naturally requires both tact and good judgment and forms the groundwork of good salesmanship in this department.

### Popular Prices Have Widest Appeal

The question of price is also an essential point to bear in mind. In the advertisement before mentioned, no fewer than 40 styles of vests are featured at 50 cents each, showing that this is a favorite price with average trade this season. In another department store this month thousands of Swiss ribbed vests were sold in one day at the low price of 29 cents each, many customers remarking that they had refrained from buying until they could secure their underwear at something like pre-war prices. Instead of buying a single vest they bought half a dozen, and the habit of quantity buying is now likely to be once more established. The sales staff should encourage the idea of personal cleanliness during the hot weather months by advising the sale of at least three inexpensive vests rather than one at a higher price. Anyone can wash out a lightweight ribbed cotton vest at night and if the weather be warm and dry it should be ready to don in the morning. Having at least three vests, however, is the ideal course for hot weather, and even though constant laundering will tend to wear them out quicker, yet greater comfort and economy will be secured from three 50 cent vests than one at $1.50.

### How to Keep Opera Straps Up

Many women are particular about the style of shoulder strap on the vest and complain when the straps slip off the shoulder easily in the Opera styles. One sales girl told Dry Goods Review that she always managed to please this type of customer by suggesting that they remove the tape or ribbon strap and substitute a slightly shorter length of the narrowest white elastic. The latter type of support will hug the shoulder yet will not make itself felt uncomfortably and usually launders several times.

### Why Knitted Wear is Coolest

When the next customer asks you why knit underwear is cool, here are some good reasons to give her. "Knit underwear is healthy because it absorbs and evaporates the excess moisture of the body most rapidly, and if moisture in the form of perspiration is allowed to remain on the skin, the slightest draught is likely to cause a chill, and it must be remembered that this moisture given off by the skin pores is a poison expelled by nature in her effort to rid the body of contamination. The function of absorbing and evaporating is therefore perfectly performed by knitted underwear. Inhabitants of such warm countries as Italy, Mexico, Spain and Africa keep water cool by using a semi-porous jug. It is the rapid evaporation of surface moisture that accomplishes this and the same principle is involved when knitted underwear is worn. The more open structure—loosely spun yarn—allows a freer circulation of air to envelop the body, and in turn, helps cool the surface of the skin by aiding evaporation. Thus, the rapid absorption and consequent rapid evaporation is a great factor in reducing body temperature. Further, knit underwear does not thicken up in washing and it rarely shrinks, so that its original qualities are retained until its period of usefulness is done.

### Always Measure Customers

In selling any type of underwear, it is always best to measure the customer rather than accept her word for the size. Some manufacturers are providing a tape measure, recording 80 inches on one side and sizes on the other, together with full instructions for measuring customers. These conveniences are much appreciated by salesclerks and should be provided to enable them to sell with greater assurance of satisfaction.

# All Together

## Spells Success

**SILKS LIMITED**

**RIBBONS LIMITED**

Maximum Quality

Minimum Prices

**NOVELTIES LIMITED**

**DRESS FABRICS LIMITED**

We'll do our best to deserve Success

Montreal **Toronto** Winnipeg

Salesmen Constantly Out to Serve You

# *Normandy Fabric*

## Look for the name on the selvage!

IT is customary for fabric makers to advise the *consumer* to "Look for the name on the selvage." But Butterfield feels a tremendous responsibility, too, to the *retailer*. We realize that every reliable merchant wants to be protected from selling his customers unworthy goods.

The beauty and success of Normandy Fabric have naturally led many makers to attempt to produce similar fabrics. Our long experience in the making of Normandy Fabric showed us the enormous difficulties to be overcome. This experience has proved to us that the state of perfection which we have reached with our product is not likely to be reached by any other manufacturer, without the same years of experiments, and guarantees to you the features which characterize the genuine Normandy Fabric. These are absolutely necessary to its success:—

*The clean-cut dots—uniform in size.*

*The lack of streaks and smears from the color in the dots.*

*The indestructibility of the dots.*

*The fineness of the voile.*

*The demonstrated fast color of the applied patterns—proof against light and washing.*

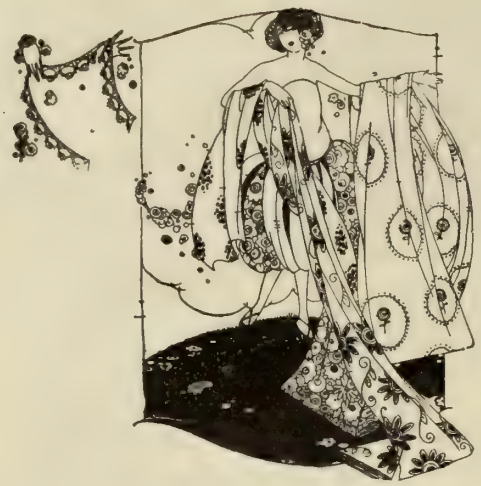
For your own protection, then, be sure the name Normandy Fabric—*is on the selvage.* Then you'll know you are buying the quality which no jobber, manufacturer, or retailer—to our knowledge—has ever carried over from a former season—or been compelled to close out at a sacrifice.

To add to your protection, we have taken steps to safeguard the 1923 patterns in Normandy Fabric with

## *United States Patents*

FRED. BUTTERFIELD & CO., INC., 361-363 Broadway, New York





# For Every Occasion
# For Every Woman
# Fabrics of Loveliness

| | |
|---|---|
| **Canton Crepe** | **Ninons** |
| **Crepe Georgette** | **Chiffons** |
| **Crepe de Chine** | **Novelties** |
| **Liberty Satins** | **Silk Dress Nets** |

We wish to announce to the trade that we will be in a position to fill

## Late Summer and Fall Orders

in any of the above lines, in all the new Fall colorings.

Early in July.

***Write us for samples.***

The AGB Fabrics

Les Successeurs de

## ALBERT GODDE, BEDIN & CIE

PARIS TARARE LYONS LONDON NEW YORK

Empire Building : 64 Wellington Street W., — TORONTO
Telephone : Adelaide 3062 E. DESNOUX, Rep.

*Eastern Canada Agent:* G. B. WYNNESS - 113 Metcalfe, MONTREAL
*Western Canada Agent:* EDWIN J. KIRKBRIGHT, 205 Bower Building VANCOUVER, B.C.

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# *What the eye doesn't see—*

is nevertheless an important factor with your cloth. Unless the cloth is properly shrunk, good tailoring becomes wasted labour.

Why risk your customer's goodwill by supplying him with insufficiently shrunk cloth with nameless stamps such as "Well Shrunk" or "London Shrunk," etc.?

The best guarantee and absolute satisfaction is obtained when the cloth bears the name

**JENNENS, WELCH & CO., LTD.**
**LONDON - HUDDERSFIELD - BRADFORD**

The world's premier firm of cloth workers, shrinkers, finishers, etc., are also proprietors of the renowned JENNWEL Waterproof Rubberless finish applied to Tweeds, Serges, Coverts, Fancy Worsteds, Costume Cloths, etc.

JENNENS WELCH & Co LIMITED OF LONDON SHRUNK

## JENNENS, WELCH & CO., LTD.
**SPRINGWOOD WORKS, HUDDERSFIELD**

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# All Made of

# *Horrockses*

Think of the thousands of summer things—Dresses and Petticoats, Camisoles and Nighties, and Children's Undies—that are being made of Horrockses' Diaphalene, Nainsook, Cambric, India Long Cloth and other sheer, dainty, durable cottons.

We are steadily advertising all these staple Horrockses' fabrics—and dealers who feature Horrockses' lines are finding their sales smartly increasing.

**Is Your Stock Complete?**

## JOHN E. RITCHIE

**Canadian Agent:**
591 St. Catherine St. West, Montreal
Branches: Toronto and Vancouver

**United States Agents:**
**WRIGHT & GRAHAM CO.**
110 Franklin St., New York City

**Made by**
**Horrockses, Crewdson & Co., Limited**
Cotton Spinners and Manufacturers,
Manchester, England



# HAWTHORN HOMESPUNS

***The Fashionable Fabric***

Wherever you go the Homespun dress, suit, coat or cloak predominates.

If you don't know where Hawthorn Homespun garments are obtainable write us and we will furnish you with the names of leading Canadian garment makers who feature Hawthorn Homespuns.

HAWTHORN FABRIC
CANADA PRODUCT

# HAWTHORN FABRICS

*Made in Carleton Place, Ont., by* HAWTHORN MILLS, LIMITED

# JOSEPH HOYLE & SON LIMITED

MONTREAL
*Mr. Archer Robertson*
*327 Board of Trade Buildings*

VANCOUVER, B.C.
*Mr. G. S. Mc Connell*
*1754 Barclay Street*

*for over half a century manufacturers of the highest quality fabrics:*

GENTLEMEN'S SUITINGS
OVERCOATINGS · COVERT COATINGS · CAP CLOTHS.
SPORTS TWEEDS.

LADIES' MANTLE & DRESS MATERIALS ·

TABLE CLOTHS. ART SERGES · CURTAINS

UPHOLSTERY CLOTHS
*· · · for Motor Cars · · · ·*

*Wires "Hoyle, Longwood-Yorks."*
*Codes:- Marconi, Bentley's A.B.C. 5th Edition and A.1*

*Longwood*
*Yorkshire*
ENGLAND



## Buy British Goods




Prices are now established, and full ranges of cottons, linens, draperies, blankets, etc., are ready. Stock also carried in Montreal and Vancouver. If you are not on our mailing list, please write us.

**JOHN E. RITCHIE**

**Dry Goods Commission Agent**

**591 ST. CATHERINE ST. WEST, MONTREAL**

**Branches:** 64 Wellington St. W., Toronto; 29 Minshull Street, Manchester, England; 615 Pender Street W., Vancouver, B.C.

## INFANTS FOOTWEAR Limited
## LONDON, ENGLAND



Soft Sole Shoes in Kid, Silk, Poplin, Wool, etc., and Hard Sole Shoes, Children's Woolly-Wear, Bonnets, Gaiters, Mitts, etc.

CANADIAN BRANCH
GREENE-SWIFT BUILDING
LONDON, ONTARIO.

## Chatillon, Mouly, Roussel & Cie.

*Silk Manufacturers*

*at:* LYONS, TARARE, VEYRINS, CORBELINS, (France)

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*CREPES*
*MUSLINS*
*SATINS*
*DAMASKS*
*BROCADES*
*FANCIES*

LYONS — NICE — MILAN

*All the Newest Creations*

## M. AUBIN

*Canadian Representative*

**275 Craig St. West, MONTREAL**




**"24 Reasons Why Women Want SUNSET DYES"**

This is the title of a new folder which is full of pretty convincing stuff. A post card will bring it to you by return of mail.

Have you received our card, "The Season's Colors"?

# *The Future of SUNSET*

In the past SUNSET has proved itself more than just a money-maker, it has been a business builder and a creator of goodwill for every dealer who handles it. SUNSET performs everything that is promised by all other dyes combined—**and then some!**

The future of SUNSET is a bright one because our methods of merchandising are untrammeled with offers of absurd profits, which in themselves are an admission of inferior quality.

You will eventually handle SUNSET because the insistent demand of the trade is for a real, modern, fast dye instead of inferior dyes which have little if any repeat value or goodwill quality.

Write us to-day for literature which will show you how you can share in the successful future of SUNSET SOAP DYES.

The Buying Public likes a Square Deal.

# SUNSET SOAP DYES

*ONE Real Dye For ALL Fabrics*

*Sales Representatives*

HAROLD F. RITCHIE & CO., LTD.
10 McCaul St., Toronto, Canada

North American Dye Corporation, Ltd.
*Manufacturers*
Toronto, Canada

# The Violet May Store of Montreal

## Unique Background Makes for Attractive Window Displays—Special Attention Paid to Flappers and Matrons—Makes No Effort to Force the Seasons—Policies of Salesmanship Outlined.

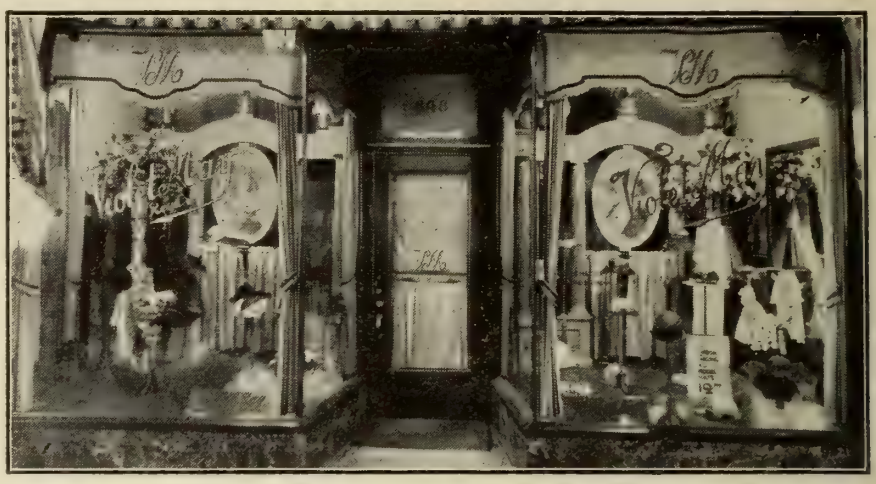
A MILLINERY shop which is patronized by smart women of Montreal is known under the attractive title of "Violet May Regd. From Bond Street, London," and has ten years of successful history behind it, to which the owners and managers are adding fresh laurels as each season passes. The success achieved by the store is in a sense unique as most of the merchandizing methods employed to promote the sale of high class millinery in Montreal by Mr. and Mrs. Davies, the originators of the business, are both novel and profitable.

Unlike many stores with a name of unusual charm, the Violet May Shop is named for its founder, originally an English girl from London, now Mrs. C. J. Davies. Accustomed to designing hats for English women of distinction and taste, Violet May soon found that there was a definite opening for a millinery shop with similar merchandise for the Canadian women to whom individuality and expert workmanship possess a tangible worth not expressed by price.

### Window Displays of Unusual Charm

The appointments of the store both as regards its display windows and the interior bespeak dignity and conservative good taste. The background of the windows is quite unique, for instead of the conventional silk draperies or solid setting, an archway composed of gilded Ionic pillars divides the windows from the store proper, between the columns of which are placed two very beautiful reproductions of Gainsborough's famous heads, wearing the picture hats named after this painter. The floor of the windows is usually piled with misty clouds of tulle in a tint harmonizing with the main color scheme of the display, or again, each hat stand may be draped in a length of chiffon or georgette which will set off the hat in question. In the latter case, white is often used to display a showing of black hats with excellent effect.

The interior of the store is quiet and inconspicuous, both carpet and walls being of the softest buff tones, providing an admirable ground for colorful sports and garden-party hats displayed around the walls in cases or upon stands. A large glass show case containing a quantity of imported flowers and foliage also lends color to the store, while here and there curtained off recesses reveal the mirrors of a dressing table in readiness for fitting hats. A mezzanine floor above provides additional space for a workroom where hats are created as well as altered as occasion demands.



*Gilded pillars between which are placed well executed oil paintings of Gainsborough's heads, provide the unusual background of this artistic display of spring millinery featured recently by the Montreal store of Violet May Regd., of Bond Street, London.*

Violet May's customers are nearly all of several years standing, women who regularly four times a year select appropriate chapeaux for their various outfits, or else they are friends of customers, sent to the store because they have expressed dissatisfaction with methods used elsewhere. A policy which has built up the present large following of the store is said to be the guarantee of individuality in each hat sold, completely obviating the duplication of models frequently objected to by smart women. According to Mr. Davies there is a good demand for models priced from $18 to $25 apiece but others are sold as high as $75 each, depending upon the trimming. Likewise, French and American imported hats command a ready purchase as well as English sport hats, which are a specialty with Violet May Regd.

### Two Types of Customers

There are two distinct specialties in types of millinery also, featured in this store. First, flappers' hats, designed for young girls with bobbed hair, who require a head size an inch or two smaller around than the ordinary size, and second, matrons' millinery, of a style at once conservative but smart and dignified. Commenting upon the various problems of serving customers, Mr. Davies pointed out the fact that the young girl is after all, the most difficult patron to suit, since she unfortunately does not always know her own mind, and takes up valuable time trying on models, many of which are unsuitable for her. Not only does she have to be satisfied herself regarding a purchase but there is usually a long retinue of relations and friends who must be consulted as well, and against these conflicting forces, the saleswoman often has a most difficult time.

### Never Forces the Season

There is no effort whatever made by the Violet May Regd. to force seasons with the display of millinery. Mr. Davies is strongly against the habit of showing straw hats in December and velvet shapes in July. He has developed a four-season demand among his own clientele by observing the ordinary changes of spring to summer, fall into winter and so on, and has educated his customers to recognize that the well dressed woman does not indulge in freakish extremes. New hats are not shown months ahead of their season, only at the outset, but interest is roused in advance of the different months by the sending out of personal letters along with actual photographs of new models just received. These letters are not typewritten, nor are they form letters in any way but are written on personal note paper in handwriting, just as though addressed to a personal friend. The photographs are taken by a Montreal photographer on living models and according to Mr. Davies, the returns from this method of attracting purchasers are 100 per cent. good. Another clever method of doing business which results in eliminating "carry-overs" in stock, is the plan of telephoning to regular customers to announce the regular end of season sales, when special discounts are put in force. Many a customer will respond to an invitation to come and see the sale of sports hats at 25 per cent. off in the month of July,

(Continued on next page)

# The Making of The Straw Hat

## Began in the Early Part of the Seventeenth Century With Prisoners on Straw from Alsace-Lorraine—Eighteen Major Operations Performed—Japanese and Chinese Are Adepts in Braid Industry —Process of Manufacture Described.

LUTON, Bedfordshire, England is the home of the straw braid industry in England. The making of this for hats and other mercantile purposes, began with the prisoners in that country in the early seventeenth century. They discovered that they could grow certain varieties of wheat such as were produced in Alsace-Lorraine, where the plaiting industry originated. The finer grades of straw, notably Tuscan and Leghorn, still come from France, (usually from Tuscany) and others from Italy and Switzerland, but England produces excellent coarse straws.

Of late years a great deal of straw braid is being imported from Canton, China, and from Japan. As a result, though the trade at Luton has extended to huge proportions, the actual number of people employed is considerably less than it was twenty years ago.

The Japanese and Chinese are adept in the hand-work required in the straw braid industry. They cut and gather the wheat straw by hand, dry it in the sun, and then tie it in bundles to be graded according to its weight and quality. The plaiting is done by hand, little girls starting at the age of four to work at it. Each child works on a single strand of braid, plaiting it uniformly and with amazing speed. It is then made into bales and weighed. A bale consists usually of 240 pieces, each piece containing 120 yards. It reaches our factories in this state and in the natural color.

### Eighteen Major Operations for Women's Straws

It takes three days to make a straw hat for a woman. There are usually 28 operations in producing men's straws and they require 10 days.

The straw braid in the natural shade is first bleached, unless it is to be used in colored hats. Bleaching done in the usual way requires 18 days and coloring, 3 days. Large supplies of braid are always kept on hand in the colors and quality required. They are sorted into huge pigeon-holes ready for the workers at a moment's notice.

Straw hats are shaped on plaster moulds. In a room of fifty or sixty operators, there are as many plaster casts. These are placed to the left of each worker so that the correct turn and twist can be accurately made on the sewing machine by fitting the straw to the mould as often as required. With the aid of a ruler, the straw can be made to fit the mould exactly. For men's and children's shapes, there are six sizes of moulds for each shape required, these differing in measurement by an eighth of an inch. Women's hats are, as a rule, not made in so many sizes but even then there are often as many as 300 shapes used in one factory in a single season.

*This article was written by a representative from Dry Goods Review who was permitted to visit the factory and watch the operations of the Robert Crean and Company.*

Where two or more shades are required in making a hat, the braids are sewn together in the same way as when only one is used. For example, if the brim is in navy and the outer edge in red, the red is attached at the place indicated on the mould, the stitching in that case being red on the row of blue where the two meet.

"How is a hat with a crown smaller at the bottom than at the top, taken off a mould after fitting?" Dry Goods Review asked. The answer was that the moulds for these types are made in two, three or even four pieces so that the parts can be easily removed.

The second operation is sizeing. The same material as is required in means and jellies—that is gelatine, is used for this. A certain amount of shaping is done during the sizeing process. The hat is then dried.

Hand-pressing is very necessary to obtain the best results. Every hat is carefully pressed by hand before going to the hydraulic press. The last named process is one of the most interesting operations of all. Every hat is encased in a metal mould with rubber saddles, which go with the hat into the press. They are all necessary to prevent the slightest deviation from the required shape.

For those who have not seen these presses it might be interesting to know that they stand about eight feet high and are five or six feet in breadth. They are worked by water pressure, the pressure varying from 50 to 250 pounds to the square inch according to the weight of the straw which is being subjected to it. The part which holds the hat is like a huge iron cauldron in a more or less conical shape and having a tightly-fitting lid. A few minutes in the press and the shape is considerably altered. A hat with a flat crown goes in for a few seconds and comes out with a ridge down the centre corresponding to its metal mould. After the pressing operation the hat is in perfect shape ready for varnishing.

Hats are varnished on the under side only before being lined, otherwise the needle would not penetrate very easily They then go to the finishers who have linings in the required width and in different materials according to the quality to be used. The length they cut off by measuring each hat exactly. Men's hats, have of course leather sweat-bands which are a little more difficult to handle. They are sewn in by hand.

The trimming is done when the hat is thoroughly dried after its coat of varnish on the upper side. Men's hats require hand-sewing in making bows while women's and children's are usually trimmed by machine. Hand-pressing is again necessary after trimming and the hat is then ready to be shipped.

This review of the operations required in making straw hats, is by no means intended to cover all the minor processes used. It is only an attempt to give salespeople some idea of the skill, time and machinery required in making hats—hats which they sell to customers who are hardly aware of the fact that they are buying the product of the wheat.

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### THE VIOLET MAY

(Continued from previous page)

even though she may have already bought one, because these end of season sales at the Violet May Regd. are renowned. The store thus begins each season without a single old model in stock, and if it does so happen that a few odd shapes remain, the firm sends them to some church to be given to the needy poor, rather than endeavor to sell them for a trifle, which action would tend to lower the prestige of the business.

### Individuality Accented

Style and individuality are the paramount ideas behind every sale effected by the Violet May Regd. and the management endeavor to convey to their customers the fact that a good hat chosen to express the wearer's own individuality is an investment not to be reckoned in dollars and cents. But rather than sell anything which does not satisfy both the store and the customer, the latter is bidden to go elsewhere first and try every means of obtaining her exact wants. "I do not think, that we ever lost a sale by recommending that unsatisfied customers go elsewhere," concluded Mr. Davies, "because no woman wants to feel as though she were in the clutches of a salesperson determined to sell or die in the attempt."

# Live Retailer Parades Mannequins at Woodbine: Says Canadian Women have Best Taste in the World

## J. Creed of Toronto Shows Many Garments at Popular Race-Track—Gets Immediate Results From Novel Plan Never Before Tried in This City—Says Home Life in Canada Contributes to Refinement in Taste and Dress.

FOR THE first time in the history of the Woodbine races, mannequins appeared at the spring meet in Toronto. One would have thought it was Epsom Downs or Ascot, so smart were these Canadian models. Among a wealth of color and style, these striking mannequins attracted as much attention in the members' stand, as the horses themselves.

The man who was responsible for this fashion parade was J. Creed, a high-class costumier furrier of Toronto. He tried it out as an experiment and because he has faith in the taste of Candian women. The models shown were for fall and were furs entirely so that the contrast with the very springlike clothes of Toronto society women was all the more marked. There were three mannequins who, keeping always together, paraded the grounds. Moreover, they changed their costumes for each race so that members were constantly on the lookout for them. They wore fur coats and cloaks of very exclusive design for the most part. Not a word as to their origin was mentioned but somehow on the first day of the meet almost everyone at the races had heard they were from "that exclusive shop on Bloor St, called Creed's."

The following day the accompanying illustration appeared in the daily papers. As a result, people were on the lookout for the second appearance of the mannequins. Mr. Creed says that the week after the races, thousands of Toronto women who had not heard of him before, showed their interest in some way or other. Before going to press, Dry Goods Review learned that he had disposed of several of the most expensive models and had had many orders for others, which were directly traceable to the races.

Mr. Creed is not looking for competitive business and for this reason does not make fur coats such as are carried by every furrier. He prefers the cape-coat style rather than the coat or the cape because it combines both individuality and general usefulness. Moreover, few others make these.

This designer gives it as his opinion that competition has reached a dangerous point in Canada. It is this working on a basis of price-competition which has caused the death-blow of many of our manufacturers and of not a few of our retailers. He makes the assertion also that the financial difficulties of the last twelve months in New York were not due to competition nearly as much as they were here. "It is style which defeats New York," he stated, after many years' experience with American business methods.

Take for example the manufacturer in New York compared with one in Montreal or Toronto. The American manufacturer gambles all the time, the Canadian does not. A New York house will turn out a novelty on the chance that it will "go over" and in this way makes and loses many a fortune. In nine cases out of ten the Canadian waits until the move comes from the retailer or even from the consumer. A large pencentage of the novelties our manufacturers attempt have been actually worn first by Canadian women who brought them from Paris or from New York. In other words, the New York man makes them if Paris is wearing them; the maker here does not begin when Paris says so or even when New York has smiled but when a few women are wearing them in Montreal or in Toronto. Both methods have advantages. The slow and sure system has the big disadvantage of encouraging the competitive method.

In New York, at the end of six weeks a novelty has either been a success or a failure and the wise man abandons it in both cases and avoids price-cutting. In Canada, most firms come into the market within a few days of each other the result is price-cutting and very often small profits.

This is why Mr. Creed will not handle goods that other retail houses are carrying. There is no chance for comparison. If customers do not like his prices they cannot give evidence of better ones. By way of illustration he mentioned gowns. He carries imported models for fall and spring. He will not stock summer lines because these prices are low enough to encourage competition with other stores.

Dry Goods Review has found some salespeople who are under the impression that a French model is exclusively theirs. Mr. Creed says there is no reason why a Paris house should not make thousands alike just as our manufacturers do. There would be no profit otherwise. Usually, importers ask for some slight changes in color or design when they know that other firms are ordering a certain model but even this is not necessary. It is merely the large field for distribution which prevents a French model from appearing in our stores more often.

Cloth coats, suits and gowns are carried in this store as attractions and between-season helps to furs. Customers like to know that every model is French and that when it is sold nothing will take its place. Three weeks ago Mr. Creed had over one hundred of these. The last will be disposed of before June 15 and no more will be stocked until fall models appear late in July. That month will be devoted to orders for furs for next winter.

The clothing industry has not reached the height in France that it has in America, says this importer. This is one of the principal reasons why Paris models are so expensive. A great deal of the work is done by hand because manufacturers in France have not the intricate machines used here. As a result the output is very much less and prices consequently higher than here and in New York where production has been brought to the nth. degree The principal cause of this difference is the lack of capital in France as compared with America.

This assertion seems at first a little difficult to believe but when it is remembered that Mr. Creed has lived in Paris as designer for Bernard, in London as designer for Bradley and in New York at various times, one is inclined to listen to his opinion.

He says that the smartest woman will not be found in Paris but in New York. Though the Frenchwoman's taste may be superior, her financial resources are so much less that she cannot compete with the ultra-smart American.

As for taste in dress generally, however, he gives honor to Canadian women. One hundred women chosen from those on any street in this country will look better than those of the same type from France, England or the United States. The Frenchwomen will fall below them because of their comparative poverty, the English because of their natural easy carelessness in wearing their clothes and the Americans because the average American lacks the culture of the average Canadian.

He believes that when restaurant life and apartment dwelling reach the stage here that they have in the United States, our women will lose much of the refinement they now have. Home life and home conditions such as are found usually in our towns and small cities is reflected in the splendid taste our women use in selecting their clothes.



*These models from Creed's, 21 Bloor St. West, Toronto, wore original coats and wraps of fur at the Woodbine track. They were advance styles for next winter from Paris and New York and were said to be the most beautiful ever shown in Canada.*

*The model on the left is of caracul with sable trimmings. Note the uneven hem line. The one in the centre is of mole the lower part of the coat being covered with petals of mole. That on the right is of kolinsky with lining of brown and flame color.*

# Sales Total $1,500,000 At May Auction

## Prices Reflect New York and London With Several Advances Recorded—Largest Number of Buyers Registered At Any Auction —Something About the Leading Pelts—Fall Sale to be Held on September 12th

MONTREAL was once again the Mecca for fur buyers from all over the world during the second week of May, when during the brief space of three days the sum of $1,500,000 was realized from the sale which was held as usual under the auspices of the Canadian Fur Auction Sales Company. According to representatives of the Company, the prices obtaining were practically the same as those which were recorded at the preceding auctions at New York and London, and generally speaking, the most notable advances were registered in wolf, raccoon, muskrat, and lynx cat, while beaver, lynx, otter and mole held their own. Some idea of the quantities of pelts on sale may be gathered from the following list of the larger offerings:

45,000 (Southern) muskrat; 95,000 muskrat; 18,700 mink; 123,350 moles; 6,000 wolf; 44,000 ermine; 18,000 skunk; 41,000 squirrel; 11,870 beaver; 6,000 opossum; 4,000 marten; 2,000 Australian red fox.

About 325 buyers were registered at the beginning of the sale, the largest number ever recorded at a Canadian auction, of whom New Yorkers were considerably in the majority. Buyers from France and England were present, as well as from Toronto, Winnipeg, Edmonton, Sudbury, Fort William, Kenora, Ottawa and Quebec, and P.E.I., and in addition two visitors from Tien-Tsin, China. Considerable disappointment was expressed by several buyers that there were not more "rats" offered at this sale, but in the main, buyers were satisfied with the quality, freshness and comprehensiveness of the offerings. Frank H. Pingree, general manager of the company, acted as auctioneer and disposed of the 2,225 lots offered in 24 hours' selling time.

Montreal's position as a fur-buying centre was clearly established by the attitude of Canadian and American buyers, the consensus of opinion being that the city is the normal and logical place in which to buy this Canadian merchandise. It was especially notable that a large percentage of the goods sold had come direct to Montreal from the trappers instead of being previously handled by dealers. A number of freak skins aroused particular interest, among those being 14 midget silver fox, each of which was half the size of the normal skin, and there were also four snow-white beaver skins which brought from $21 to $22 each. A white otter skin also fetched $40.

### The Leading Pelts

Taking the more popular pelts individually the following information has been issued by the Fur Auction Sales Co. as being of interest to the trade:

Beaver.—A good offering brought full February prices, it is officially stated. Best blacks ranged up to $35.50, with extra large and large ones and twos fetching from $27 to $31; medium ones and twos, $16 to $18, and small ones and twos, $11 to $13. Bidding was spirited throughout, and the collection was widely distributed. Both shippers and buyers appeared to be highly satisfied with prices on the whole.

Otter.—This article was also unchanged in price as compared with February. Eastern Canadian extra large and large dark skins brought from $32 to $39.50. The offering was of good quality, consisting largely of Dominion goods.

Lynx.—Full market prices were realized on this article. The collection was not, however, of particularly good quality. No. 1 and 2 extra large and large, fetched up to $37, while the bulk of the offering was sold within a range of $26 to $29.50.

Fisher.—Interest in the sale dropped off considerably when this article was placed on the auction block. The collection was of good quality, but failed to bring satisfactory prices. The Canadian Fur Auction Sales Co. reports this article as 10 per cent. lower than in February, but it appeared to be the consensus of opinion among observers of the sale that the decline was close to 30 per cent. The desirable dark mediums and smalls brought good prices, but other grades were neglected. The top figure was $162.

Cross Fox.—This sold slowly, and the bidding dragged perceptibly. The collection was only a fair one and consisted of 357 skins. The best price was $95, realized on a finely silvered skin. Cross fox is officially quoted as 10 per cent. lower than in February.

Gray Fox.—A collection of 1,427 skins attracted a fair amount of interest, selling at full February prices, within a range of 50 cents to $2.25.

Russian Sable.—The offering of this article was an insignificant one. The best price paid was $168. A few lots were sold at about $165. The bulk of the collection was withdrawn. Sable is quoted officially at a decline of 10 per cent. from February levels.

Marten.—A 30 per cent. decline was registered by this collection, which was described by officials of the auction company as the best ever gathered under one roof. Dark B. C. skins brought up to $82; large, pale Alaskas, $26; pale Eastern Canadians, $12 to $18; with coasts, $12 to $15.

Timber Wolf.—A small collection of 266 skins ranged from $9.50 to $13.50 for average merchandise with an exceptional pelt bringing $46.

Kolinsky.—Mostly bought back. This was a poor collection. The nominal high price was $3.30.

Fitch.—A mediocre collection which brought up to $2.80.

Lynx Cat and Wild Cat.—A small offering of 691 skins registered an advance of about 20 per cent. above February sale prices. The top figure was $6.25. Bidding was good.

Bear.—Black and brown bear were a fair collection of 325 skins which brought full market prices ranging from $8 to $15. Polar bear brought good prices, also selling as high as $100.

Australian Red Fox.—This constituted another offering of little consequence. The top price was $160.

Australian opossum brought up to $3.50.

Ringtail opossum sold at 11 cents.
Nutria brought about $2.75.

Persians sold fairly well, at last February's prices. The collection of more than 10,000 skins went mostly to Canadian buyers. The top price was $7.40.

Muskrat.—Keen bidding developed during the sale of this article, which the auction company quotes 10 per cent. higher than in February. The best lot of Eastern Canadian springs brought $3, while average Eastern Canadian springs fetched from $2.25 to $2.55; winters and falls, $1.75 to $2. Western Canadian springs, $2 to $2.25; winters and falls, $1.65 to $1.90. Southern tops brought up to $1, with ones and twos running from 40 to 70 cents.

Practically all those attending the sale participated in the bidding. Among those who succeeded in getting part of the collection were a number of Canadian manufacturing retailers.

Wolf.—There appeared to be no limit to the demands of buyers for lots of this article, which brought full market prices and registered an advance of from 20 to 30 per cent. above February figures. The best price in Canadian funds was $20.25, at which figure two lots were knocked down to a New York house. Practically the entire collection went to the United States, with Canada as the seller.

In an official report the Canadian Fur Auction Sales Co., Ltd., state that Canadian wolf was 25 per cent. higher than

(Continued on next page)

# Deferred Payments Build Business

## Experience of A. J. Freiman Co., of Ottawa—Encourage Habit of Deposits on All Expensive Merchandise—Plan Rids Customer of Storage Worry—Eighty-five Per Cent. Sold on Deposit Plan—Special Attention Given to Stout Sizes

MARCH and August have become the two busiest months in the fur section of the A. J. Freiman Company store of Ottawa, due to the fact that intensive methods of merchandising have been applied to the promotion of sales in this department of the store, which have met with surprisingly successful results. "Fur garments and small pieces are profitable if properly merchandized," explained the manager of the department to Dry Goods Review, "but success rarely follows if the retailer attempts to do nothing but a cash business. The only way to sell expensive merchandise or any line which calls for considerable outlay of cash on the part of the customer, is to encourage the habit of deposits and instalment payments throughout the summer. When this plan is followed, it not only saves money to the customer but it also relieves her of any anxiety regarding storage and insurance, etc., during the summer months. Thus she makes a three-fold saving by buying late in the spring and the store benefits as a rule by her visits in connection with additional payments."

### Prominent Location

In the Freiman store, the fur department is attractively arranged and given more prominence than is usually found in other firms. Located just beside one of the main entrances and occupying an entire side of the building, the display of coats and small pieces is extensive. Not only are several large glass wall cases required to contain the exhibits of fine peltries, but downstairs there is a capacious and well-arranged storage cellar, in which every available inch is already packed with fur garments which have been sold during the past two months on the instalment plan and are being stored free for their future owners. As many as 500 high grade coats of Hudson seal and Persian lamb, etc., are hanging on the racks of this storage room amid the necessary protective aids such as camphor, and chilled air, and each coat bears its owner's name and address in readiness for delivery next fall.

### Satisfaction Ensured

Touching on the unprecedented demand for coats, a representative of the firm pointed out that fully ten coats are sold to a neckpiece this year, despits the tightness of money. Of the total number of garments sold, fully 85 per cent. are sold on deposit as before explained, but all are sold on a positive "satisfaction guaranteed" basis. This means that if by any chance some defect should appear at any time in the garment, such as a rip at the armhole, a loose button or any of the accidents to which even the finest coats are liable, the fur department of the Freiman store offers to repair and make good the damage whatever it is, without charge. Every fur piece sold carries this assurance of satisfaction with it, so it never happens that a dissatisfied customer returns with complaints about the coat or scarf she bought from them. On the contrary, if such defects come to light, the customer will drop in to the store with a friendly manner and ask for the necessary adjustment without the slightest attitude of annoyance or ill nature.

The buying of furs necessitates the establishing of complete confidence between buyer and seller, and in order to reach the hghest form of service in the fur section, it is essential that the staff be thoroughly experienced in handling furs. An experienced staff who know little about the dressing, dyeing and manufacturing of fur garments, nor the properties characteristic of each class of pelt, are worse than useless to a store and will not save money in the end. In the Freiman store, the staff are instructed to tell the customer everything about the garment which is selected. If a cheaper type has been decided upon, the salesman takes pains to emphasize that dyed coney or rabbit skin will not give the service that Hudson seal gives, and they recommend types of fur which will stand up under years of wear. At the same time they are careful not to make the customer dissatisfied with her choice, since it may be the only thing she can afford. In such cases, instructions on how to care for and preserve the freshness of furs is always given, such as a warning against rubbing and brushing when imitation seal is wet, and so on.

### Features Outside Garments

Especial pains are taken with stout customers in the Freiman store, and it has been found that outside garments are wanted fully as much as are smaller garments. All coats are stocked in sizes from 34 to 46 and in such furs as Persian lamb, Hudson seal, muskrat and raccoon, which sell on the average at between $350 and $400 apiece.

Fur sales are often run but the main features of the season are the March and August events at which hundreds of garments are disposed of each year. The biggest business of the entire twelve months is done between August 1st and September 1st, it was said.

Although the vogue for fur trimmed suits and coats to some extent affected the sale of neck pieces this season, yet the demand for kolinsky, squirrel and mole scarves has been exceptionally good. Fox also, especially in double furred effect, has been a popular peltry with smart Ottawa women, with Lucille fox as the leading variety.

### Importance of a Permanent Display

So much depeneds upon the manner in which fur goods are shown and displayed by the staff, it was pointed out, and in the Freiman store all furs are shown under glass and none are to be found on tables. Each display case is fitted with several rows of rods upon which the furs are hung, overlapping a little from top to bottom. The effect is striking and encourages careful examination, even though all cases are glass enclosed. The policy of perfect frankness and honesty in selling advocated by the store has never lost a sale yet, according to the management, who are of the opinion that the more the customer knows about furs, the better for business in the end.

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### SALES TOTAL

(Continued from previous page)

in February, while northwestern and southwestern goods advanced 15 per cent. Best lots of Canadian firsts and seconds, the report states, brought up to $20.25, while average lots of firsts and seconds, extra large, ranged from $15 to $18.

Silver Fox.—While the auction company quotes this article as only 10 per cent. lower than in February, fur men following the sale expressed the view that goods realized 30 per cent. less than at previous auctions,. The best price was $380, but this was paid by a Montreal manufacturer who was buying on an order from some consumer.

Best Western Canada Red Fox, ones and twos, bringing $20, and Eastern Canada ones and twos $13 to $20.

### General Results

The results of the sale as compared with last February's prices are as follows:

Wolf, Canadian, 25 per cent. higher.
Wolf, Northwestern and Southwestern, 15 per cent. higher.
Lynx, unchanged.
Lynx Cat, 20 per cent higher.
Bear, unchanged.
Polar Bear, unchanged.
Ermine, 10 per cent. decline.
Mole, unchanged.
Skunk, 10 per cent. advance.
American Opossum, unchanged.
Mink, 15 per cent decline.
Raccoon, 15 per cent advance.
Beaver, unchanged.

# Cave Man Stuff

BACK near the beginning of things, our pre-historic forebears would have perished from the earth if they had not understood the science of reading advertising.

The cavemen didn't know much about underwear, neckties or overcoats, but they did have to eat. The one who could follow the tracks of the game he hunted, or read the meaning of a twisted leaf or broken twig, was best off in life.

Then, as now, the most consistent reader of advertising was best dressed, best fed and most contented.

There has been something of an evolution in advertising in the last few thousands of years, but the principle is just the same.

The *consistent* reader of the advertisements is invariably best informed on what to eat and where to get it; what to wear and how much to pay for it; what to do and how to do it. He's up on the most important things in life. Consequently he gets most from life.

Throughout the ages, advertising has done much to make life livable and pleasant. We owe it much.

*Let's make the most of it.*

UNSHRINKABLE "PESCO" FINISH

*Trade Mark*

# Pesco

## "Scotch Knit" and all that Scotch Knit implies—that is Pesco Underwear.

A product—based on knowledge and experience—knitted stitch by stitch to the standards set by the stockingers of old—partaking of the character of the Scottish people in the thoroughness and honesty of its workmanship—built up bit by bit through conscientious effort to the premier position it enjoys to-day!

Undoubtedly the brand of SUPREME quality for high-grade trades. The proved best brand in the home market, and the most attractive imported line for the Canadian dealer catering for people who love good clothes.



**We invite your enquiries**

## Peter Scott & Co., Ltd.

**Hawick, Scotland**

London, (England),
Carey House, Carey Lane,
E.C. 2

**Canadian Agents for Pesco Underwear.**

(Pure Wool, and Silk and Wool, for Ladies, Gentlemen and Children, and in shapes for the Canadian market.)

**Messrs. C. and A. G. Clark**
35 Wellington Street West,
Toronto, Ont.

**Messrs. Hanley & Mackay Co.,**
Hammond Building, Winnipeg.

**Mr. R. C. Poyser**
418 King's Hall Building, St. Catherine Street W.
Montreal

**Mr. J. J. Mackay**
804 Bower Building, Homer St.
Vancouver, B. C.

# Hosiery Lines Moving Quicky

## Light Shades Are Being Favored at Present Time—Good Chance for Retailer to Link Up Bathing Suit Business With Y.M. and Y.W.C.A. Schools of Instruction—New York Stresses Silk and Wool Mixtures—Knickers in Toronto

LIGHT shades of silk hose both in plain and in mixtures are moving very fast these days. Sand, flesh and natural in the plain and rose and blue in the mixtures are much in demand to match the homespun suits. This has of course, hurt the black and white trade to some extent, although neither retailers nor manufacturers are at all alarmed. They say that with the first real warm weather, the white will revive since white shoes are now regarded as summer staples. The greater part of the trade in black is expected to be in clock hose, which our manufacturers are making very well these days. Besides white clocks on black hose, retailers are asking for the black on white.

As to fall business in hosiery, there seems to be a certain amount of hesitancy in the minds of most dealers. One or two firms believe silk homespun will last all through the winter, especially in the light shades, several are counting on the heavy mixtures again, while there are some looking for business in cashmere. They say that one season was not sufficient to kill the demand for light color and as these are not attractive in the very heavy, ribbed lines sold last fall, women will want cashmere. They are being shown in very good qualities in both all-wool and in cotton mixtures. The shades manufacturers are depending on are light brown, biscuit and beige.

### Bathing Suits Moving

Though not many retailers have stressed their bathing suits for this summer, those who have say that brisk business can be done in them. Most of the Y. M. C. A. branches are featuring swimming lessons beginning June 1 and this is bound to help business. One retailer informed Dry Goods Review that he believed bathing suits were a line the trade left too much to their customers. People who intend going away for a week or two in July or August, will buy in June if they get any encouragement.

Jersey suits are one of the best sellers both here and in the United States. Bright colors are the big inducement in this type. Silk and wool are also getting a fair market. There are a few imported models in Toronto in canton crepe and silk jersey and one or two are to be seen with trimming of Terry cloth and cretonne.

### Silk and Wool Sweaters

New York is stressing silk and wool mixtures in sweaters and there is every promise of their selling here in the next few weeks. Most of these are two-toned models heavily embroidered.

Mohair embroidered in Russian design is one of the best offerings in the better grades. Navajo type is good also and variations of it are coming forth every day.

Sleeveless slip-ons are very good, after the style of the coat-dresses so fashionable this season. The more formal Tuxedo coat with wide sleeves in both knitted and woven materials is gaining as the summer days approach.

Embroidery varies from borders and frieze motifs to all over designs with striped effects at the top and more intricate patterns at the lowest parts. On many models several colors are used to obtain a rich effect. On navy there is sometimes purple, gold, yellow, copper and red.

### Sport Skirts in Toronto

So far none of the shops are featuring any but the all-white skirt, although they are showing many colors in their fabric departments. Flannel seems to be the favorite in white either quite plain or with a pocket or colored stripes. The promotion of the white skirt has helped colored sweaters considerably, Dry Goods Review is informed.

New York is now showing an Angora wool sweater. Women have already taken kindly to it because it can be laundered as simply as a silk skirt.

Homespun is not losing any prestige as an all-round sports skirt. It has followed in the wake of the homespun suit very easily and takes the place of the striped and pleated skirt of last summer for utility purposes. For dress occasions, though the separate skirt business is a little later than last year, retailers in Toronto are looking forward to good sales in plain satins, crepes of all kinds including marocain and roshanara and pongees. If there is any preference in style, it is for the plain rather than the pleated model this summer.

### Knickers Please Toronto Women

Early in the season many stores would not stock knickers because they felt the time had not come yet. Those that have been more than satisfied with the results obained. There are of course difficulties attending this new fad. The fitting of knickers requires more time on the part of the saleswoman than does the skirt. Buckles and buttons at the knee and the waist rarely fit without adjusting. But women are wearing them especially on the golf links and when camping, so that most stores are now carrying them. This trade is as yet more or less exclusive and just when it is restricted is the time for good profits. Toronto retailers are no longer allowing New York, Detroit and Buffalo to have the first buyers. They say that exchange conditions of the last two years made women buy here who had not done so for a long time. They are now satisfied with Canadian goods and it is the intention of most stores to keep them so.

There are sports shops on Yonge St. and on Bloor which now have the entire trade of prominent society women who tell them that they formerly bought all their clothing in New York.

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The sportswear houses dealing with woven fabrics have just begun to show their first Fall models, and the collections are, of course, very incomplete, the models being put on as "feelers."

Coats and capes are practically the only things shown, and in these there is very little difference from the styles of last season. The plain mannish topcoats appears with almost no modifications, except for an occasional throw scarf or a short over-cape for motoring.

But if there is little that is new in the styles, there is much that is new in fabric, and the greatest variety of imported and domestic materials are found. Of course there are the usual conventional toned cloths, with herringbones or overplaids, never very conspicuous. Most color interest comes perhaps in the mixtures and in the broken checks, where bright and dull colors are blended together.

Some fabrics on the zybelline order are found, and there are shaggy fabrics of foreign make which suggest that possibly cloths of that type may become important style factors later on. The majority of the cloths, however, are the heavy fleeces, the novelty tweeds, and the double faced fabrics.

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Miss Louise Bengle has just opened a women's specialty shop in the Windsor Hotel, Montreal.

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The marriage of Miss Jennie Heillig, daughter of Mr. and Mrs. K. Heillig to Horace R. Cohen, son of Mr. and Mrs. Lyon Cohen, took place on Tuesday, June 20, in Montreal.

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A. W. Newson, who has been for several years with the Thompson Lace and Veiling Co., Toronto, is now a partner of the H. G. Tod Company, Toronto. Mr. Newson covers his old territory in Western Ontario.

# Knit Goods Men On The Budget

## One Manufacturer Says That Prices Will Necessarily Be Higher With Increased Sales Tax—Retailer Will Not Have to Pay Much More, But Will Have to Ask More—Very Sane Budget is Opinion of Agent

FOLLOWING are the opinions of some of the representative Knit Goods men on the new Fielding budget:

Mr. Clark, of C. and A. G. Clark, Toronto:

The Fielding budget marks another milestone in Canadian commerce. Perhaps no previous budget created as much interest as the one just brought down. Tariff revision, taxation, the enormous national debt, were perhaps uppermost in most men's minds. The fact that as a nation we were not paying our way, while interest charges on accumulating debt charges made us all wonder how Mr. Fielding would approach the task before him.

Viewing it from a business standpoint, we must admit that the budget has done as little to upset business conditions as could be hoped for. Any revision of tariff which would have caused an advance in the cost of living would have had a very serious effect on business. The public are more ready to resent anything in the way of advancing prices than ever before.

The changes which stand out most prominently are the increased sales tax, which must be figured in the cost of all merchandise placed on the counter. The reduction in customs tariff of 2½% on British textiles, reduces the protection to the manufacturer correspondingly. The tax on automobiles would seem to be as fair as taxes generally are, as most people buying an automobile can afford taxes.

The repeal of the deflated currency regulation is open for a lot of controversy, but the facts are that the law was mainly observed in the violation of it as Belgium, Italian, German and Austrian goods were purchased in terms of dollars and simply shipped through another country.

It is regrettable that a simple regulation, made simple enough to be workable, could not be put into force where the country of origin should be marked on the containers, tickets and so forth, of all goods being imported into Canada. Public sentiment would strongly support such regulations, keeping before us the fact that the cost of living should not be increased. With a huge tax bill which had to be met it would be hard to suggest a saner budget than the one brought down by Mr. Fielding.

W. Mitchell, President of Circle-Bar Knitting Co., Limited, Kincardine:

"The 2½ per cent increase of the British preference does not apply to hosiery as it does to knitted goods and underwear. The tariff on hosiery still remains at 25 per cent from Great Britain, 32½ per cent. intermediate, and 35 per cent. general tariff. This means that the tariff on hosiery is the same as heretofore, but the sales and importation taxes had been increased 50 per cent., and is now 4½ per cent against the former 3 per cent. This with the stiffening of prices on all lines of fine botany and merino yarns, can have only one result, that is to make all wool and percentage hosiery a little higher in price for the incoming Fall season. As to the other changes in the tariff and the effect they will have on the knit goods business and trade in general, when taken into consideration with the increased sales tax and other increases in the cost of doing business, such as the check stamp tax, increase in the tax in telegrams, etc., and the effect it will have is problematical, so is also what the outcome will be of the depreciated currency act, and we do not care to give our opinion as to just how these changes will affect business."

### Will Pay About Same

C. Turnbull, of the C. Turnbull Co., of Galt, Limited: "We are of the opinion with regard to the reduction of the preferential tariff and the increase in the sales tax that it will not make very much difference to the retailers as to the prices they will have to pay for their goods, but they will have the additional sales tax to add to same, and collect.

"The knit goods manufacturers, owing to increase of sales tax on their raw material, and the fact that no reduction in tariff has been made on the material they use, in the way of yarns, etc., will not be able to manufacture as cheaply as before, and for these reasons do not expect any material change."

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# Active Movement of Novelties

### Big Demand For Boys' Sport Caps—Christmas Orders Reported Slow As Yet

This is the season of the year when every store get its share of business in novelties. Fancy goods houses report that never in the history of the trade have the border towns bought as many lines. This applies particularly to Ontario. Windsor, Niagara Falls and Ottawa are doing a remarkable trade in novelties.

Reports are not so good in the west. The head of one of the largest manufacturers of souvenir lines in Canada found business very slow in Winnipeg. The sale plan has reached such huge proportions out there that when these are applied to novelties, there is no profit left for either the manufacturer or the dealer. The Mountain resorts, especially Banff and Lake Louise are showing more promise. Nearly all the novelty shops are placing good orders for great crowds are expected there this summer. The general attitude is to put off ordering until later on when the crop conditions will be a little more certain.

### A Few of the Best Lines

Dealers say there is an enormous demand for boys' sports caps this season. There have been so many societies formed in the last year in the interests of young men, most of them requiring uniforms, that the rush on these is remarkable. Those in felt are probably the best and most of the orders are for caps with names of towns or organizations and crests, rather than for the staple Canadian emblem.

In ivory, it is remarkable that the less useful thing goes first. Staple brushes, boxes and mirrors are not moving so fast as the racks for what-nots and picture-frames. This is of course in line with general conditions this year. The merchant who carries staples, whether it be sweaters or dress fabrics or furs, is not getting the sales the novelty man is obtaining.

A very new ivory piece and one which the few who have seen it have taken a great fancy to, is the vase for buds. There is a base of ivory with the national emblem on the front or plain if desired and a container of glass—in reality a small test-tube.

Cushions with local views are selling well. Manufacturers in this country have made great strides in this line of late. The covers made here equal in style and value those of any of the imported ones.

The powder-puff has been launched on its summer trip with a vengeance this season. The demand is altogether for the one covered on both sides. The puff with the sateen or satin back is said to be less desirable. It is not so strong, does not wash quite as well and gives only half the service.

### Christmas Orders Slow

Not many retailers have shown interest in Christmas lines yet. Outside of handkerchiefs, there are few things on order. Travellers are selling for July 1 trade even yet, so reluctant have the trade been on the whole. They are very pleased however with the amount of business being done and say that retailers are feeling more encouraged in regard to December business because of the way things are moving now, than they were when approached with Christmas lines a month ago.

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Above all, be courteous at all times, under all conditions. Adjust a complaint, or make an exchange with the same smile with which you make a sale. Courtesy 100%—courtesy unadulterated. We countenance no middle course in courtesy here.




LOOK FOR THE TRADE MARK.

*"It is not what we pay for an article, but what we get for what we pay that governs the measure of our satisfaction."*

## Travelling Rugs and Blankets

for home or camp in various styles or quality. Every merchant in Canada would put in a stock of these Blankets if he knew how readily they sell.

## Bird's Tweeds by the yard or in Clothing

As in our other goods our aim was to produce a line of Tweeds which would be in a class by themselves, and we feel perfectly justified in saying they are the best heavy Tweed on the market.

Merchants who sell **Bird's Yarn** say it is the only yarn customers want. **Our name is on every skein.**

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# The Bird Woollen Mill Co., Ltd.

Bracebridge, Ont.

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***For Men and Boys***

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### Our Ladies' Cashmere Hosiery

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**Mitchell, Ontario**

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**For Infants and Children**

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CELTIC

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Selling Agents for Quebec, Ontario and Western Provinces

# Making Kid and Leather Gloves

## Process from Selection of Raw Skins to Delicate Finishing Touches is an Intricate One—Skins Gathered from Four Corners of the Earth—Three Classifications of the Raw Skins—Various Processes Are Indicated and Explained

THE IMPORTANCE of gloves in the feminine wardrobe are fully understood by most salespeople who are engaged in the selling of these interesting accessories, but not all of them are familiar with the multiplicity of processes and the infinite care and skill which underlies the apparently simple things that is known as a glove.

### Processes are Intricate

One of the most interesting and instructive studies imaginable is that which is connected with the manufacture of kid or leather gloves, the construction of which entails the use of no fewer than thirty pieces of leather for even an ordinary wrist length style. The average woman has no idea whatever of the extraordinary difficulty and hazard which attends the making of a pair of gloves from its initial step connected with the selection of the raw skins to the final delicate finishing touches. The glove industry is one which requires years, even a lifetime of patient and incessant study, and involves the investment of immense capital, owing to the element of style uncertainty, which affects the sale and demand for gloves to a marked degree. The materials from which gloves are made come from all the corners of the earth and thus we have the skins of such animals as the kid, doe, buck, as well as those leathers known as cape mocha, etc., which are derived from Africa, Persia and other foreign lands.

### Supplies From the World Over

The various stages connected with the manufacture of a pair of gloves out of lamb or kid give a fairly accurate idea of the general principle of glove making all over the world. First of all the raw or "brute" skins are selected by "brokers" who scour the country districts of those countries whose animals are famous for their hides, and they also hold what are know as "Skin Fairs," at which are assembled all the hides bought from the peasants, usually in the months of April and May. All the various hides are carefully graded and tagged to show what location they emanated from, since the influence of altitude has a very great effect upon the value of leathers. Naturally, the larger skins command the best prices because more gloves can be obtained from each dozen skins. When manufacturers are bidding for the hides they always bear in mind the fact that skins differ in quality, and therefore must be carefully picked in order that as many pairs of wrist length gloves as possible may be got out of one dozen skins. Twenty pairs is considered as a good average. The skins most favoured are white haired goat skins because they are easier to dress than those with black hair. The work of the dresser consists of removing the hair and ridding the skin of any fat, and this initial step is one of the most important, for upon it, all the quality of the glove depends. Many precautions are taken with the raw skins to prevent injury through vermin or insects and they are never allowed to remain long in storage.

### Dressing Process is Complicated

The first step in manufacturing is the grading or classifying of the raw skins into three groups, called medium, fine and superfine. They are placed in a cold water tank for 48 hours and then thoroughly washed in running water after which they are again put through a cold water tank for 48 hours.

The lime bath follows and this process softens the skin and loosens the hair and requires from 10 to 25 days, depending on the origin of the skin. Extraordinary care has to be exercised in this process, lest, if the skins stay in too long, they are completely spoiled. Every 48 hours they are carefully tested to see if the pores of the leather have opened enough to permit the removing of the hair.

### Bran Bath Softens Skins

Another cold bath follows, after which the skins are scraped to remove the hair and the fat, and the first trimming takes place. All traces of the lime are removed by a hot chemical bath after which the skins are put on wooden blocks and scraped again. Then the effects of the chemical bath are also removed by soaking the skins in another hot bath which expands the pores gently. A lukewarm bran-bath follows in which the skins are kept moving, then scraped and placed in another bran bath until the dresser considers the scraping process complete.

Naturally, all these scrapings and soakings reduce the quality of the skins so that artificial means have to be resorted to, to enrich and beautify the texture. For 24 hours they remain in a mixtxure of egg yolks, meal and alum which is said to nourish the skins, after which they are dried in a current of heated air, bundled in packets of 72 each and left for a fortnight or longer in a dry storeroom.

They are somewhat stiff after all these processes and are therefore put through another cold water bath and a set of rollers which makes them supple. The next step calls for the use of blunted steel knives over which the skins are passed, flesh side to the blade, when they are ready for sorting and grading again prior to the dye process.

An expert then decides what colors are best suited to the texture and quality of the various skins, for the color value is a matter of vital importance in the success of the entire finishing process. The greater number of skins can be depended upon to dye black or bleach white, but the obtaining of tans and grays requires experienced judgment and no little skill. The dye is brushed on by hand in several coats until the desired richness of color is obtained and by this process, which is largely used for the best grades of kid and lamb, the under side remains white. Cape skins and other heavier leathers are usually dipped in the dye which colors both sides. Exceedingly great care must be taken to ensure the shades matching and being even all through there is much risk in this process because the colors must be guessed at at least six months in advance, and when it sometimes happens that the guess is wrong, a goodly number of gloves are likely to be found on sale at bargain tables, for no other reason than their colors.

### The Final Touches

After dyeing, the skins are given to the cutters who reduce the skin to uniform thickness with a broad flat knife, after which they are cut into oblong pieces, known as 'tranks,' out of which the glove sections are stamped later. The cutters must first ascertain whether the glove is to be pique, prixseam or overseam style and then endeavor to cut as many oblong pieces as possible without waste. The scraps are saved to be used for piecing, binding, etc. After the stamping process comes the embroidering which may be either handwork or machine; then the sewing of the glove itself; the addition of clasps, and the finishing, which includes laying the gloves on steam tables to give the final softening.

### Enormous Risks Assumed

As can be seen, each of these many processes is important and calls for expert workmanship which naturally has an appreciable effect on the price of the finished gloves. Manufacturers have to invest large sums of money a long time ahead in the making of enormous quantities of kid gloves, and heavy losses are frequently suffered through such extra items as transportation charges, customs, insurance, packing charges, or even a cancellation of orders and adjustments for defects. For notwithstanding the skill employed by the glove makers flaws inevitably occur, and a certain percentage of defects is naturally anticipated each season, but taking into

(Continued on next page)

# Promoting Ribbons In Dull Season

## Novel Scheme of Freiman of Ottawa Sells 500 Bobbed Hair Bows in One Day—Introduced by the Sales' Staff—Another Successful Plan by Murphy's of Montreal Sells Many Ribbons—Getting Rid of Remnants

ONE OF THE various phases of ribbon merchandising which every saleswoman dreads but nevertheless recognizes as an inevitable event in this department of the dry goods store, is the dull season. This peculiar slackness of demand is not as a rule dependent upon regular seasons but happens almost when least expected, and all too often when the buyer has just stocked up more heavily than usual on the regular varieties. This Spring has brought about one of these periodic dull seasons in many ribbon departments which have been doing unprecedented business until within the last month or two, and in consequence, many buyers are racking their brains to devise and invent novelties or means to stimulate the usual staple ribbons, in order to keep their quota of sales up to normal.

### Results From Hair Ribbon Week

Hair Ribbon Week was observed by the majority of energetic buyers with good results last month, and from reports received the week had a beneficial effect upon the entire department. In the Freiman Company store of Ottawa more than 500 bobbed hair bows were sold in one day by means of the simple expedient of advertising them upon a bevy of attractive sales girls who happened to have bobbed locks. Customers remarked the smart bows upon these girls and enquired the reason for the style, and finding that all sorts and descriptions of these bows, already made up, were on sale in the ribbon department, they purchased readily. These hair bows were all made up of wide ribbon and were generally attached to little metal slides or barrettes to fasten to the hair and were reasonably priced. The fact that they were smartly tied in a crisp bow, and were matched with sash ribbons or any dress trimmings desired, was an additional impetus to sales.

Remember that the straight length of hair ribbon is no longer a practical sales item for the reason that when tied on, it is apt to be too heavy to stay "put" and unless fastened with a slide, will only fall off and get lost. The bobbed hair bow is therefore the most satisfactory solution to the problem of how to promote the sale of three to five inch width ribbons.

Another plan which has kept the cash register busy in the John Murphy & Company store of Montreal, is the special order line of handmade ribbon trimmings for hats, dresses, waists, etc., which are evolved out of two inch satin ribbons in any color desired and mounted upon buckram ready to be sewed upon the article at a moment's notice. Orders for these smart and up-to-date trimmings can be filled inside of a few hours by the store workroom, and these are a boon to the woman who desires an unusual and hand-made finish to a simple frock or to freshen up an old hat, and one which she can attach herself in a few seconds. Such sets usually comprise five medallions or flat flowers of the ribbon and are mounted on cardboard. The price for a set of five medallions measuring about two inches across is $2.50 per set. A rackful of the season's most popular colors in these ribbons are displayed in the middle of the section, so that customers can pick their preference without going through a number of bolts first. According to Mrs. Stride, buyer of this section, business has been stimulated lately entirely by these means.

Other sets of flat bow and streamer effects are also sold in this department for trimming brides' lingerie, especially nightgowns, which this season show more ribbon trimmings than any other kind of underwear. These sets include one long streamer and two short ones for the sleeves, each finished off with fluted pleats. Garter ribbons in the new tubular, double faced effects, are enjoying a wide sale for summer wear in this department also, either made up or by the yard. These are recommended for both formal and sports wear in hot weather, and many pairs are being sold to accompany bathing costumes.

### Ties Bows for Customers

In Almy's Limited of Montreal ribbons are still selling in the usual volume owing to energetic measures adopted by the manager, Miss Morin, who not only buys stock and sells across the counter, but is also the creator of many of the exquisite novelties which fill the four long show cases on display. Each of these cases is trimmed in a distinctive manner and only one color is shown in each case. Old rose, pink, pale yellow and orchid are the most popular tints after white, in demand with this department, and consequently these shades are played up in all widths, including hair bows, sashes, millinery ribbons and lingerie accessories. Ciré ribbons in both dark and white shades are in heavy demand in this section and Miss Morin finds it distinctly worth while to tie bows for customers as a free courtesy if the ribbon is purchased at the department. Thus, many yards are sold to customers who would have hesitated to tie a bow themselves. Two summer hats are placed upon the counter on stands and kept there to provide suggestions to customers as to the amount of ribbon needed to go round a crown or form a bow, etc. One of these hats is a big drooping garden hat and the other a trim little mushroom shape.

### No Remnants In This Store

No remnants are ever sold as such in this department because Miss Morin believes that they should be regularly made up into dainty and useful novelties and sold at special sales more profitably than when marked down and sold out of the bargain basket. Periodically she stages a sale of boudoir caps, vanity bags, dress girdles, etc., all evolved out of ribbon ends, and these are far more profitable than in the form of short lengths of ribbon. Other popular novelties which sell especially well in June for showers and bridal events are shoe trees covered with ribbons, coat hangers padded and scented, handkerchief cases, ribbon holders and bodkins, ribbon streamer rosettes for trimming voile or organdie frocks, powder cases, corset bags, cushion covers, tea cosies and pin cushions.

### Cheaper Ribbons Most Favored

The main difficulty that the average store encounters is the unwillingness of the customer to pay for high priced ribbons this spring. By all means meet this tendency half way, by giving publicity and prominence to the daintiest effects in stock at the more reasonable prices. Give instructions in making up novelties if the price of the finished article proves insuperable to the customer; better to sell one yard of ribbon with proper directions than nothing at all.

### Sell Bunches of Lingerie Ribbon

One final hint with regard to lingerie ribbons. Wind off three yard lengths and tie them up in bunches. Put them in bins, priced from about 10 cents up to 75 cents for the 3 yard lengths, according to width and quality. Mix the colors together. Customers will buy the 3 yard length without thinking, when otherwise they would ask for a shorter length sufficient to run in one garment.

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### MAKING KID AND LEATHER

(Continued from previous page)

consideration the complexity of operation in the making of gloves, the industry has built up an enviable reputation for itself which is based upon both art and mechanical skill, which together have evolved from the old time clumsy hand-covering a new conception of utility, combined with beauty.

# Paris Novelties For Hot Weather

## Run on Sponge Cloth Cleans Out Stocks of Paris Stores—Good Fur Business With Thermometer at 93.2—Hat Trimmings in Flowers and Ribbons—Narrow Belts Preferred—Sunshades of One Color Match the Dress—Fans and Bags

**Written Especially for Dry Goods Review by Our Paris Correspondent**

Paris, May, 1922

THE SUDDEN spell of broiling heat we are just enjoying (if I may say so), has caused business to be remarkably brisk, in every kind of Summer article.

Sponge cloth, which was expected to be very fashionable this season, has been so extensively asked for, that every dry goods store is completely sold, in spite of the many various specimens shown; plain one shade material, white with colored stripes, dark or light ground with stripes, checks of others shades, open-worked cloth, everything sells readily. The same applies to cottton crepon, which is printed with large fancy designs. For more dressy purposes, we have ninon, used for endless pagode sleeves, and panels on silk material, generally darker, crepe marocain, which has the appearance of popeline, and is made of silk and wool, and, as usual, plenty of lace, dyed to match the remainder of the dress.

This Summer, the shade mostly fashionable is mauve, parma violet shade. Black mixed with white and grey is also very much in demand, in spite of the campaign against black early in the Spring.

Young ladies have often some taffetas dresses, as I will tell you next month, when I take up weddings and trousseaux.

### Good Business in Furs

When the thermometer marks 93.2 in the shade, one would think that all furs are rapidly being sent to cold storage. Yet, it is not so for every kind of furs, for in that department, a fairly good business is still made in silver foxes, fishers, white, grey and Sitkak foxes, worked into scarfs, and fancy little coatees in ermine and mole. This is due probably to people going away to the seaside or mountains where draughts may be feared. At any rate, the fur business is not absolutely slack here.

Feathers are also very fashionable, although they are hotter to wear than fur.

Boas are made of uncurled ostrich feathers, marabout, more or less big, and quite a number of scarfs, in the shape of "palatines," that is which cover the shoulders, are made. Many are a mixture of ostrich and marabout. The shades are most varied, now that all feathers are dyed to match any color of material, but black, brown and all the range of greys are amongst the most staple.

There are still a few feathers on hats, but apart from "couteaux" that trim very daintily stiff straw hats, flowers or ribbons are preferred. I might mention that the latest novelty in hat trimmings consists of garlands of all field flowers mixed; poppies, daisies, cornflowers, goldencups, etc. The latter are still very fashionable for trimmings; in flows, as fringes, in ruffles of all sizes, they come on many dresses both for ladies and children. A good way of renewing a cape of last year, is to replace the collar that was on it by a big ruffle or bouillonne of ribbon at the neck, looking like an ancient frieze. On each the end is left hanging, to be fastened when needed.

Another dainty trimming on dresses, this Summer, consists of galalith "paillettes" of various shades; tiny ones are preferred generally, and are sewn around the neck, at the sleeves, and on the belt in Greek motifs, pointed designs etc., and constitute a rather pretty adornment, quite as elaborate as the usual beads, but newer. In fact, on Summer serge dresses, say navy, with red paillettes, they look very dainty. On any other material, dark on light ground, or vice-versa, they would be very effective. I have seen big ones, but they look a bit gaudy.

### New Belt Styles

Belts are still very fashionable, they are narrow as a rule, and made of all kinds of materials; some are nothing but copies of old medallions open-worked in steel, fancy silver, others are medals joined by bits of chain, more or less long. Galalith motifs, of all shades, are extensively seen. The plain patent leather belt is only seen if made fanciful by means of rings, or open work, etc. This is what you can buy in shops. It would be a hard task to describe every kind of belt one sees in the street, worn by our midinettes, who devised them according to their particular taste, and which are generally made of nothing valuable, but quite dainty, all the same. Ordinary bone rings, twisted with a bit of ribbon in an artistic manner, steel motifs, or wood circles covered with worthless bits of silk, are made into chains, and look smart.

Our midinettes' necklaces are also miracles of taste; fancy wooden beads, or nothing but a ribbon with a pretty galalith pendant. What they are fond of, but cannot always get, is an ivory flower, beautifully carved, which they wear with a narrow black moire ribbon.

### Sunshades

Sunshades are still the object of much care. The shape adopted last year, with a flat sunshade with many bones, like the Japanese one is still much in demand. The materials are not quite so gaudy, and a good many sunshades, this Summer, are only one shade, matching the dress, and often lined with white. Ninon, or any light silk is adopted for fine ones, and the handles are still valuable carved ivory. Cheaper ones have wooden handles. I have seen some very fine specimens of sunshades that had exactly the shape of flowers, for instance yellow daisies. They were very pretty. Others are a mixture of two or three light fabrics, frilled or gathered into bouillonnés. In any case, bright silk is never seen. Dull materials are preferred, and none thick.

### Fans

Fans are of course a necessity, at this time of the year.

They may be made of feathers, like during the Winter, big ostrich feathers, of all shades. Others, and they are none the worse, are made of ancient lace, or hand painted silk, like old fashioned fans, with each branch made of carved ivory. I have seen quite a few most amusing ones, very tiny, which show, once open, the picture of a favorite pet, cats' heads or pekinese dogs. They are very pretty, and sure to catch the fancy of dog or cat friends. Another pretty fan I saw was made of lace, and frilled with marabout feathers.

### Vanity Shapes In Bags

Our bags are still fanciful; beads have not yet gone out of fashion; the shapes are more varied. We have the regular old fashioned pouch the square portfolio, for notes and coins (now that these have returned, we had to change the shape of our purses). The fashion is getting stronger every day for ballroom "trousses," such as described last season, viz., a kind of portfolio containing a looking glass, powder bow, rouge stick.

As mentioned above, next month, I will tell you about wedding gowns, bridesmaids' apparel, and trousseaux.

Yours very truly,
Jeanne Gsell

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The Premier Silk Mills are locating at Cowansville, Quebec, shortly. They have purchased a three storey factory which they are remodelling. They intend manufacturing all kinds of broad silks both in skein dyed and piece dyed goods.

# Metallic Effects in Accessories

## Manufacturers Turning Out Metal and Tinsel Accessories in Great Quantities—Tassels for Nearly Every Article of Apparel —Improvement in Neckwear Trade—New Fancy Mesh Veilings —Spanish Shawls in Lace and Embroidery

BEADS are being looked upon with great favor on the continent. In Germany, Switzerland, and France, manufacturers are keeping their prices fairly steady and will on no account sacrifice, because of the news from Paris that beads will be one of the strongest dress trimmings for next Fall.

Belts of varied designs with bright colored beads are also being used by exclusive designers. Beaded ornaments, particularly fringes are good too. One of the new lines to be added to the bead collection, is the embroidery. Black and steel, steel and red, black and red and all the high color combinations are used in embroidery. Russian effects are particularly fancied in it.

Hand in hand with the vogue for tinsel in fabrics, go all the metal and tinsel accessories which European manufacturers are turning out in enormous quantities. In ribbons, especially for millinery, there are some lovely tinsel novelties. Tunics of metal, particularly gold, have already found their way to Toronto. Embroidered on strong net grounds, the pattern is much closer than it was last year.

### Tassels On Everything

The retailer can make no mistake in getting in a supply of tassels this season. They will appear on almost every article of apparel. Gowns, heavy coats, hats, handbags and lingerie lines will have these charming little ornaments. They will be good in silk and in metal and in combinations of the two. Very often the inner part is of silk and the outer tinsel; sometimes the strands are just tipped with metal. Silver, gold, coral, henna and jade are some of the best tinsel colors. Occasionally one sees the strands of silk bound in the metal.

### Metal In Laces Too

Spanish allover in metallic effects is one of the strongest laces this Fall. Spanish laces will, on the whole, retain their early Spring popularity. They will be good also on net grounds in flouncings and in bandings. White and black are prophesied as the best colors but this is by no means authentic.

Business in wool lace is fair at the moment and radiums are still selling though Toronto stores are allowing them to go much cheaper than they did a month ago. Ocean and light yellow are very much fancied as also are silver and gold, these colors getting their popularity no doubt because of Summer weddings.

In commenting on the trend of Paris styles and prevalence of crepe chiffons and other gauzy materials for Fall, designers say that lightweight laces are bound to have a certain prominence. They will be good in bandings from 9 to 18 inches in width and in flouncings from 18 to 36 inches. This lace will be on the Chantilly order for the most part but there will be a revival of shadow laces and Carrick-ma-cross is promised.

Metallic laces generally, in both fine and coarse designs will vie with both the plain Spanish and Chantilly for first place.

### The Trend In Neckwear

General business in neckwear is getting better every day. Guimpes are particularly good since the coming of warm weather. These favor V-necks although round and square ones are by no means lacking in favor, stores in Toronto declare. In cream colored net, some attractive guimpes have been shown, enriched by real lace. Often two or more laces are used, these being as a rule, Irish and filet. Heavy embroidery is occasionally combined with filet and Venise in alternating rows.

In separate collar and cuff sets, white organdie is selling well and linen and crash are still in demand particularly for sports' costumes.

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# Accessory Lines Seen In Paris

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### Buyer Urges That Canadians Follow New York and Paris Carefully

"Canadians should be interested in what Paris and New York are wearing rather than what they are showing," says a buyer of many years' experience. This seems very good advice, for women's tastes are much the same the world over and no matter how much the manufacturer, the designer or the importer talks, they will not wear what they do not like. When gowns and hats are seen along the Riviera and in the fashionable Parisian restaurants, and when they appear a little later at American country clubs, rest assured, he advises, that the echo will be very strong here. It is equally true, he says, that all the publicity given by a novelty in shops or in wholesale houses either in France or the United States will not do as much for it as the silent wearer on the street.

Here are some of the things which Paris women are sponsoring at the moment and which are due here either in the Fall or early Summer.

Lace scarves are very much fancied for evening wear and fur ones are liked as well. Jenny has created one in fur which hangs down the back like a square collar and winds around the arm to simulate a sleeve. Quite a sensation has been caused by it because it dispenses with another piece of feminine attire—the number of which seems now indescribably small.

Prominent dressmakers in Paris are obtaining splendid results with raffia straw in braids and strips. They make with it, waistbands, jacket-edgings, and millinery ornaments. Pearls and coral beads are used as trimmings for evening gowns just now.

Crepes are by far the best materials in Paris gowns. Denisette is the name of the newest one. Of course satins are seen but usually with a crepe back. Lacquered satin is very good in black, mauve, red and in oriental designs.

In spite of the fact that a month ago, Paris spoke with disdain of the girdle, there now seems a chance of its returning. There is no questioning why that fickle centre of feminine creations should vacillate so. It is just Paris. Waistbands already appearing on the boulevards in patent leather, suede and jet, gold, silver, and steel.

### More About Scarves

The smart thing in Paris is to appear protected from the cold only by a scarf. Even on cool days these scarves are of crepe de chine or voile de soie. They are fringed or embroidered with silk, gold, silver or steel. When one considers that the Parisienne's afternoon dress is more like the evening dresses worn here, this scarf seems light indeed when worn over a bare throat and shoulders as a substitute for a coat.

Some of the lace scarves are used as dress accessories as well. They come from the shoulders down over the dress ending in a lovely flounce below the hips.

The use of flowers is very general this year in Paris. They are even appearing on Spanish combs. A few coats have appeared with rosebuds and leaves in place of a button and button hole.

There are two other little fancies which may some day find their way into our country. These are a suede vanity bag with a watch set in the centre and a pair of soft kid gloves with gauntlet top of lace.

# Laces, Handkerchiefs, Embroideries
# Spotted Swiss Muslins
# Organdies

THE HOUSE OF STYLE & SERVICE

*THE SEAL OF SUPERIOR SERVICE*

**These are lines that are needed now. Are you prepared for the rush selling that the warm weather will bring?**

***If not write or call to see us***

**We have a range of colors and spots at varying prices from which to make your selection.**

MAIL ORDERS GIVEN SPECIAL ATTENTION

## WESTLAKE BROTHERS LIMITED

24 Wellington St. W., - - TORONTO



LOOK FOR THIS

## TRADE MARK

## The Moulton Line

of

**TRIMMING**

can always be relied upon to fill all requirements in all seasons.

We would like our customers to know that there has been no change in management or otherwise, that we have increased our plant and we are in a position to give better service than ever before.

## THE MOULTON MFG. CO., LIMITED

4 Inspector St., Montreal

# Japanese Kimonos

in the prevailing colors, to meet the popular demand for lower cost.

Vacation time is Kimono time. Prepare now. Immediate delivery.

**Blue Prints for Summer Homes.**

Serviettes—12″.
Table cloths—30″-54″-60″.
Bedspreads—72″x90″.
Runners—17″x51″.

**"If It's Japanese We Have It"**

## The Mikado Company

*Japanese Goods*

TORONTO
33 Melinda St.

MONTREAL
248 St. James St.

# Women's Neckwear and Blouses

## Summer Specials:—

Organdy Vestees
Sets
Pleatings
Sashes
Net Guimpes
Vestings
Bandings
Patent Leather Belts
White Kid Belts

***Big Demand*** ***Be Prepared***

**Dress Essentials Ltd.**

***Originators and Manufacturers***

Ladies' Waists Ladies' Neckwear
Pleatings

14 Breadalbane St. Toronto



# A New Creation



INTRODUCING

***La Déesse*** No. **1030**, a beautifully tailored corset, in imported French Silk Brocade.

Novelty features of left side fastening, full front elastic inset at top and silk torchon trimming add to its beauty and comfort.

**Boned with "MARVELBONE" of course**

**(Write for the E. T. 1922 Spring Prices)**

E.T. CORSET CO. LIMITED

**St. Hyacinthe, Que.**

**General Sales Office**
**Coronation Bldg., Montreal**

**TORONTO** 66 Wellington Street W.

**WINNIPEG** 403 Canada Bldg.

# Not Enough Corset Advertising

## Persistent Advertising at Regular Intervals Brings Results—Experts Say That Newspaper Advertising Brings Best Results—Encourage Personal Fittings—Hot Weather Corsetry Can Be Successfully Introduced by Expert Service

MIDSUMMER months need not mean cessation of business in the corset department of the average store, yet in a survey of newspaper advertisements run in several Canadian papers last summer, it would appear as though corsets received less advertising space than any other line of merchandise. Discussing this fact with a corset manufacturer, Dry Goods Review was informed that this opinion is correct, not only as regards summer business but also all the year round. According to this man's statistics gleaned from newspapers all over the country show that corset departments are underadvertised. The occasional department which does advertise persistently, consistently and artistically, invariably gets more than its share of the corset, brassiere and bandeau business in its particular locality. Each season has a peculiar appeal to every woman if pains are taken to play up different phases of interest, he said.

### Newspaper Copy Brings Best Results

Insofar as the summer business in these lines is concerned, buyers interviewed by Dry Goods Review differed in opinion as to which means of publicity bring most satisfactory results. According to one woman there is nothing better than a live newspaper with a bona fide circulation which goes to all city homes as well as summer resorts. In summer with so many people away, newspapers are often more thoroughly read than is the case in winter when various activities occupy a woman's time during every second. A cleverly worded announcement regarding a special sale, a special line just introduced, something new in the way of fitting service, etc., will do much to attract women buyers when they come to town to do their shopping. Visitors to town also are often attracted by good advertising on corsetry, since many women from small towns are apt to seize the chance of getting a good pair of corsets or a new style of brasserie while they are visiting a city of larger size.

Judging by the amount of space thus used in the past year or so by Canadian stores, it would seem as though buyers upheld this idea in theory only and when it came to practice, they excuse themselves on the grounds of economy.

Here are some helpful hints given by a buyer who has successfully promoted the sale of corsets all through the summer months by dint of consistent publicity.

### Feature Corsets Once a Week

"There is only one way to avoid a summer slump year after year and that is to plan a schedule in advance and then stick to it. If the corset advertising is to be department advertising, that is, part of a large general ad—then decide in advance how much space shall be given to corsets and abide by the decision. I recommend that the corset department should receive some space at least once a week, and though this space must necessarily vary according to the total amount of space allotted, yet in no case should it be less than six column inches; that is, either a six-inch single-column space or a three-inch double-column space. That would give a total of 302 inches of space in a year and this should be, in my opinion, the absolute minimum for any corset department.

"I advise all buyers also to get away from the bargain idea in their copy. With the clearance sales coming on soon, of course the cut price appeal is well enough and can be presented in good sized space, but for regular week to week ads, cater to quality trade and present the kind of merchandise which will bring you both immediate profit and good will for the future Make each advertisement as specific as possible and forget the general statements. Personally, I always aim each ad. at a particular type of woman who will be interested in the particular corset I am advertising. I keep in mind the various fields to be covered such as athletic corsets, dancing corsets, corsets for stouts, bathing girdles, corsets for growing girls, brassieres, bandeaux and brassiere corsets and so on.



*H. C. Sault of Montreal who, for many years, represented Hugh C. MacLean, Western, Limited, was recently appointed General Sales Manager of the E. T. Corset Company, St. Hyacinthe. Mr. Sault has opened an office in the Coronation Building, Montreal, from which he will control the firm's sales and advertising policy.*

### Encourage Personal Fittings

"In each ad. mention definite models which actually represent a new design, not a stock illustration, if possible to avoid the latter. In addition to the detailed ads there should be perhaps one general ad. each month, touching on the personal fitting service. The first prinsiple of any corset department should be to stop women from buying corsets across the counter and to try the beneficial effects of a personal fitting service. The outlet for better merchandise will be immediately increased by this action.

Next to the newspaper, the best medium of publicity is direct mail advertising in order to make new corset customers. But much money can be wasted in this form of advertising unless carefully selected lists are used. Such lists should be built up with discrimination and should contain the names of only logical prospects for high grade corsets. In the average store probably not more than two or three mailings a year should be used and the best ammunition for such sales letters is personal fitting service. It is a good idea to play up the personality of the store's corsetiere and it is best that she should sign each letter personally. Some stores which go after high class business use note paper instead of the regular store letter head in order to achieve the truly dainty feminine touch.

### Expert Demonstration Helpful

The demonstration by a visiting expert is an excellent way to introduce hot weather corsetry. Even in these days of unrestricted movement, there are still women who are obliged to wear boned corsets rather than the brassiere-corsets so popular at present with young girls. An announcement of such service in connection with the sales of cool and comfortable girdles, etc., would probably arouse interest eveen though spring corsets had only just been bought. The dominant note of such advertising should be that of inexpensiveness, coolness and comfort. Now that there are so many unusual corset novelties introduced, it is a good plan to feature some of these as well, including a range of gingham corsets and brassieres, mesh corsets with elastic tops, and a few new models in the corset and brassiere combination.

# Vogue for Three-Piece Undergarments

## Brassiere-Top Combination Added to Warm-Weather Apparel—Negligees and Pyjamas Shown in Flame Colors—Toronto Houses Stress Hand Embroidery—Retailers Demanding Petticoats—The Corset Problem.

NEW YORK women are now limiting their undergarments to three pieces, says a woman designer for a lingerie manufacturer in Toronto. On a recent trip to that city she made it a point to enquire from the salespeople of leading stores, as to the exact garments worn. Instead of the vest, corsets, brassiere, camisole, and bloomers of last year, they choose merely an elastic girdle with suspenders attached (this being worn next the figure), brassiere, and step-ins. Sometimes they add a Princess slip and those women who prefer corsets to girdles use the vests as well.

Still another combination garment has been added to the list of warm-weather apparel, the idea being that the more pieces which can be made into one, the cooler is the wearer. This creation is a brassiere-top combination. It was introduced about a year ago but the fad for a few pieces had not advanced sufficiently at that time to give the necessary approval. The top of this garment fits just as a brassiere does and the lower is a step-in. There are hooks down the back and sometimes elastic at the waist. Pessimists declare this garment requires such exact sizing that most manufacturers will find difficulty in producing it. In the meantime the models so far offered are selling remarkably well.

### Bright Shades in Negligees

The retailer who has a weakness for the bright colors in nightgowns and allied lines makes no mistake in displaying them on all occasions. The smartest shops in Toronto are showing negligees and pajamas in flame, orchid bright blues. The correct thing is to show a negligee of one shade over pajamas or nightdress of another.

One hears so little of boudoir caps these days that one is inclined to think they are no longer being worn. It was rather a surprise to hear the other day that one Toronto house had orders amounting to 500 dozen. These are from all over Canada including both the very small and the very large centres.

### New Features on Old Garments

The step-ins are being made very much wider than last year. This is for both wear and assistance in dispensing with the petticoat—again the idea of coolness.

Pongee is the material of the hour in nighties. New York is featuring them very strongly in medium-priced goods. All of the Canadian manufacturers are counting a great deal on them for Summer and early Fall business. They require little trimming and are very effective. Blue, pink or rose in bands is the usual contrasting color on them.

The one thing all manufacturers are endeavoring to do with the bloomer is reinforce it. They are taking advantage of the present lull to get their Fall lines ready. One firm has a bloomer now which is reinforced all the way to the bottom of the hem, instead of to the top row of stitching on it. This bloomer has the added feature of a full back and a plain front, to answer the demand for something less bulky than formerly.

### Much Hand-Embroidery

Following the lead of New York, nearly all the lingerie houses in Toronto are stressing hand embroidery these days. Many of them have, as well, machines for monogramming, drawn-work and hemstitching which can hardly be detected from handwork.

Inserts of lace are still being used, the inserts themselves being very often of handmade lace, imported from Mexico or Italy.

Spotted Swiss muslin is in demand for both combination and separate garments and other Summer materials such as cotton crepe and raw silk are being turned out in great numbers in two-piece sets of vest and step-in.

### Revival of the Fittest

When a famous Parisian style journal says the following about the poor discarded petticoat it is high time that something should be done: Weird results come from doing away with skirt linings and combinations There are many women who take all the edicts of fashion literally and refuse to wear anything under their dresses no matter of what kind. The result, with some skirts, is that the legs are seen through. The skirt is also liable to cling closely to the legs and the effect is dreadful. It is all very well to be in fashion but there is such a thing as exaggeration and it should be avoided.

Though the Princess slip is selling beyond all expectations and manufacturers are counting on it again for Fall, they say that pressure is being brought by leading retailers for the good old petticoat. The soft materials for this Summer really require a slip or a petticoat although many flappers will not yet admit it.

White and flesh, Toronto retail stores report, are best in underskirts. They are in soft fabrics for the most part, no doubt a direct result of the liking for the soft materials in bloomers which was so strong last year. There is little call for taffeta skirts in any color. Satine is in demand and the panel front or shadowproof underskirt is wanted in almost every material shown. Reports come from Buffalo and Detroit that the demand for petticoats is very much ahead of last year. In Toronto, buyers and managers for lingerie departments make the same statement.

### The Corset Problem

It is very encouraging to stores in this country as well as to manufacturers to know that the corset is still a staple among Canadian women. There is no doubt that many will choose the girdle or girdle brassiere combination during the very warm weather but there is little danger of this craze reaching the proportions it has in the United States.

Corset firms on the other side continue to protest against the corset," which is a corset in name only." They say the corset replacer is selling at the expense of corset sales and the average selling price of such garments is less than the average sale price of a corset. One retailer in New York says that "while we are maintaining our volume in the number of pieces sold, we find it a difficult problem to maintain our dollars and cents quota."

**"It seems to the writer that the revision downward is not justified, for the 'Made in Canada' article requires a tariff commensurate with a rating that safeguards and affords ample protection. Other progressive countries at this time deem it advisable to build a high tariff wall, why then do we Canadians not do likewise, offering encouragement and protection to Canadian manufacturers, thus urging the manufacture of other commodities in this country not yet produced here? I question very much whether the loss that is bound to ensue from the reduced Customs duties will be sustained by the augmented taxation. Just at a time such as this the various industries require relief and not burdensome taxation. The 2½% reduction in the preferential tariff will not affect Canadian corset manufacturers to a great extent. The 50% increase in the Sales Tax, however, is an item that requires serious reflection, simply indicating an advance in the cost of merchandise to the average consumer, who cannot and will not forbear any upward trend in the price of any commodity." —Gordon A. Ross, Secretary-Treasurer of Parisian Corset Manufacturing Company, Limited, Quebec.**



# Simultaneously

**On June 1st our salesmen in Canada and the United States will be showing their new Fall samples.**

Several of our customers, from coast to coast, have requested us to broaden out our range so that we would have models for every type of figure. We have done so and also you will find many new features which our designers have worked out and which will only be shown in the Warner Line.

## *Warner's*
## *Rust-Proof*
## Corsets—

***(MADE IN CANADA)***

**(The Corset which Assures Complete Satisfaction)**

It is interesting to know that many styles in the Canadian line correspond exactly in price with our United States numbers. This means your customers obtain the same good fitting numbers with our unqualified guarantee and at the same cost as though they lived across the border.

**Do not fail to see the new type of corsets for figures desirous of perfect freedom and yet designed to give sufficient control to keep the figure trim and neat.**

*Send us a post card requesting a salesman to call. You will be under no obligation but you will be interested to know what your trade will be calling for this Fall.*

## THE WARNER BROTHERS COMPANY

**Canadian Factory and Sales Office - 356 St. Antoine St., Montreal, P.Q.**



## *An Honest Dollar's Worth For a Dollar*

is the basic requirement of all merchandising. No merchant can succeed long who ignores this principle.

There are many different prices for different P.C. models, but every one of them offers an honest dollar's worth for a dollar. You can fit every figure and every pocketbook if you handle a full line of P.C's.

**Parisian Corset Manufacturing Co. Limited**

Montreal QUEBEC Toronto

14

GYK

# "P.C." Corsets

RUST PROOF

GUARANTEED

# Selling Ideas for Art Needlework

## How the Economy Idea Might Be Made the Best Use of—Getting Vacationists Interested in Christmas Presents—Featuring Holiday Requirements—Having an Odd-Price Sale From Year to Year—Popular or Low Prices Carry Appeal.

IF YOUR art needlework department is not registering its usual success this Spring and is in need of new ideas to give business a much needed fillip before vacation time sends customers to mountains and seashore, perhaps some of these ideas gleaned from buyers in various Canadian stores will supply the wanted stimulus.

The John Murphy store of Montreal, has an L-shaped balcony which bristles with ideas, both in the way of display methods and merchandising. Miss Scott, who heads this department, points out that the falling off in business experienced by many stores is only a logical effect reflected in every other section of the average store. When economy becomes necessary in household expenditure, fancy work is almost sure to feel the pinch first, for the reason that many women who formerly employed their idle moments in embroidering or knitting, now are obliged to do their own housework, and furthermore, owing to the high level of rents, many people are moving to smaller houses or to the country and no longer have the room or opportunity to display and use pieces of handwork as in the past.

### Emphasize Inexpensive Goods

The thing to do is to play up the idea of economy which is uppermost in people's minds, but to do it in such a way as to turn loss into gain. This is how Miss Scott is building up her section despite the reluctance of women to buy anything but the most inexpensive goods, and their determination to buy nothing that is not absolutely needed.

"My best sellers at present are all flat white goods," she said, "stamped in quickly worked designs, the best of which are probably pillow cases, day slips, gowns and towels. I emphasize the fact that the designs are not elaborate but can be done during a fortnight's vacation, if necessary, and so provide the average girl with a pleasant pastime. I do not think it is too soon to start talking about Christmas presents and if the vacation season is not taken advantage of, the best season of the year is lost for the fancy work department.

### Semi-Made Garments Appeal

"The next best seller which should prove equally popular with women everywhere are children's made up rompers and dresses, all ready to be embroidered. I have pushed these of late and have had a number of repeat orders for models with appliqued animal motifs as trimmings. Mothers appreciate these little garments which require only a couple of evenings' work, and I price them below $3 a piece to meet the demand for something inexpensive."

Miss Scott emphasizes the desirability of suggesting initials with the sale of every piece of stamped work and does an exceptionally large business in all sizes as well as in orders for stamping monograms. The new three-piece sets for vanity tables are filling a long felt need and a few finished models on display are irresistibly attractive to every woman who sees them. The new wool embroidery work, by which flowers are made out of wool braid, have stimulated the sale of crash and linen runners, centres, bags and cushions.

Finding that aprons are a source of interest to nearly every woman, Miss Scott has featured a large showing of made up Bungalow and Fudge aprons of linen or unbleached cotton, neatly bound with pretty gingham or colored edges and ready for touches of applique or handwork.

"Bead work is by no means quiet as yet," added Miss Scott, "for many women are working girdles and motifs to trim summer frocks, and we are showing a new kind of handbag to match, which is selling like hot cakes already. This is a plain envelope-shape of moire silk which is stamped for working with irridescent bugles. A good stock of nailheads, bugles and macca beads is essential this Summer."

### 49-Cent Sales Attract Buyers

Special sales of stamped work are featured from time to time in this department at a straight price of 49 cents. Women gravitate to the balcony on the occasion of these sales and the rest of the store benefits. As much merchandise as possible is shown out on tables with the finished models displayed along the tops of the wall cases which line the back of the balcony. Threads are kept in plain sight in their respective sections, as Miss Scott finds that women prefer to see a full range rather than a few odd samples.

The free instruction classes which are featured by most up-to-date stores were inaugurated by the Murphy store some years ago and which have met with ever increasing success. The average attendance at these classes which meet from 2.30 to 4.30 during the Fall and Winter months, is never fewer than 20 and no restriction is made to the effect that goods must be bought at the department. Many customers who have bought work elsewhere and are in difficulties with it, respond gratefully to any help given them by Miss Scott and her assistants and are more than likely to buy additional supplies or other goods while in the store.

### Now Other Stores Feature Art Work

Striking a new note with which to attract attention to their art goods department, the Poulin store of Ottawa, recently provided a large window display of unbleached cotton together with transfer patterns for applying colored cotton designs and making bedspreads, cushion covers, runners, curtains, etc. The fad for this aplique work is one of the features of American stores and is both inexpensive and artistic.

A Baby Week is another idea resulting in marked stimulation of infants' accessories in the fancy work sections. Summer bonnets of piqué or linen, dresses, bibs, covers for the carriage, sacques and pillow cases are all popular when given extra publicity during a week such as this.

In the Ogilvy store of Montreal, the customers can visualize for themselves exactly how their purchases of stamped spreads or pillow cases, are going to look, because a mahogany bedstead is placed right on the main floor of the section, beautifully made up with stamped linens. A bureau also displays the newest things in mats or covers as well. Lamp shades are extremely popular with the customers of this store, particularly in those French replicas of the Louis periods, made up with doll's heads and wire hoop skirts.

### A Demonstration That Never Fails

In every well appointed art goods department, forms for cushions, pillows, tea cosies, etc., should be kept on hand and sold if possible with every purchase of stamped work. A well-appointed tea table, equipped with cloth, napkins, centrepiece, tea cosy, and plate doylies will provide every hostess with food for thought, particularly if the usual china and silver are used to make the display more realistic. A new touch noticed in some departments is the tempting but artificial fruit displayed in pottery bowls. Such fruits are replacing artificial flowers to a great extent as table centres and are really difficult to detect from the real.

Every art goods department should see to it this Summer that designs are not too elaborate or costly, that displays are varied at least weekly, and that made up models are sold before they become too shop worn. Have a good supply of instruction books on sale at one or more small tables with convenient chairs nearby. It is safe to say that few customers will buy unless they can sit down and consider their needs without fatigue.

# Value of Triplicate Sales Slips

## Twenty-four Points in Favor of the Triplicate System—Failure to Properly Check Sales Figures a Source of Great Loss to Retail Merchant—A Protection in Many Respects to All Engaged in the Transaction

TRIPLICATE SALES slips for charge sales in retail stores give a great deal of information with very little work. Three copies are made at one writing.

The original serves as a customers ledger and is retained at the store, filed by customer's name. The duplicate goes with the goods and serves as an itemized bill for the customer.

The triplicate is used to make up daily recapitulations of sales by clerks, and classes of goods sold, and also furnishes a quick method of ascertaining the total charge sales for the day and the total amount of outstanding accounts daily.

If a retail merchant uses a credit register for his customers' accounts, he will find a triplicate copy a decided advantage. If he registers all charge sales on a cash register, the charge slips should be footed to prove with the total charge sales as shown by the cash register, just the same as the cash would be counted to prove with the total cash counter on a register.

There is also another reason why the charge slips should be footed and that is to prove the footings made by the clerks.

### Protection in Case of Fire

The triplicate is a protection in case of a fire, or in the event that a slip is lost, since the triplicate can be placed in an auxiliary file and carried in the safe at night.

Triplicate sales slips can be used as an itemized weekly or monthly statement. The customer in many instances fails to keep the slips sent with the goods, or it becomes lost. This often compels the retailer to make out itemized statements. At the end of the week, or month, a neat and accurate statement is made out of each customer's charges as shown by the slips. The slips are fastened to the statement and enable the customer to have the best possible means of checking his statement. There are no errors in posting, as this plan does away with all posting, and the customer gets the actual record made at the time of purchase. Any time during the month if a customer desires a statement of his account, it is a simple matter to list the charge slips on a statement and the account is complete.

Here are twenty-four good reasons why sales slips, particularly triplicates, should be used by retail merchants on all Charge, Cash, and C. O. D. sales:

1. Every purchaser is entitled to a bill of sale of goods purchased.

2. Every merchant is entitled to a copy of the invoice of the goods sold.

3. Every employee of the buyer or seller is entitled to a record of his own part of the transaction.

4. The giving and taking of such records stops controversy, and controversy with customers is a most costly loss in business.

5. The giving of such a record creates confidence in the minds of the purchasers.

6. The making and keeping of accurate records makes satisfied customers, and creates honesty and loyalty among the employees.

7. Triplicate records deter many employes from destroying and help protect those who do not destroy.

8. Such records show a merchant the earning power of each employee.

9. Sales slips permit those who receive goods to check all items carefully, and prevent short weight and measures, defective goods or shortage.

10. Using sales slips prevents loses which come through unintentional errors, oversight, lack of memory, carelessness and ignorance.

11. Sales slips increase the efficiency of employees, making each feel that his true worth will be known.

12. They make it possible for a merchant to establish a quota for his clerks and stimulate a friendly rivalry among them.

13. The records show not only what has been done but what remains to be done to make the quota equal previous records.

14. Keeping of proper records is a protection to honest employees.

15. Records of sales by lines of business show what lines are most profitable.

16. Insure a record of all charge sales.

17. Insure a record of all cash sales.

18. Insure a record of all C.O.D. sales.

19. Help merchants to secure comparative statement of sales, profits, etc.

20. Promote accuracy among clerks because all sales are recorded in the same way.

21. Protect the customer, proprietor, and clerk, because there is a record of every sale in black and white.

22. A transaction that is worth making is worth recording.

23. Sales slips bearing the merchant's name are good advertising.

24. Practically all large retail merchants, (department stores) use sales slips for both cash and charge sales, as well as C.O.D. It pays them. It will pay you.

1. To prove the accuracy of the sales slips. Experience has shown that failure to properly check these figures is one of the greatest sources of loss to the retail merchant.

If the errors are in favor of the customer, many merchants say you can trust most customers to say nothing about it. If the errors are in favor of the merchant, it would be hard to convince the customer that it was not intentional. The merchant loses either way—he is either suspected of trying to cheat the customer and perhaps loses a good customer, or he actually cheats himself. Even though the merchant (or his wife or bookkeeper) checks the clerks' sales slips, mistakes are frequently undetected, as someone has said, "No man has a patent on not making mistakes."

2. Saves time and unnecessary labor. It enables the merchant or his wife, or bookkeeper to spend their time more profitably, waiting on trade, planning to increase the business, and so forth. Makes it possible for a merchant to go home when his clerks do and "cut out" night work.

3. If the merchant uses a cash register to record his charge sales, the charge sales slips should be added to prove with the total charge sales as shown by the register, the same as the cash would be counted to prove with the total cash counted on the register.

4. If a credit register is used for filing charge slips, a triplicate slip is an advantage as it can be placed in an auxiliary file and placed in the safe at night. This is a protection against fire and also in the event that a slip is lost. The triplicate can also be used for a daily recapitulation of charge sales by clerks or classes of goods sold, and also furnishes a quick method of ascertaining the total charge sales of the day.

**Travellers Are Now Out with Complete Lines**

French Ivory.
Greeting Cards and Post Cards for every Season and occasion.
Decorations and Novelties for Christmas, Hallowe'en, St. Valentine and Easter.
Pennants, Cushions, etc.
Tags, Seals and Cards, Toy Books.
Souvenir Novelties (Biggest Range in Canada).
Conserve Lunch and B'b Sets.
Christmas Stockings.
Celebration Goods. Powder Puffs.
THE PRODUCT OF FIVE FACTORIES WE OWN OR CONTROL.
We are the Canadian Representatives of S. Langsdorf & Co., New York City, makers of the best popular priced line of French Ivory Toilet Lines, Toilet Sets and Manicure Sets in the United States.
We have a catalogue worth having. Your name on a post card brings it.
PUGH SPECIALTY CO., LTD.
38 to 42 Clifford St., Toronto, Canada

**BEADS**

All kinds and colors in Great Variety

Newest Novelties in
BEAD NECKLACES and GIRDLES

*"THE BEAD HOUSE"*

R. A. PHILLIPS
77 YORK ST. TORONTO



Keeping before you
the latest
and best in

# Bags

*Order Samples*
*and be the store ahead*

MADE IN CANADA
BY

The
Julian Sales Leather
Goods Co., Limited
600 King Street West
Toronto

## Robert Morton & Sons

MUSLIN MANUFACTURERS
34 Albion Street, Glasgow

- SPECIALTIES -

**Buckrams - Sparteries - Marlys**

MILLINERY MUSLINS IN BLACK,
WHITE AND COLORS
*Also*

PALE BOOKS, NAINSOOKS
LAWNS, INDIAN LINENS,
PERSIAN LAWNS, CHECK
CRINOLINES, MADRAS AND
HARNESS MUSLINS, ETC.

**Cables: Morton, Glasgow** **Code: Marconi**

# What's New !

WILLOWED OSTRICH

*In New Forms Are*
*Again In Vogue*

POM POM EFFECTS

*Soft Drooping Fancies*

In solid colors and combination of colors or shaded, for Dress Hats. We would suggest you see our range.

**Our men have them now.**

"The New Things First"

**Dominion Ostrich Feather Co.**
LIMITED
**78 Wellington St. West - Toronto**

**Representatives:**
H. B. Taylor, Mappin Bldg., Montreal.
J. G. Martin, Hammond Bldg., Winnipeg.
E. R. Briggs, Western Ontario.
J. A. Ayearst, Ottawa.

# COIFFURETTE



EVERY MESH DOUBLE KNOTTED

EVERY NET GUARANTEED PERFECT

THE "KNOTTED MESH" ENSURES PERFECT DURABILITY IN WEAR

SHAPED HAIR NETS

Extra Large Sizes

*Made in France*

*COLOR:*

**JULIEN GIGUET**

**Manufacturer** **LYON, FRANCE**

**Sole Agents for Canada**

**M. CHASSAGNE LIMITED**

**45 St. Alexander Street** **MONTREAL**

**110 Wellington Street** **TORONTO**



MESH WHITING & DAVIS CO. BAGS

TRADE MARK REG. U.S. AND CAN.

# *Whiting & Davis Mesh Bags*

## Keep Your Stock Complete

*It's the Variety and Beauty of the New "ENVELOPE" Styles that Sell Them*

Don't miss a sale on this big mesh bag "hit" because you are sold out on the most popular numbers.

You will have repeated requests for these new "envelope" designs because women see them and want them.

Advertising is also creating a demand for this innovation in mesh bags.

Look over your assortment and fill in. Remember the *new* numbers will help move the old.

FREE! ELECTRO! If you will use electro of the bag illustrated it will be sent *free* on request.

Whiting & Davis Company

*(L. W. Cooke, Manager.)*

Sherbrooke - Quebec

# Romance in the History of Notions

## The Simple Pin Was a Product of the Bygone Stone Age—Fancy Pins Made by Greeks, Egyptians and Romans—Buttons an Evolution from Thong and Buckle Used for Fastening Skin Garments —Notions Now Big Factor in Merchandising.

THE average person has a wrong idea about notions and smallwares. They areconsidered prosaic, insignificant items of merchandise which represent the most elementary stage of retailing and which are uninspiring and result in little profit to the salesperson. There appears to be nothing even remotely connected with human interest or romance in a card of buttons, a paper of pins or an ordinary belt, for they appear on the face of things to be absolutely commonplace. But to anyone who will stop a moment to consider how all these small items originated, and their history and development from earliest times, there is a vast mine of unexplored and fascinating information to be worked, a study of which will result in renewed interest, even enthusiasm in the subject of smallwares.

Let us begin with the subject of pins.

### Pins Grew On Trees First

The earliest known pin was a sharp twig or a thorn, broken off the bush where it grew by our remotest ancestors to use as fastenings. Artists nowadays are fond of depicting Cave men wearing skins of animals, and it was these same cave men who probably invented the pin in its earliest form. Certain, it is, that pins were used in the Stone Age, made of bone sharpened off to a point, and also in the Bronze Age, made out of bronze. All these pins were invented and devised for a strictly utilitarian purpose to hold together the skin garments but with the passage of time, pins became more decorative in effect and assumed the form of ornaments, more as we know them.

After man left behind the stage of savagery, when existence was a constant struggle for supremacy over some enemy, he began to think of personal adornment and so we find that the early Egyptians, Greeks and Romans turned their attention to creating pins of a most ornamental character in both straight and protected types, with which to decorate their draperies. To look at the modern safety pin one would never dream that it had its origin in those days before even time was chronicled. Its inception was however, quite logical, and seems to have been planned more to prevent loss than to avoid discomfort. This is amply proven by the fact that it required much effort and skill to devise an ornamental pin of the straight variety which was easily lost, and thus pins made of precious metals were invariably made in a bent or twisted manner easily recognized as the forerunners of the modern safety pin. The Roman safety pin was called a "fibula" and to a certain extent was the forerunner of the modern brooch as well, as the fastener was bent underneath to hook against a bent end, while the outside presented an ornamentation of carving and inset jewels. Pins, both straight and folding, became more and more common as time went on until, under the Normans, they became entirely decorative and lost their distinction of usefulness. Everbody is familiar with the phrase "pin-money" which has come down to us as a wife's allowance. In this quaint phrase there remains a relic of olden time customs, now almost lost. Pin-money originally was a limited sum of money permitted to be spent upon ornamental pins by English wives of a few centuries ago to prevent them from squandering their husbands' substance upon these novel and often beautiful bits of personal adornment. This sum was determined by law and could only be spent upon one appointed day.

The ordinary metal straight pin as we know it to-day was first introduced in England in the 15th century when iron was found a satisfactory metal for the purpose of manufacturing pins for ordinary use. Brass was a later development, the method of making being to cut lengths from wire and twist one end round to form a head. Solid heads were not formed until about the year 1800.

### Buttons Came Next

While the pin was the earliest known fastening, buttons were an evolution from the thong and buckle which were likewise a popular mode of fastening skin garments. The thong had to be slit and attached to a bit of wood, the principle of which can be seen to-day in men's watch-chains which have a bar. The button as we know it to-day is no more than a few centuries old, its predecessor being a stud, approximately resembling the type used in cuffs nowadays. Studs were essentially the best mode of holding together two pieces of tough leather and so the interlocking shank was made solid. Relics of the bronze age show that the stud of olden time was exactly like that used to-day. Ornamental buttons were used as far back as the year 2,000 B. C. but the idea of utilizing them for purposes of service never took hold of civilized peoples until well on into the 16th century. The methods of attaching buttons in by-gone periods varied. Some had a hole at the back and were usually made out of pottery, horn or bone, but as time passed, and especially during the reign of Queen Elizabeth, usefulness was combined with decoration and buttons were even evolved out of linen thread over wood, and still later from china, enamel, metal and even paper. Cut steel was lavishly used for buttons and was costly because entirely handmade. Each part of these buttons was carved and joined together, the whole highly polished, and many of them still remain in museums as specimens of the ingenious handiwork of those days.

### Survival of Old Fashions

People frequently ask why men wear buttons on their sleeves, and various explanations are given in response. One relates that sleeves used to be made very tight and had to be unfastened to let the hand through, and the cuff buttons are a survival of this old custom. Another has it that the Chevaliers of old preferred to tuck in their lace frills when about to perform work which might soil the delicate embroidery, and hence a row of buttons were placed right up the sleeve.

### Modern Fastenings

Snap fasteners and hooks are the latest comers in the way of fastenings, the former being evolved on the principle of the interlocking shank or bachelor's button, and is even yet being improved so that it combines strength with invisibility as well as convenience, and is used in many different ways besides in connection with clothing. The hook and eye even yet has not outgrown its purely utilitarian function, though found in many forms.

Buckles were originally devised out of sheep bones and worn with a strip of hide which was stuck over a knuckle in the bone. With the knowledge of metal working however, came the buckle as we know it to-day.

### Notions are Now Standardized

According to a leading American wholesaler of smallwares, the present important position of notions in the mercantile world is due to the fact that they are receiving dominion-wide publicity like biscuits, fruits, cottons or footwear, and are now being standardized instead of being sold on a price basis, which prevented the improvement of quality because of the necessity to buy at low cost. It is now found that quantity standardization is important in notions because the buying public wants to be sure of obtaining the same amount in each package or bundle of goods bought. A packet of elastic formerly might contain six, nine, ten, or twelve yards according to different makers, and this led to much dissatisfaction among buyers. Standardization of quality and quantity marked the biggest step in advance in smallwares and has paved the way to nation-wide prominence in dozens of lines, hitherto quite unknown.

# The Manufacture of Hair Nets

## Are Not All Made From Chinese Hair and Recent Processes Bleaches, Softens and Dyes the Hair—Great Proficiency Reached in Weaving Meshes—Exports From China in 1914 Totalled $10,000—Now $10,500,000

HAIR-NETS are one of the very modern accessories to feminine adornment. It was not until 1901 that they were received with any great favor. They were first made in Austria but were a German invention. With the growth of the industry, the high price of labor in Austria caused hair net promoters to look to China for their manufacture, keeping Germany as the European distributing point.

English buyers soon became dissatisfied with the inferior consignments which were coming from China under the guise of being German or Austrian and made arrangements for shipping direct, with London as the centre for distribution. British firms in China and England then controlled the markets both in Europe and America until the extraordinary demand for them in the United States, caused the establishment of American offices in China.

Exports from Crefoo, China, in 1914 amounted to $10,000 in hair-nets, in 1920 they were 7½ millions. The total exports for 1920 from the five great Chinese ports amounted to 11 millions.

### Hair-nets Not All Chinese

Hair-nets are not all made of Chinese hair as is commonly believed. Buyers in Europe and America frequently send supplies of hair secured from combings. Chinese hair is hard and coarse and for this reason that from Western countries was preferred. Of late years however, methods have been devised by which hair can be bleached, softened and dyed, so that the Chinese hair can be put to greater use than formerly. Hair is now shipped from China to America for this process, returned to China for manufacture, and then re-shipped to America as hair-nets.

This triple shipping might appear as though a great deal of expense is involved in the using of Chinese hair, but when it is recalled that each gross of hair-nets weighs approximately two ounces, it will be seen that the cost of freight is negligible when compared to the value of the cargo. The manufacture is essentially a home industry and is practically confined to the province of Shantung, where women weave nets at home. Many natives earning a meagre income, like the coolies who carry the rickashas, supplement with this work done in their spare moments. One weaver can make a gross of hair-nets a month when working full time. It took 340,000 workers to supply the total exports of the year 1920.

### How They Are Manufactured

It is said that filet lace workers are the best weavers of hair-nets because of the rapid and delicate finger-work required.

A board 18 in. by 12 in. has steel pins driven into it in the form of a crescent. The hair is then woven in meshes over the steel pins and tied wherever the strands of hair end. Double nets are made with two strands of hair. Great care has to be taken that all the strands in one net are of the same shade. The nets are tied in bundles of one dozen and then in bundles of twelve to form a complete gross. When the nets reach the factories, they are untied by experienced women workers and examined separately by thrusting both hands inside the net and holding it in the light to detect broken meshes and holes. These are repaired wtih new hair.

"Streaks" or strands of different collor are always removed by specially trained girls who are quick to note the slightest change in shade. Hair of the exact color required is put in their place and the nets then bundled into their original form. This replacing process can only be done on nets which are in good condition and for that reason a large proportion of those received are useless.

### Profit Allows for Imperfections

Complaints of the quality of nets received in England and America, revealed the fact that imperfect nets are usually shipped by native firms and that the foreign ones are willing to guarantee 90 per cent. perfect.

Native industries have not these factories of inspection. The British and American firms who wish to keep up their standard find these necessary because the quality of the nets when received from the native workers can never be depended upon. When opened up in the factories, they have to grade them as perfect, imperfect and useless.

Most buyers demand an even 90 per cent. of quality and with reasonable care at the factory and in the selection of nets from the interior workers, most firms can meet these requirements. Shipments have been known to contain as high as 97 per cent. of perfect nets but the average quality is between 90 and 95. In this connection it is interesting to note that at a recent case of arbitration in New York, it was held that one single mesh in an individual net did not render the net unmarketable and that unless two or more holes or broken meshes were found, the net must be considered good. This ruling may seem a little hard when it is remembered that a large percentage of nets bought in stores are taken from their envelopes and examined before being purchased. The original cost, however, to the importer in England and America is invariably less than 20 per cent. of the retail price, so the profits are sufficient to warrant the extra risk taken in handling such delicate cargo.

### Standard Sizes

The following are the standard sizes in general demand:—

| | |
|---|---|
| Single Mesh Fringe Nets | 38 v 40 |
| Double Mesh Fringe Nets | 38 x 40 |
| Single Mesh Cap Nets | 10 x 38 |
| Double Mesh Cap Nets | 10 x 38 |
| Single Mesh Cap Nets | 12 x 38 |
| Double Mesh Cap Nets | 12 x 38 |

These are the colors with the proportions in which they are sold:

| | |
|---|---|
| Black | 9 per cent. |
| Dark Brown | 30 per cent. |
| Medium Brown | 25 per cent. |
| Light Brown | 20 per cent. |
| Blonde | 8 per cent |
| Auburn | 8 per cent. |

## Novelties at The Ascot Races

London dressmakers have had the busiest time in many months preparing for the famous races which take place on June 15, 16 and 17. Designers and buyers have been making flying trips to Paris in search of novelty materials and trimmings. Workrooms have been busy day and night for weeks past and mannequins are appearing in scores in all the fashionable stores. Cloaks of real lace, marocain and crepe de chine are the preferred garment in the wrap order. In fact there is lace everywhere either alone or combined with crepe. It is placed on gowns, on hats and on many of the dainty accessories.

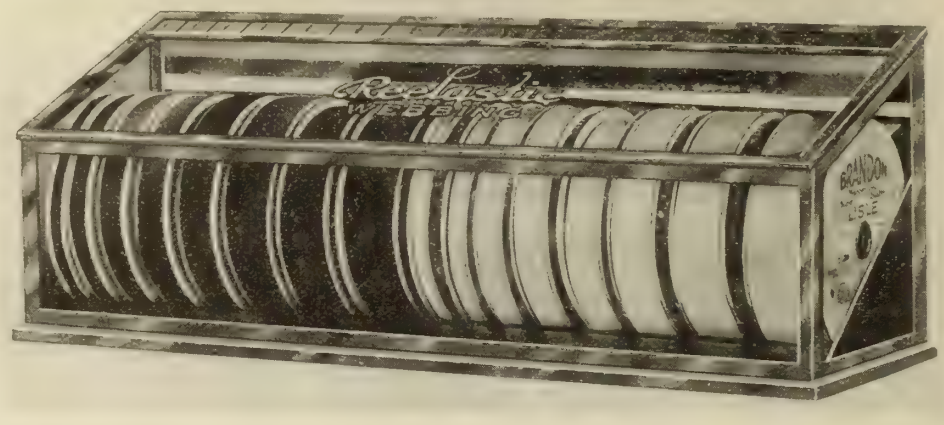
Strangely enough, bright colors are not pronounced as they are here or in Paris. Pastel shades and neutrals from coffee to apricot together with tete de negre, grey and all-black are very prominent.

Parasols are highly spoken of for this meet. Some are of black or colored taffeta with ostrich plumes in a contrasting shade and a bright handle of galalith.

Aigrettes of paradise or osprey are more prominent than ever particularly on the picture hats. In fact all feathers are being featured, the ostrich being best in neckpieces. These are either in the form of large round boas slightly tinted in pastel shades and curled at the tips or brief shoulder wraps with long ostrich fringe.

# The Importance of Elastic

The present style of Women's and Children's Wear requires all kinds of Elastic. The Cabinet illustrated is the most practical selling device in the market.




It contains one dozen each Black and White, in sizes: ¼ inch, ⅜, ½, ⅝, ¾, ⅞, 1, 1¼ inch of the finest Super Quality Mercerized Lisle Elastic and can be sold at popular prices.

**We will send you a cabinet on approval**

## WRINCH McLAREN LIMITED

**120 Wellington Street West, - Toronto**

*The Smallware Specialty House*

## THE "GEM" of NIAGARA.

*The Brand Name for Quality Notions.*



### CREATING A DEMAND

For the Gem of Niagara brand fasteners, hooks and eyes, hook and eye tape, and safety pins by our persistent advertising in Good Housekeeping, McCall's Woman's Home Companion, Delineator and other publications—reaching from 10,000,000 to 12,000,000 women readers—will mean money to you.




If your jobber does not yet carry this line, write for nearest source of supply.

The smart appearance of the "Gem of Niagara" line brightens up your notion counter.

**Francis Mfg. Co.**
**Niagara Falls, N. Y.**
Famous for Fine Notions for Over Quarter Century.




IMPORTERS *and* MANUFACTURERS

**Art Needlework** *and* **Fancy Goods**

"Peri-Lusta" *Mercerized Cottons*

"Crystal" *Artificial Silk*

*Embroidery Materials*

***Fancy Linens*** *and* ***Piece Goods***

MADEIRA HAND EMBROIDERED LINENS *and* HANDKERCHIEFS

**Campbell, Metzger & Jacobson**

932-938 Broadway New York Cor. 22nd St.

*Canadian Showroom and Factory:*

Bay and Wellington Sts., - Toronto, Canada

# COUNTER CARTON

On which we make this—

**SPECIAL PRICE**

**$9.00**

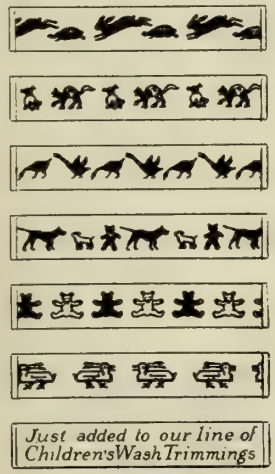
Per gross yards NET or 25c per piece.

Contains 108 yards each. (3 gross yards)

**ORDER TODAY!**




*New Nursery Designs*



*Just added to our line of Children's Wash Trimmings*

**CASH'S**
**WASH TRIMMINGS**

—⅜ inch width—are now being put up in a novel maner—a 4-yard piece in a transparent envelope. In this way the pattern can be seen and examined without direct handling and soiling.



*"BOBBY CASH" Rompers trimmed with No. N-100*



*"DOLLY CASH" Dress trimmed with No. N-40*

**THE CASH TWINS**
**"Bobby" and "Dolly"**

Cardboard play dolls—are sent out by us, as an advertising feature, to mothers who write direct for samples. Customers ordering the above carton will receive the twins free of charge for display purposes.

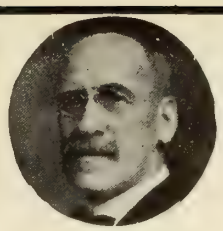
*We also make Cash's Woven Names*

## J. & J. CASH, Inc.

**13 Expositor Building, - Brantford, Ontario**








## WM. E. WRIGHT SAYS:

"A few years ago a lot of people who ought to have known better talked about sewing 'going to the factory.'

" 'There would be no more home sewing,' they said, 'just as there was already no more spinning and weaving and soap-boiling in the home.'

"They left out of their calculation that women liked to make pretty things to wear and to beautify their houses. This applies from the first cave woman who made a pretty basket to the last flapper who knitted a sweater.

"Time has proved these prophets wrong. Women sew more than ever and their sewing is more effective because they have learned to use the various sewing helps available—paper patterns, machine attachments, ready-cut and folded bias tapes for binding and finishing. We believe so strongly in the continued growth and development of home sewing that we have built a greatly enlarged factory to take care of the demand for

# WRIGHT'S BIAS FOLD TAPE

## Send for Color Card

**showing our full line of *fast colored percales*, also Wright's E-Z Trim. You will find this card to be a great convenience in making up your orders. It shows our 13 plain, 7 checked and 6 striped colors of Tape and 7 colors of E-Z Trim.**

## WRIGHT'S BIAS LAMPSHADE TAPE

**Something new and useful for the Notion Department. Sample card showing 7 colors sent on request.**




**WM. E. WRIGHT & SONS CO.,**
*Manufacturers*
350-370 Scotland Road
Orange,
New Jersey




In U. S. Pat. Off.

# The Art Of Showcard Writing

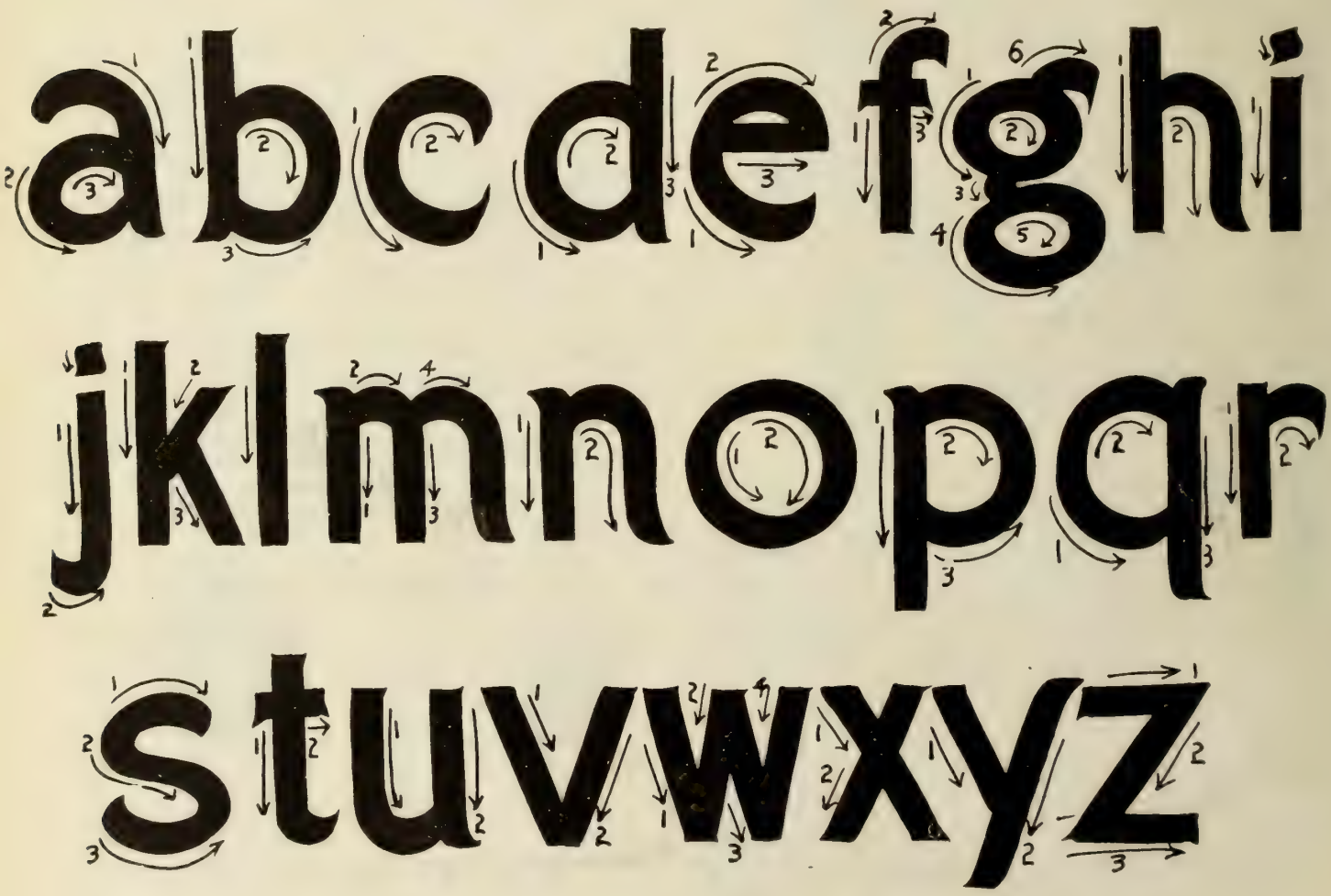
## The Adaptability of the Showcard Brush—Formation of Egyptian Block—Lower Case and Capitals—Laying Out—The Showcard —Arrangement of Text and Display Lines

By JALEXO

IT IS now expected of the student that he be fully conversant with his brushes, their maximum and minimum chisel edges and so on. He ought to know by this time what size of brush is best suited to different lines of lettering. For example: he will know that his number of brush will spread comfortably to execute a letter two inches high and a half inch wide. Similarly a smaller brush will accomplish letters relatively smaller. It is this knowledge which saves time and trouble, and the student is advised to become thoroughly acquainted with these facts. It is easy to see that once the student knows the adaptability of his brushes, the results in lettering will be at once marked and gratifying.

### Egyptian Block—Lower Case

In the accompanying illustration is shown the lower case series of Egyptian Block lettering. It will be remembered, by the way, that the numerals that go with this alphabet, appeared in the article preceding this in last month's number. As previously explained, Egyptian Block is one of the most widely used alphabets in connection with showcard work. It is pleasing to the eye; it possesses strength and dignity and it is easy to read. The student who has applied himself to the mastery of the fundamental strokes should find the making of these lower case letters comparatively easy. In the letter "a," three separate strokes are used. The first requires more skill in its doing, since it is a two-way stroke. A stroke of this sort should be practised at least one hundred times before an attempt is made to fashion the complete letter. Here, the student will have an excellent opportunity to record his progress by comparing the first practice stroke with the last of the hundred. A distinct improvement is bound to be noticeable. This measure of progress will be indicative of the improvement which will characterize any part of the student's work which is given a like amount of practice. This test will emphasize, as nothing else can, the imperative necessity for, and the unfailing results of, continued effort. With the first stroke of the letter "a" completed, the student should go about practising the second and third strokes in the same manner as the first. The second stroke starts at the point where the "2 arrow" begins, and take a well-carved sweeping stroke to join the first stroke at a point just a little above the base. To correctly finish this stroke, it is necessary to run it well over on top of the first stroke before lifting the brush. The third stroke should begin on top of the second stroke, far enough over so that the joining of the two strokes will not be noticeable. This trick of hiding the "angular curves," so to speak, will come from practice. In finishing this stroke the same rule holds good as applies to the second stroke namely, run it over the top of the first stroke before lifting the brush. The beauty of this letter and of the entire



alphabet for that matter, lies in the uniform thickness of the strokes. In time, the student will become accustomed to the alphabet and will be able to form dozens of interesting variations by way of novelty. The other characters in the plate should be studied with the same care and attention as outlined for the first letter.

There is one letter which perhaps will call for more than ordinary attention. That is the "o," this letter is by no means simple to master, yet it is within anyone's reach who bends every effort to acquire proficiency. The "o" should be done in two sweeping strokes which are so combined as to present an appearance of a continuous circle. First attempts of course will be crude, but the doing of several hundred and keeping at it for say an hour or so, will repay the student for his pains.

The letter "S" too, has brought many a frown to the student's brow. It is in the balancing of the individual strokes in this letter that the most care is required. Ragged curves will mar the first attempts, but, as in the case of the "o" the student should have no difficulty in matching his against the letter plate sample.

### Egyptian Block Capitals

The lesson plate, illustrating the Egyptian Block capitals, is practically self explanatory. By following the instructions as outlined for the lower case characters, the student will have correct guidance in making the capitals. The arrows and numbers should be closely followed until whatever time the student has memorized the strokes and their order of execution. The brush, of course, must be lifted from the paper after each stroke.

### Laying Out The Showcard




See how the "centered" display effect gives the card a balanced appearance. The spaces are evenly proportioned between the individual letters and in the margins. This spacing is something which requires serious consideration. It makes or mars the finished production. In making the card shown here, draw a pencil line through the center and mark in the letters lightly to secure correct spacing. Three important points to remember are:

First — Keep the lines of lettering sufficiently close as to prevent the lowest line from resting somewhere near the bottom margin. Look closely at the illustration and see how the lines are centered.

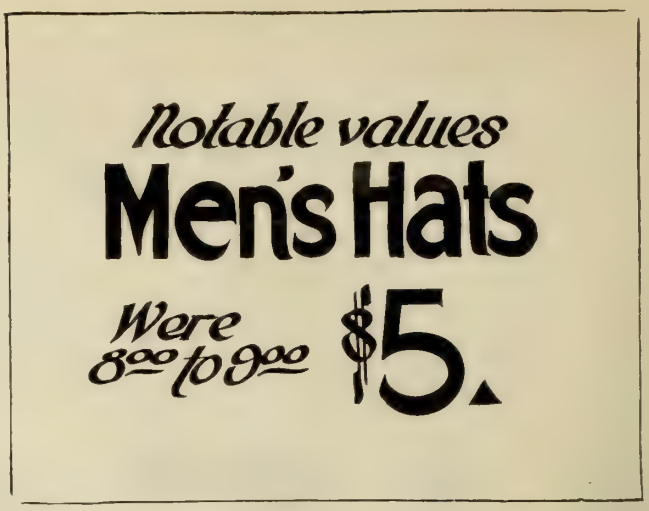
Second — Be sure to use a stroke wide enough for the size of letter in order to obtain the desired strength.

Third — Arrange the letters in such close proximity as to leave no awkward holes between. Letters must not touch one another.

*The Showcard Layout*

The showcard illustrated herewith is a reduced facsimile of original 11x14 inches. A casual glance will reveal a layout which is balanced and pleasing in effect. The top line "Notable Values" is done in a modified Roman italic which will be discussed in a later article. The chief display line "Men's Hats" is done in the Egyptian block alphabet which is the theme of this article. This card is adapted for use in stores where good taste and simplicity prevail.

When the two perpendicular lines come together in a word, a space equal to the width of a stroke should be allowed between. This showcard affords splendid practice material for the student who is now studying the Egyptian block alphabet.




# Golf Specials Help Ready to Wear

## Murray Sons of Hamilton Sell One Hundred and Fifty Sets in Three Weeks, Making Fair Profit and Giving Better Introduction to Their Department—Quick Turnovers on Specials

IT is not frequent that one sees golf sets occupying the window space of a ready-to-wear department. As a matter of fact, the two items of merchandise are not very often intimately associated in one's mind.

Murray Sons, Limited, of Hamilton, recently brought them together in a merchandising scheme which bore excellent fruit. Behind it was their idea that there are a number of "specials" on the market which can be bought at good prices, turned over quickly and a fair profit made on them. A careful study of local conditions will often furnish a lead for these specials on which desired profits are to be had. Murray's, for instance, figured that golf would be a popular game in Hamilton this summer. From that on there was only one step to take—to get some "specials" that would be of interest to golfers. They had opened a new ready-to-wear department late in April and they figured that a special offer of interest to golfers would go a good way toward popularizing their new ready-to-wear department as well as bringing profits to their "specials."

### Letters to Golfers

It was not a very difficult matter to get the membership lists of the leading golf clubs in and around Hamilton. That was the nucleus of the business that was to be done in the golf specials. Several hundred names were secured. The following letter was then sent to this selected list of names:—

"Golfers, this complete outfit $14.95. Suitable for both ladies and gentlemen players, consisting of: 4 high grade Scotch and English golf clubs (choice of either driver, or brassie in either rights or lefts) heavy khaki canvas leather bag; 3 reliable golf balls.

"This set is for the golfer who wishes to make only a modest investment but at the same time desires reliable clubs of a practical 'playable' nature.

"These clubs are made with excellent hickory shafts, carefully selected for stiffness and balance, and fitted with good quality grips. The three essential iron clubs, consisting of Midirons, Mashies and Putters, have heads of hand-forged, resilient mild steel, scientifically fashioned for depth, length and loft, while the drivers or brassies are expertly made throughout on the most popular lines from selected materials with well shaped and fitted heads.

"The popular 4½ inch bags are made of heavy khaki canvas with molded leather bottom, soft leather trimming, adjustable canvas shoulder strap, comfortable handle and leather-trimmed ball pocket.

"The three golf balls have great wearing qualities, give all-round service and are thoroughly reliable.

"These clubs, imported direct by us, are the product of one of the largest manufacturers of golf clubs in the world and in the opinion of many old and expert players are worth at least twice the price at which we offer them. Complete set $14.95."

It will be noted that not a word is said in this circular letter about the ready-to-wear department. It is all about golf equipment. The desire was that the enthusiasm of the golfer should be the first thing aroused and that it should stay aroused until the recipient of the letter should find his or her way down to Murray's. It worked out exceedingly well. In the course of three weeks over one hundred and fifty of these sets were sold at a fair margin of profit to the store. They were sold in the ready-to-wear department which was a newly-equipped one by Murray's, and they wanted people to appreciate this new department while they were in the store. Murray's recently took in a corner store which adjoins their own and they equipped this for ready-to-wear. Formerly, it was up-stairs and since bringing it to the ground floor, with an entirely separate entrance to it from the street, they have had much better success with the department. The specials in golfers' equipment brought many people into their store who might not otherwise have come or who would not otherwise have fully appreciated their newly-equipped ready-to-wear department.

Murray's were thoroughly satisfied with their venture and feel that they made many new friends for their ready-to-wear department and for their store generally in this little venture.

---

Thornton Archibald McMahen, senior member of the wholesale dry goods firm of McMahen, Grainger & Co., London, Ont., died in Hamilton on May 14th. The late Mr. McMahen was born on February 19, 1882 in Port Elgin, Ont., and his business training began in his father's wholesale business. For many years he acted as buyer for the firm. He was director of the London and Western Trusts Company, and a member of the London Railway Commission.

**Artist Supply Co., Ltd.**
Room 51, 77 York St., Toronto.
Complete Show Card Material Dealers
*Write for Price Lists*

# Hoover Cleaner Improvements

## Improved and Simplified Appliances Increase Efficiency of the Sweeper—Important Change to Converter—New Hose to be Furnished—General Usefulness is Increased

CONSIDERABLE interest is being manifested by the trade in certain changes and improvements which The Hoover Suction Sweeper Company of North Canton, Ohio, has recently made in the attachments designed for use with The Hoover Suction Sweeper.

Generally speaking, these changes have been dictated by the desire of Hoover engineers to simplify the design and to improve the efficiency of the attachments. Accordingly the research laboratories at the Hoover plant have developed some new ideas which will increase the durability and more than double the cleaning ability of their product.

### The Converter

Perhaps the most important improvement is that made in the converter, the device by which the air tools are attached, which has been re-designed to allow the hose to be inserted into the converter opening instead of the converter being inserted into the hose. The manufacturer claims that this change alone increases, to an appreciable extent, the volume of air which passes through the attachments.

Since the cleaning ability of air tools depends largely on the volume of air that passes through them it follows that any refinements in design which increase this volume of air, make them more efficient cleaning devices.

Another factor in facilitating the passage of air—and thereby increasing its volume—is found in the fact that the design of these new attachments has been changed so that the air does not flow against a shoulder at any joint.

### A New Hose

It is stated that a new and improved hose will hereafter be furnished. This hose, to quote a statement from the Hoover engineering department, is made with "soft molded rubber ends and covered with a heavy quality of olive-drab colored duck." This covering is very strong and durable and is of such a color that it will not easily show soil from frequent contact with the floor.

In addition to these changes, one of the heavy fibre extension tubes has been curved, at an angle of 45 degrees, which makes it possible to dispense with the 45 degree elbow attachment, thereby reducing, by two, the number of joints in the set of attachments.

The Hoover people claim that this will not only remove an obstruction to the air flow at this joint, but will also prevent the parts from becoming disconnected in use.

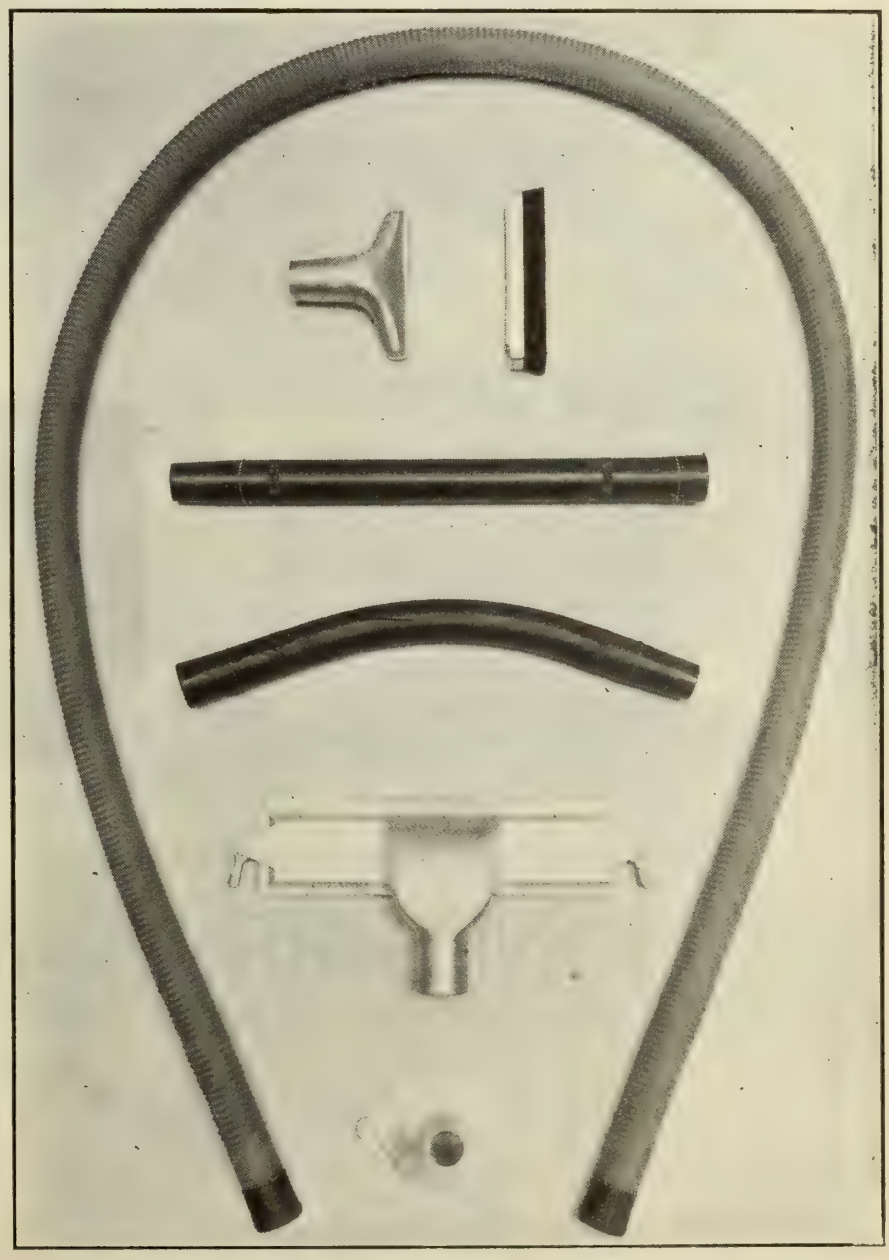
### Changes in Brush

Changes have also been made in the general purpose brush, which has been "designed to combine the uses of the orifice nozzle, flat rubber nozzle and library brush, into one tool, this tool being separable so that it can be used as an aluminum single orifice nozzle if desired."

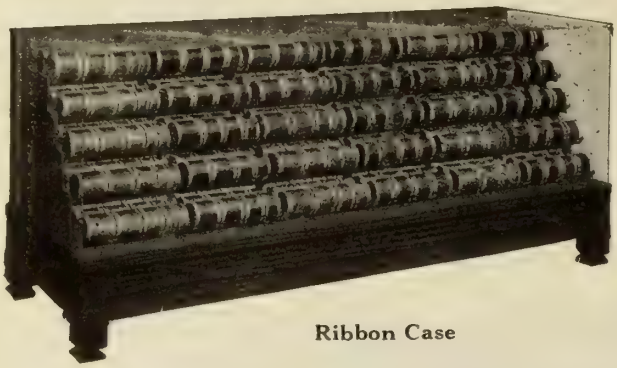
In addition, the taper on the shank on this combination tool has been reversed, so that the tool enters the hose.

All in all, some rather important improvements appear to have been made which, together with the greater simplicity of design, are destined to increase the usefulness of Hoover attachments in the eyes of the dealers and eventual owners. As a matter of fact we are told that every possible cleaning need in the home is thoroughly provided for.

These new attachments will retail at the nominal price of $12.50, east of the Rocky Mountains.



*Some of the new attachments recently put on the market by the Hoover Suction Sweeper Company of Canada, Limited.*



Ribbon Case

# Attractive and Profitable

NEW WAY SHOW CASES properly arranged to stock and display complete lines of ribbons and laces will improve the appearance of your store and enhance the value of the stock.

Attractively displayed behind glass the ribbon is always in plain view but is kept free from dust, moisture, useless and careless handling.

## Selling Lace

One of the problems in every Dry Goods Store.

The NEW WAY SYSTEM solves this problem in the most simple manner. It provides for the proper condensing of stock, keeps it in perfect condition and yet displays every piece for immediate sale.



Unit for Laces

*Write us for additional information on unit and display cases*

# JONES BROS. & CO.

LIMITED

The Sole Manufacturers of NEW WAY Equipment in Canada

29-31 Adelaide Street. West
TORONTO

Beware of unscrupulous imitators

8 SUNDAY MORNING——The Duluth News Tribune——APRIL 16, 1922.

# What the Pneumatic Tube System means to our Customers

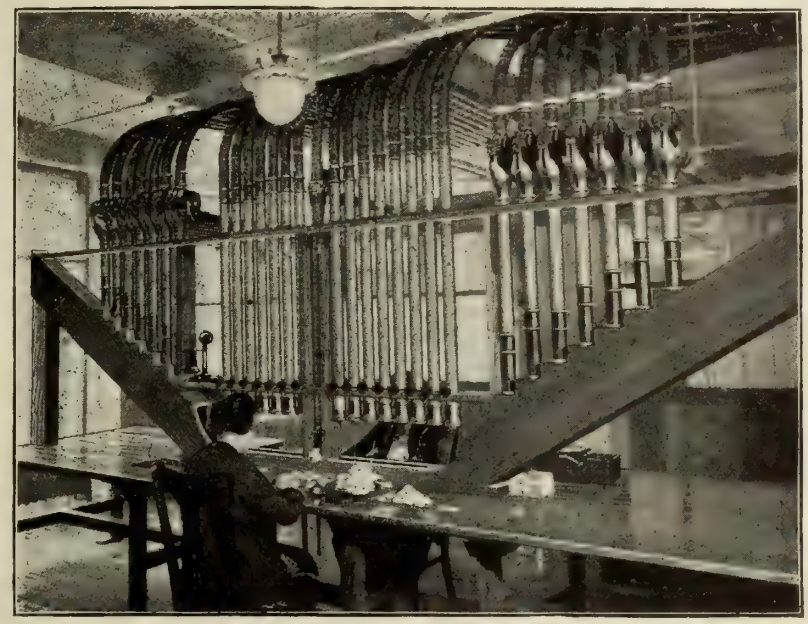
**A Carrier will travel from the farthest department to the Central Desk in less than SEVEN SECONDS.**

**A Cash transaction will go direct to Cashier, a Charge direct to Charge Dept., thus eliminating any delay in service. That items are checked and change counted twice, thus protecting you against error.**

**All transactions will be handled in the consecutive order of their arrival at Central Desk.**

**It eliminates all delay in making change from bills of large denomination.**

**An itemized duplicate of sales slip will be wrapped WITH your merchandise.**



Showing the cash receiving side of the system. Carrier traveling from Department to Central Station at a speed of less than seven seconds.

All charges are authorized from visible and original sales-slip, thus eliminating any possibility of you being charged with another's merchandise.

Charges will be handled without publicity.

Permits sales person to give entire attention to you and relieves her of necessity of making change.

It enables all customers who take their purchases with them to get first service because color of Carrier signifies whether merchandise is to be taken or sent.

That your change or charge slip will be returned from Central desk by the time your merchandise is wrapped.

# "—and what it means to us"

The advertisement pictured above shows what the I. Freimuth Department Store, Duluth, Minn., told their customers about the service they would receive with their new Lamson pneumatic tube system. The automatic gravity type central desk is shown in the photograph.

Mr. Freimuth tells as follows what the new system actually accomplishes and what it means to his store.

**"In order to thoroughly try out our system we put on a special installation sale with excellent results. The service was very quick and most satisfactory. We tested out a great many carriers from all departments during the day and found that on cash sales carriers were sent to the cash desk and returned to the clerk in from twelve to thirty-five seconds.**

**"On charges we averaged forty-five seconds. This we consider very good service, in fact, many of our customers were overheard to comment on the speed with which our charge sales were handled.**

**"We are now operating almost entirely with the clerk-wrap system, where we formerly used inspection wrappers.**

**"Previously we have used local floor cashiers for handling special sales. With the new system, however, all transactions were handled in the central desk, making floor cashiers unnecessary. Your new tube system has earned our hearty recommendation."**

(Signed)
I. FREIMUTH.

## THE LAMSON COMPANY

**136 Simcoe St., Toronto, Ontario** **603 Hastings St., Vancouver, B. C.**

**Lamson** Speed Protection **IMPROVED** Flexibility Economy **Service**



# REVISED CIRCULAR

SHOWING OUR NEW MODELS
FOR ADVANCE STYLE IN
JUNIORS' -:- GIRLS'
AND MEN'S FORMS

## Have You Our New Circular?

If Not, Write at Once!

## DELFOSSE & CO., LIMITED

247-249 CRAIG ST. WEST, MONTREAL

## Distinctive Fittings enhance the value of your Commodities



Provide the proper setting for your wares, for your business to achieve the success you desire, much depends upon the "atmosphere"—the tone of your shop.

**Show Cases Wall Cases Counters**
**Tables and Shelvings**

Our name in Fixtures means durability and attractiveness with moderate expense.

***Let us submit plans and estimates***

## THE WALKER BIN & STORE FIXTURE CO., LTD.

**Kitchener - Ontario**



19/A
New Model
Waist and Suit Form

# Dale Wax Figures

## Will Bring You Results

Their value as a trade bringer is echoed by hundreds of dealers who are using them with success to draw prospective customers into their stores.

Our high-grade wax figures are not surpassed by the highest grade imported figures.

Write for our catalogue, make a careful study of our merchandise, select those most suited to your merchandise, then send your order at once.

# Dale Wax Figure Co., Ltd.

**Canada's Leading Manufacturers of Display Forms and Fixtures of all Kinds**

86 York Street - Toronto

MADE IN CANADA

***Agents :***

**MONTREAL**
**P. R. Munro,** New Birks Bldg.
**WINNIPEG**
**O'Brien, Allen & Co.,** Phoenix Block.
**VANCOUVER**
**E. R. Bollert & Son,** 501 Mercantile Bldg.



176/B
The New Dale
Waist Form

## TEXTILE SMALLWARES

JAMES CARR & SONS, LIMITED
CLARENCE MILLS
CLARENCE STREET, CHESTER ROAD
MANCHESTER

Manufacturers of all classes of Webs, Cords and Bindings, in cotton, worsted and linen; Curtain Webs, Edgings, Layon Borders, Blind Cords, Carpet Binding, Cotton Banding, etc.

Original Patentees of
CARR'S WOVEN LADDER TAPE.

*WHOLESALE ONLY.*

*Agent for Canada:*
Mr. D. F. Moore
Manchester Building, Melinda Street
TORONTO

**TELEGRAMS:** WAKEFUL GLASGOW
**CODE:** A.B.C. 5TH EDITION

# WILSON & CO.

**48 ALBION STREET**

## GLASGOW

**MANUFACTURERS**

Ecru and Colored Madras Muslins,
Coin Spots and Figured Harness
Book Muslins Robe Muslins
Voiles
Anglo-Swiss and Broche Muslins,
"Wilsco" Lawns, "Zelette"
LACE CURTAINS
LACE NETS

# Make Department Look Home-Like

## Furnishings for Home Should Be Displayed as Nearly as Possible As They Will Appear in the Home—Some of the Policies Pursued by Freiman's, of Ottawa—Anticipates Coming Seasons in Department Displays

THE REASON why a good many housefurnishing departments fail to put their message across is that they are not arranged in such a way as to attract customers as are other sections of the average store. The usual type of department in which household goods are displayed is all too frequently reminiscent of an auction room or moving day, with badly assorted groups of merchandise placed here and there with little regard for their relation to the whole, nor even as regards the lighting available, nor the sequence which would enhance their properties if followed up. The ideal department should aim to reproduce those very attributes which characterize the home and distinguish it as artistic, modern, convenient and above all, home-like. To create this atmosphere amid piles of rugs, bolts of draperies and piles of prosaic window blinds or bedding, is to have discovered the secret of how to sell house furnishings successfully, for by this method the appeal of "human interest" which is the slogan of the day, becomes emphasized, and abstract merchandise is turned into concrete needs which will beautify, renew or simplify the home surroundings.

### Anticipates Each Season

This theory has been tested and found satisfactory by H. F. Hickman, manager of the house furnishings department of the A. J. Freiman Company of Ottawa, whose jurisdiction extends over an entire floor comprising all kinds of furnishings, together with a large basement store in which oilcloths and linoleums are stocked. Mr. Hickman's experience has proved the advisability of emphasizing seasonal displays, commencing each change sufficiently far ahead to familiarize customers with the fact that anything needed a few months hence can be got at Freiman's. For example, hammocks are slung up from pillar to pillar all down the entire department as early as March, in order that customers may be reminded that summer is coming and verandah supplies will be in order. By mid-summer, an early fall showing of seasonable goods will be substituted and so on through the year. By keeping well ahead in the matter of display each season, business does not lag nor require as much pushing at its height.

### How Rugs are Shown

The rest of the lay-out of this department calls for comments as well. Mr. Hickman believes that a natural sequence should be observed in the relation of the different groups of merchandise, but he has arranged all the fixtures so that they are instantly movable to any other part of the section. Even the platforms on which rugs are laid are supplied with casters and can be moved by one man. In showing rugs, all the different sizes of every style are kept together instead of being shown in single samples with stock kept in the rear. The advantage of this plan lies in the fact that a woman will often select two small matching rugs instead of one large one, if she has a difficult room to fit, but will not visualize the effect of a certain pattern in a reduced size unless it is actually put before her.

Small wool rugs are extremely popular at present, and effective piles of these goods are ranged round the de-



*"A heavy stock lightly handled" is the slogan of this splendidly equipped basement oilcloth department in the A. J. Freiman Co., of Ottawa. The dummy staircase on the right of the picture was designed for window displays and is responsible for promoting sales in stair coverings. The upright racks were only recently installed and enable customers to shop without the effort of stooping over.*

partment, but as far as possible an effort is made to confine floor coverings to sections which represent types of rooms such as living rooms, bedrooms and kitchens, etc. The draperies are ranged on the side of the department next to the windows, the glass of which is draped in various nets or Madras muslin on sale. Below the windows a solid brass rod runs the length of the section upon which the novelty curtains of scrim, marquisette, etc., are hung. This rod serves two purposes, it displays the curtains in a natural manner, being placed about 5 feet from the floor, and it also helps to screen from view the stock cases behind, in which reserve goods are ranged.

**Seasonable Draperies Kept in Front**

Heavier window draperies are shown on tables wherever space permits, the goods being unrolled from the bolts sufficiently to show the quality and appearance of the material. Care is taken all the time to show only seasonable goods and as in the case of the overhead displays, Mr. Hickman insists that new goods be shown as far ahead as possible so that when a customer begins to think of new house furnishings she thinks of Freiman's at the same time. A remnant table is a very popular feature of this section, and every short length finds its way to this outlet where nothing lingers long.

Mr. Hickman believes in extending the relationship of house furnishings still farther and even gives prominence to displays of carpet sweepers, vacuum cleaners, floor mops and polish, lamps and shades, cushions, etc., in conjunction with other merchandise. He is of the opinion that a woman is more likely to purchase a carpet sweeper when buying a new rug than she would be if the sweeper were not shown at the same time. Suggestion plays just as prominent a role in selling house furnishings as in food products or art goods but is unfortunately neglected owing to lack of imagination on the part of many salespeople. This applies equally well to the sale of hardware suitable for house furnishings, which many people overook as being of little consequence. In this department, however, the customer's attention is quickly arrested by the sight of a green velvet stand neatly laid out with gleaming brass stair rods, curtain poles and brackets, etc., all priced plainly. These brass goods are merely samples and the merchandise is kept in the stock room where it can be got at quickly.

**A Profitable Workroom**

All these features are, however, not the most important of the many which call for attention in this well managed department, for the workroom is by all odds the principal source of interest to nine out of every ten customers who shop at the Freiman store. In this workroom, which by the way is strategically located at the farthest end of the department and can be reached only by passing down its entire length, a large staff of work people is maintained all the year round who comprise a corps of experienced house decorators and who daily turn out artistic lamp shades, chintz furniture covers or other upholstery work, draperies of all kinds, as well as taking orders for metallic embroideries on ecclesiastical and other garments, and hemstitching on anything from curtains to sheer lingerie.

Both the workroom and the main department are constantly co-operating one with the other, and sales clerks are instructed to keep posted on every topic even remotely connected with their work in order to provide suggestions which will assist customers in deciding upon their needs. When sales clerks in a certain section of the department are rushed and unable to handle all customers at once, others make it a practice to watch for those who have not been served and they lose no time in coming forward to act as temporary order takers, so that no one can ever complain of being made to wait or having received scant attention. Even though the staff are on a straight salary, they like the idea of winning as many personal friends as possible among customers and there is no jealousy or unfair competition among them.

**Educational Talks Keep Interest**

Mr. Hickman holds frequent educational talks for his staff, but stresses individual and personal chats rather than lectures to the staff collectively. Any problems are thus solved without delay and Mr. Hickman is able to help each sales clerk in his own particular difficulty with a saving of time and a minimum of effort. He urges his staff to read books upon decoration, period furnishings, design and color and even on the manufacture of the various kinds of goods kept in stock in his department. Noticing a marked tendency on the part of customers to show interest in better grade merchandise with every successive month, Mr. Hickman believes in improving the department and its service to keep up with this trend. Customers now come in freely to ask advice, when they are uncertain what is best to buy, while those who do know likewise come to Freiman's because the stock is always fresh, well chosen and displayed, with a policy of satisfaction guaranteed to back it up.

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J. Pitt has opened up a dry goods store in North Bay, Ont., at the corner of Main and Wylde Sts.

Mrs. Bramham has commenced business at 272 Ottawa St. North, Ottawa, Ont., with a specialty shop of homemade infants' clothing and knitting.

A knitting company to be known as Amalgamated Knitters Limited, is being formed in Port Hope, Ont. It will amalgamate the Port Hope Knitting Company with the Cornell Knitting Co. of Peterboro, Ont.

# Remembered By Firm and Staff

**W. H. Baker of John S. Brown and Sons, Belfast, Given Watch and Chain And Flower Basket on Retirement**

On Thursday evening, June 8th, at The Toronto Club, Toronto, a complimentary dinner was tendered W. H. Baker by the Directors of John S. Brown and Sons Belfast, Ireland, Manufacturers of Shamrock Linens and the staff of John S. Brown and Sons Canada Ltd., of whom Mr. Baker was Manager for Canada.

After a sumptuous repast, J. S. B. McMurray in an elequent speech referred to the success the firm had attained in Canada under the capable leadership of Mr. Baker and in presenting him on behalf of the Belfast Directors with a solid gold watch and chain and wishing him good health and success on his well earned rest, said that it was with great regret the Directors accepted his resignation.

Later in the evening J. N. Doherty on behalf of the Toronto House in a few well chosen remarks, presented Mr. Baker with a handsome silver flower basket and candlesticks as a slight token of their affection and regard.

To both presentations Mr. Baker suitably replied and dwelt on the good relations which had always existed between John S. Brown and Sons and himself.

**Manager Ten Years**

Mr. Baker took over the management of John S. Brown and Sons over ten years ago and the present position this firm holds in Canada to-day is due to his untiring efforts and business ability.

Previous to this he was connected with Messrs. Murray-Kay Co. Ltd., Toronto, as Linen Buyer for over 20 years and yearly travelled the European markets in search of merchandise. He is regarded in the linen market as one of the keenest and best judges of household linens on this continent and is well and favourably known to all the European dry goods houses.

Mr. Baker intends summering in Muskoka and expects to spend the winter in California.

Later in the evening the following toasts were given; John S. Brown and Sons; Mr. and Mrs. Baker; Our Travelling Salesmen, which was gracefully replied to by the complete Sales Staff. Before the evening concluded Mr. Baker proposed the toast to J. S. B. McMurray who will take over the duties as manager for John S. Brown and Sons (Canada) Ltd.

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R. E. Main, dry goods merchant of Meaford, Ont., died on June 3 after an illness of three months. Mr. Main was a pioneer of Meaford and very prominent in business circles.

# The Outlook In The Linen Trade

## President of the Irish Linen Society, W. H. Webb, Discusses Conditions With Dry Goods Review—Says Price Tendency Must Be Upwards or Linen Industry Must Cease—Successful Experiments With Pure Strain Seed—Ontario Good Flax-Producing Land

"I CANNOT tell what fluctuations there may be in linen prices caused by one condition or another, but the tendency must either be definitely upward or the linen industry must cease operations."

That is the declaration of W. H. Webb, president of the Irish Linen Society and president of the Belfast Chamber of Commerce, in an interview with Dry Goods Review. His opinion is based on conditions as he sees them for some years to come, conditions which indicate that many years will elapse before anywhere near normal growth of flax can be re-established. Whereas Russia used to produce about 90 per cent. of the flax used for linens, none is coming from there now and there is nothing to indicate that supplies can be obtained from that source for some years. Even if the flax were there, trading with Russia is hopeless under her present system of irresponsible government. Other than Russia, Mr. Webb referred to the small acreage being devoted to the growth of flax in the other flax-producing countries of the world.

### Soon To Feel Scarcity

"Although the buying public, generally speaking, have not felt the scarcity of linens as yet they will very soon," said Mr Webb. "It takes about two years for the raw flax to get into the distributor's hands in the finished article. The great source of linen supplies has been Russia from which 85 to 90 per cent. of the flax came. It was formerly of a peasant industry in which millions of the Russian peasants engaged; the average acreage, I believe, was about one-half acre to the family. It was handled by the families and defibred in the winter time when there was nothing else to do. Consequently, it was bought at a very low cost. The farmer, proper, as opposed to the peasant cannot grow flax profitably with hired labor.

"Even if the flax were procurable from Russia, it is impossible to trade with them. As a matter of fact we have had a trade agreement with Russia for over a year but have not, so far as I know, traded with them a single pound's worth. They purchased a magnificent building in London at a cost of about $350,000 which is the centre of propaganda. They issue a paper monthly of a sentimental character which is pure humbug.

### Flax Acreage

"The estimated acreage devoted to flax in Ireland for the present year is 32,000 acres as against 39,000 last year, as against 129,000 in 1920 and 149,000 in 1918. The acreage before the war was, I believe, about 43,000 acres. In Belgium and France the acreage is about 5 per cent. higher than last year. In the Baltic States, the acreage is about the same as last year. In a word the reports from Soviet Russia are very bad; it is hopeless. The average acreage in Belgium and France is to be in the neighborhood of about 35,000 or 40,000 acres. Germany after the war tried out a new system of getting the farmers to handle the flax but it has been an utter failure, there has not been a sufficient yield of fibre to pay wages, let alone overhead.



*W. H. WEBB*

*president of the Irish Linen Society and president of the Belfast Chamber of Commerce who recently made a business trip to important centres in Canada.*

"One of the remarkable things in regard to the linen industry is that the yield per acre of fibre has seriously fallen off since the war. This is due to the seed getting all out of shape. Ireland's yield is only about one-half what it was before the war.

### Research Work

"We are going carefully into research work and are concentrating on the pure strain of seed with considerable success. We have one fairly good seed, the John W. Stewart, which last year in competitions carried out by the Department of Agriculture gave double returns of Canadian, Ontario and Commercial Dutch. At present, we have only three tons of it and it will take six years before we really have enough to influence the fibre production. In this research we are making good progress in this direction but it is a little premature to talk about it.

### Flax Imports

"The imports of flax last year were around 19,000 tons as against 105,000 in 1912. But for the fact that the spinning mills stood still ten months of last year we would be completely out of flax now. Business was done on existing stocks of finished linens last year, on woven cloths and yarns so that the reserve of flax is much the same as it was at this time last year. There was practically no crop last year because it was burnt up by the continued drought which swept over every flax-producing country with the exception of the Baltic States.

### Future for Ontario Flax

"I think there is a very good future for the production of flax in Ontario. On account of the cheapness of the land and the greater use of machinery in ways we cannot use it, the yield here for the volume consumption of linens should be good. Our flax is usually flattened out just before it is to be harvested, by the rains, and a machine cannot touch it. That is not the case here in Canada. We have plenty of the finer grades of flax from Belgium and France but for the volume production, Ontario should be a very fruitful field."

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One of the largest building operations being done in British Columbia this summer, is that of the new store of the F. W. Woolworth Co. in Victoria. A system of box girders supported on structural steel columns has been introduced so that an area of 2,500 feet will require only two or three interior columns.

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Another group of men are interesting themselves in the silk industry in Ontario. This time they are planning to grow silk in the township of Scarboro, not far from Toronto.

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Wm. Shannon, manufacturer of silk fringes, is erecting a building at 724 Bathurst St., Toronto, at a cost of $100,000.

# July and August Good Linen Months

## Hamilton Store Has Had Unusual Success in Promoting Sales During Summer Months—Says More Fancy Work Done Then Than in Winter—Fancy Goods Next to Linens—Helping the Customer to Look After Linens

THERE is a department store in Hamilton, Ont., which specializes on household linens during the summer months. The manager of the department says he sells as many linens in July and August as in the spring season. Except for the June brides, who do much of their buying during March, April and May, he says that there is not a great call for linens until later. The ordinary householder is more interested in general furnishing lines like draperies and wallpapers in the spring. Table and bed linens are left for a time when there is more leisure—the hot months.

### Last Ten Years Have Found Change

Fifteen years ago, this manager who has been in charge of his department for over twenty years says, women did no embroidery during the winter. Today most of them, even those of the stay-at-home class, spend their leisure hours during the winter at bridge or at the movies. This does not apply only to the women of a large centre like Hamilton but to the small towns as well.

As a falling-off has been noticed in needlework during the cold season, so has a great increase in it been felt in the summer. Sitting on verandahs is much more common than it was years ago. Eating outside is quite usual too. The summer cottage idea has spread to an amazing extent in the last few years and nearly everyone, from the business girl to the grandmother takes at least two weeks' vacation where leisure hours are the most important thing.

This manager has watched with interest the increasing numbers of women who buy material to work on during the summer. Some of these rarely touch a needle at any other time of the year and many never finish their work. But this interest means a great deal of business to the live merchant. For this reason, our informant says that every few days after the third week of June, he advertises something special in linens or embroidery. For example serviettes; many women like to take initialled serviettes away with them. Pillow cases sell well too and certain types of centrepieces are always attempted. Towels are one of the strongest.

Not only the September brides but those who are not contemplating marriage until the following June begin buying their Madeira work their luncheon sets and their bed linen in the summer. All they need is to have their interest created.



### Fancy Work is Next to Linens

Many stores separate their fancy work department from their regular linens. This manager believes they are better together. Women do not segregate in their minds things which may be used for the table. He thinks that having the two together has often sold several pieces instead of one. He illustrated this by a case which had occured the very day on which Dry Goods Review chatted with him. A women entered the department to buy a baby dress for embroidering. Before she was finished she had bought from the next counter a hemstitched luncheon set and half a dozen towels which she left at the first counter to be stamped. She would certainly not have taken these if they had been situated somewhere else.

### Giving Directions with Linen Purchases

The H. S. Falls Company of Simcoe, Ont., has another method which draws attention to their linen department. They give directions for the washing and care of linens which their customers appreciate greatly. Even women who understand the washing of linens ask for them. Directions are things which are rarely memorized and which are constantly being lost so that customers are pleased when a store takes the trouble to furnish them.

They are as follows:

### The Washing of Linens

Not many laundry managers realize that there is a scientific side to washing different textile fabrics. Fabrics such as linen, cotton, jute, wool and silk require a different process in washing, in order that they will give the best satisfaction. Cotton will stand boiling with washing soda without being injured, but to use this same process on linen would soon destroy any quality of linen. The soda dissolves the gum which binds the flax fibres together, and the fibres soon come away in fluff. Under no circumstances should washing soda be used in washing linens.

Pure, mild soap, used according to the instructions given by the maker, will produce excellent results, and with it a scald will do the linen no harm.

Linen will sometimes turn yellow after washing. As a rule this is not the fault of the linen, but is the result of not properly rinsing out the soap with clean water. Under the heat of the iron, chemical action takes place between the soap and the natural gum of the flax.

Embroidery should be washed in luke-warm water, then passed through a cold bath, wrung out in a cloth and stretched. Iron while still wet; be sure to keep a piece of thin Cambric between the iron and material till almost dry. Iron until quite dry, but do not have the iron too hot. To procure the best finish of Damask linen put linen in hot water, pass through wringer and iron until dry.

Never use starch in linen, as it is injurious. A good substitute, and one that will not injure, is gum arabic. Dissolve one ounce in a half-pint of boiling water. For use add one tablespoonful of this solution to a quart of water.

The secret of keeping linen white is to use a mild soap, and wring it out again and again in order to remove the soap.

### The Care of Linens

First of all, buy a good quality of linen. It is a poor policy to buy cheap linens.

Do not bundle your linen haphazard in any old cupboard drawer. It should have a permanent place in some part of your home, where the temperature is even. A cool, fresh room, in a press, from which the sunlight is always excluded, is the proper place.

### The Removal of Stains

Any of the following suggestions can be used in removing certain stains from linens, but do not forget to immediately rinse your linens again and again to remove the solution used, because if left to dry in the linen, it is liable to be injurious to the linen fibre.

**Tea, Coffee and Fruit Stains**—After the linen has been washed rub the stained parts with ordinary ammonia, then bleach with Hydrogen Peroxide and rinse well to remove the Peroxide.

**Blood Stains**—Do not use boiling water. Wash the stained parts in tepid water containing one ounce of soda to each pint of water.



# Sell Them COMFORT

**One of the best ways to sell a KENWOOD All-Wool BED BLANKET is to sell the customer Comfort**

LIGHT WEIGHT bedding, as everyone knows, is the most healthful, provided it is WARM.

Picture the Comfort of Kenwood's ALL WOOL LIGHTNESS and WARMTH—ONE Kenwood is as warm as TWO double blankets—is easier for the housewife to handle, easier to wash, has more body and strength to give long wear.

Then, too, there is Comfort in just the feel of Kenwood soft, fleecy wool texture.

And—it is a part of Comfort to know Kenwoods, being pre-shrunk, will keep shape and size though laundered frequently—will long outwear ordinary blankets.

**KENWOOD MILLS, Ltd.** KENWOOD WOOL PRODUCTS **Arnprior, Ontario, Canada**

***FACTS THAT WILL HELP YOU SELL MORE BLANKETS***

1—KENWOOD Blankets are made in Canada by Canadian workmen.

2—Nothing but pure new wool—virgin wool—wool selected for its warmth, lightness and strength—goes into a Kenwood Blanket.

3—Kenwood Blankets are woven 100 inches wide and shrunk 28 inches at the mill—As a result Kenwood Blankets are easy to wash and they retain shape and size.

4—This shrinkage also gives body to the blanket—makes it firmer, stronger and increases its years of usefulness.

5—Kenwood colors do not fade—dyes are permanent.




# KEEPING PACE WITH THE TIMES!

**Real Success** in getting business means having what people want. In Lace Curtains and Curtain nets it means *knowing* what will appeal to milady's taste, based on the education she is constantly receiving through the various woman's Journals and publications.

Every time she needs new curtains or nets, she expects *you* to have the up-to-date goods she knows are to be had. If you haven't got them, she buys elsewhere.

That is why we have established our Canadian office and warehouse. Working in co-operation with our New York branch, it will keep us posted on the right designs and weaves to produce for the Canadian trade.

*No.* 2191 (*see cut*). *One of our new designs for the Fall trade.*
36 x 2½ *yds.* 7/- *per pair.*

***See our new line when our representative calls.***

**T. I. BIRKIN & CO.**
**of Nottingham, Eng.**
**275 CRAIG ST. W., MONTREAL**
**(around the corner from Victoria Square)**

**C. W. WILLIAMS, Manager for Canada**

# KING'S CELEBRATED SCOTCH WINDOW HOLLANDS



have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."

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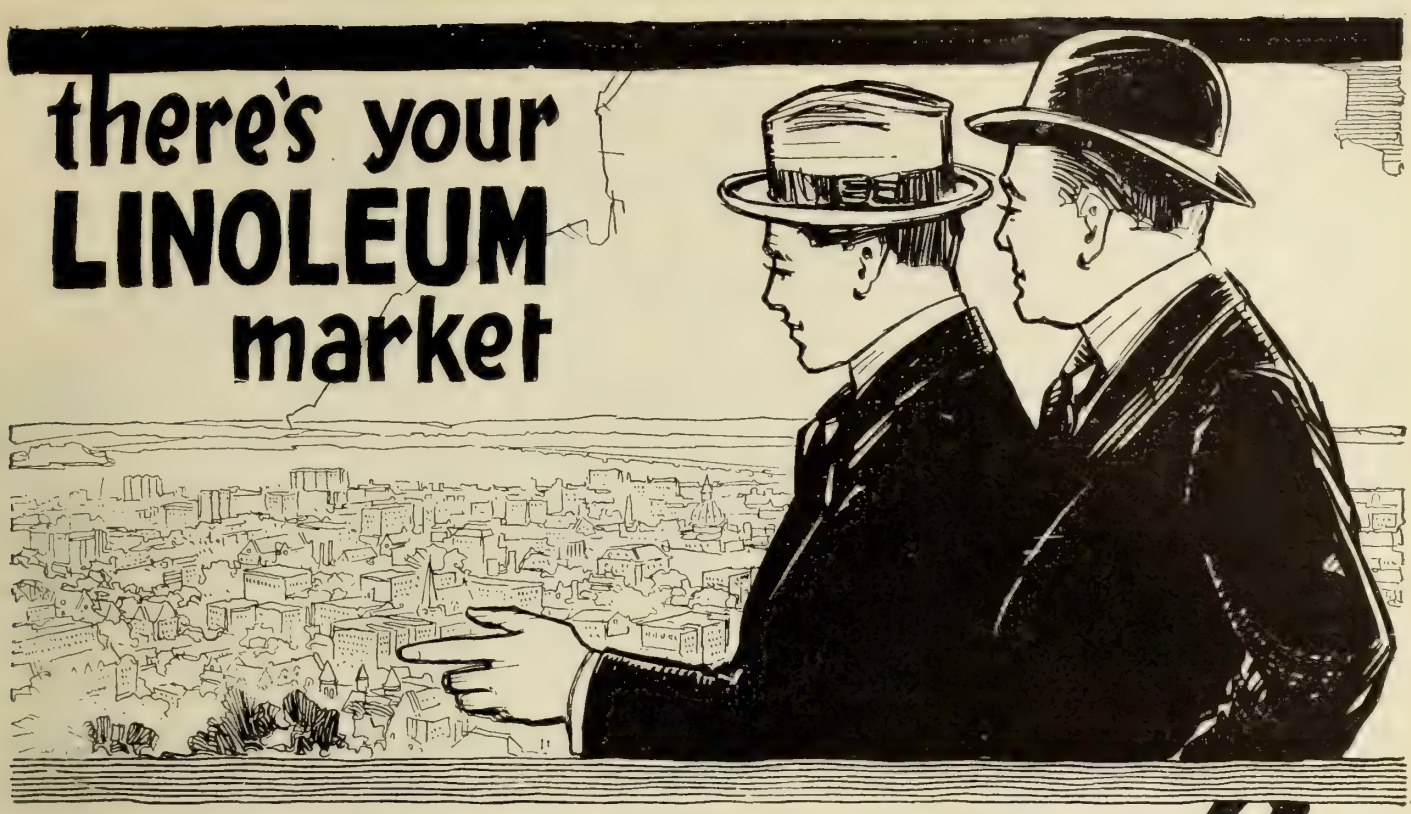
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CANADIAN REPRESENTATIVES

George H. Napier, 417, Coristine Building, MONTREAL

Andrew Wilson - - - 91, Albert Street, WINNIPEG

# there's your LINOLEUM market



# are you working it ?

"A big city," you say? Yes. But did you, the retail merchant away out, it may be, in a smaller city or town, ever stop to consider that there are not only scores but hundreds of stores serving the big city's Linoleum needs? YOU, then, have an equal chance for selling, an equal chance with the city merchant—right at your own door.

## Why Not Work Your Own Market This Way?

FIRST: Make up a list of your customers who probably need Linoleum, adding thereto those of good prospects.

SECOND: Write these a personal letter, telling them why Linoleum is the ideal floor for the home. (If you want real talking points we'll gladly supply them.) Then—FOLLOW THEM UP WITH A PERSONAL CALL, taking a copy of our 1922 Pattern Book in your pocket.

THIRD: Plan and put in your best selling window a display of DOMINION Linoleum and Linoleum Rugs. Don't forget to include Floor Oilcloth and Floor Oilcloth Rugs. (We send display material free of charge.)

FOURTH: Link up your local newspaper advertising with this window display—we supply suitable electros, free.

DOMINION OILCLOTH & LINOLEUM CO. LIMITED · MONTREAL · MADE IN CANADA

Now are you all ready? Start to-day. Let's Help You.

Write us now.

**Dominion Oilcloth & Linoleum Co., Limited**

MONTREAL

# Simple Lines, Quiet Colors, Straighter Silhouette: What Montreal Says About Coming Fall Styles

## New Models Loose All the Way Down and Retain Straight Line From Shoulder to Hem—Likely to be Something Added to Length of Skirt—Mannish Top Coat in New Fall Fabrics—All White Suit for Summer Wear.

ALTHOUGH few really definite styles are as yet being shown as advance Fall samples at the Montreal show rooms, yet the trend of the coming season's fashions is more or less clearly outlined in the minds of designers. "We are going to give more attention to simple lines, quieter colors and a straighter silhouette than we have ever done in the past," commented a manufacturer of wraps and suits to Dry Goods Review. "We feel that the tendency towards strictly tailored coats and suits is one of the safest sign posts on the road to a successful fall season are more wearable than are the elaborate dolmans or wrappy styles. There will be certain changes, of course, in the matter of such items as sleeves but so far as can be judged at this early date, the general silhouette will approximate that of the past season or two, but will be straighter if anything.

**Wraps are Straight in Line**

The main difference noted between the wrap coat of 1921 and that for the 1923 season is that whereas the former seemed loose and roomy at the top, tapering in about the knees, the models are loose all the way down and retain the straight line from shoulder to hem. Most of these wraps have wide, even voluminous sleeves which are not clearly defined as to armhole but may start anywhere from the waist line up. The manufacturers state that with the addition of a little gathered puffed cuff underneath, these sleeves are quite as warm in winter as the closer fitting ones.

The length of these new wraps is still a moot question. With Paris dictating longer skirts and New York compromising on a few added inches on certain types of garments only, Canadian manufacturers will probably add no more than an inch or two to the length which has held sway in popular favor during the past season in wraps.

The mannish top-coat is still going strong even in face of the unprecedented popularity of the past few months, and will be shown in new fabrics for fall. The preference in fabrics will remain true to soft finished effects and reversible cloths are already being made up in large quantities. Soft indeterminate overchecks are well developed in certain other mannish models with new styles of pockets and these are often left unbelted, with a smart flare about the skirt of the coat.

Where dressier models are concerned, the use of fur on collars will be even more lavish than usual. Only the ly the softest and most velvety materials are to be employed and these in dark blues, browns and black rather than in lighter colors. The peltri which seem most appropriate for use nex: fall and winter on these wraps are said to be Persian lamb, caracul, squirrel, beaver and a few long haired furs including wolf. The use of fancy girdles or metallic effects as belts is predicted in connection with these coats as being likely to receive more attention than plain girdles or string belts of self fabric. Many of the more elaborate models will feature a dropped waist line, bloused over one of these fancy girdles, simulating a chemise-like effect.

According to a designer who has practically completed his Fall models, the sleeve is the one important feature of it and stamps it as being of this year's vintage, and the main differences in design between one type of coat and another will be chiefly determined by sleeve treatment rather than any other.

**Canton Capes Enjoy Wide Popularity**

The vogue of the moment for midsummer wear promises to be the allwhite suit, either of flannel, homespun or jersey. As was predicted earlier, the bright tones of tweed and homespun so prevalent in suits during May are gradually giving way to white, both for suits and separate skirts, while in direct contrast, the demand for allblack Canton crepe capes with a grey or vividly toned lining, are equally as great. As outdoor gatherings, such as races, country club teas and other such festivities become more numerous, the vogue for capes in silk fabrics becomes more and more pronounced. The cape will undoubtedly be the wrap par excellence, for both young women and matrons during July, August and early September, while a few cape models in heavier fabrics are to be shown for cool evenings of early fall.

In connection with the sale of midsummer ready to wear, it has been pointed out to Dry Goods Review that the average store is too much afraid of being "caught" with left-over merchandise by the end of July, and consequently it loses many a good sale through lack of sufficient novelties in cool frocks to tempt the woman who requires something with which to finish out the season. Even half a dozen will do much to give an impression of progressiveness to the ready-to-wear department, which is too apt to stagnate during the few weeks prior to the fall openings. By judicious "sweetening up" with a few original models representing the latest flash of fashion the usual end of the season staleness can be turned to pre-Fall activity. This is especially true of business in the smaller Canadian town, as can be proved by comparison with sales of wash goods to be made up by little dressmakers, just to finish out the season. There are many functions at which a variety of summer apparel is necessary and at the outset of the summer, few women feel inclined to invest in more than two frocks at once. It is perfectly logical therefore to expect that their wardrobe will need considerable freshening up towards the first of August, yet the average bargain sale will have no appeal to them.

**Russian Influence Supersedes Spanish**

Rumors from New York indicate that a pronounced vogue for Russian styles is due to arrive by September from Paris and if such proves to be the case, next winter's frocks and blouses will show lavish use of brilliant embroideries, wider circular skirts, Russian blouse effects and new developments in loose flowing sleeves. Whether these style innovations will find a following in Canada is yet impossible to determine, yet with New York on the qui vive to take up the new influence, it is not unlikely that it will become as popular on this side of the line as the Spanish influence exerted upon the trade last season.

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The Marston Co. of San Diego, California, celebrated the tenth birthday of the new building with an elaborate flower show. In the centre of the main floor was a Maypole, formed of 100 American beauty roses. Streamers extended to small wax figures on each show case carrying roses. On this floor alone there were 1,000 choice roses as well as lilacs and ferns. In the basement rare orchids and tulips were the decoration. In the millinery department there was a beautiful fountain of flowers.

**KENT-McCLAIN AGAIN**

**E. Rive, Toronto**

Mr. Edward Rive has recently opened a ladies' wear store on Bloor Street West, Toronto. This new shop is located in the Runnymede district and carries a comprehensive line of ladies' wearing apparel. "Dresden" silent salesman show cases have been installed by Kent-McClain Limited. (Toronto Show Case Company.)

# Conditions Here Much Better

## Manufacturer States That Canadians Have Every Reason to Feel Satisfied With Conditions Here—Says English Business Men Are Passing Through Difficult Period — Cancellations There Much Worse Than Here

"CANADA is a paradise in comparison with England," says a ready-to-wear manufacturer who has visited the British Isles in the last six weeks. "A trip to the other side of the water is the best antidote a man could take against pessimism and blues. I visited thirteen cities in England and Scotland," he told Dry Goods Review, "and I saw enough hardship to make anyone despondent—anyone," he corrected, "but the Britisher. He does not talk hard times, he just takes them in the way he took the news from France when things were going against us. I tell you I was never so glad in my life as I was when I reached this country and saw men smile again. It's a great thing to be able to smile and we should be thankful for it."

"I doubt whether we could stand the hardships which England has gone through and is still enduring. We in this country are so accustomed to prosperity that we have never learned what it means to wait for it. I came back from this trip more convinced than ever that good times are here, why we are even prosperous in comparison with England. All we need is a little faith in ourselves.

"The trouble over there is this: they have not yet gotten rid of their old stocks. It is not the fault of the manufacturer or of the tradesman either. The unloading game in this country was a simple proposition as compared with that of the British Isles. Our cancellations were mostly in the home market and could be turned, probably at great loss but at any rate turned, over to some buyer right here in Canada. Not so in the old country. Cancellations came from India, Japan, China, South Africa, North and South America. There was no way of disposing of these goods. So there they lie in the factories and in the warehouses, just waiting."

**Importing German Goods a Good Thing**

"Then there is this government insurance proposition. Many factories cannot get workers because they are not able to give wages compatible with the government grants to non-workers.

"For this reason, more than one Englishman expressed the opinion that the dumping of German goods into the British Isles will eventually have a good effect. It will bring the workingman to a realization of the condition of affairs. He will return all the sooner to work which at its worst pays more than is paid in Germany. There are many in England to-day, who realize that it is not the government which is to blame for the importing of foreign goods. The onus lies on the people themselves who are not willing to produce at a price which will make importation unnecessary."

**Foreign Orders are England's Hope**

"The factories which are doing business to-day are those which are manufacturing goods for the United States, Canada and South America. These lines are, in very few cases, those which will reduce their overstocks. They are usually novelty things.

"Buying in England is still at low-tide. Not even the moneyed class are spending as formerly. I would venture to say that there are fewer cars running in all the cities I visited than are operating in Toronto every day. In the city of Bradford, taxi-drivers have given up meeting trains because people prefer the cheaper 'hacks.' Yet no one ever grouches. It is part of the game and things will be better soon—that is all they say.

"It is this spirit in the face of conditions that Americans and Canadians have not been called upon to undergo, that has made me feel things are far from bad in this country. As I stepped off the boat at Montreal, I felt and I still feel that prosperity is not coming, it is here."

### KENT-McCLAIN AGAIN

**Ed. Mack Limited, Toronto**

Messrs. Ed. Mack Limited are now established in their new premises on Yonge Street, Toronto. This upstairs shop has all the facilities necessary for the attractive presentation of men's clothes. It is light and spacious and excellent display is obtained by the use of glass panelled wardrobes placed along the walls and also in the centre of the floor. The fixtures for this store were designed and built by Kent-McClain Limited (Toronto Show Case Company.)




*A sports' window which attracted the attention of Belleville, Ont., lately. The background is a permanent one of soft tones of red and gold. Charlie Chaplin in his new role of caddy received his share of the honors. Window of the Ritchie Co. Display by W. H. Wolfe.*

# In Step With New York and Paris

TORONTO manufacturers of women's coats will be sending their travelers out almost any day now. The samples shown Dry Goods Review should please the trade very much because of their variety and distinction. Never in the history of the business, have our manufacturers followed the dictates of Paris and New York so closely, for many of them believe that instead of a difference of two months or even a whole season between Canadian and American styles as formerly, there is at the most only one of six weeks.

Here are a few of the coats which appealed to our representative during a recent "Fall" tour of the manufacuring houses:

A seal brown coat of bolivia cloth with graceful kimono sleeves and embroidered with metal thread. It was lined throughout with the best grade of duchesse. The most attractive feature was the streamer idea, which both Paris and New York are featuring so strongly. There were six of them in silk, two at the front, one at each side and two at the back, all reaching below the coat.

One of suedine, (the new very fine broadcloth) in a reindeer shade. It had kimono sleeves also but they were cut in a tri-cornered fashion which was most effective. There was a collar of French beaver and the sleeves had a taupe silk fringe running to the elbow.

Another coat was of blue duvetyn with the natural Canadian beaver collar. The lines of the coat and the fur collar followed the wrap style. The sleeves were very loose but there were shields at the wrists to protect from the cold. Fringe was prominent on this model and the sleeves were heavily embroidered in the mandarin fashion.

A coat of light sand Bonnington bolivia had a shawl collar of beaverette. It had a belt which could be worn either in or out at the back. In fact many of the coats had these belts but those with the loose back and belted front are a little stronger in favor.

Coon was used on one duvetyn coat. This collar was very deep and of a high grade fur. The trimming consisted of brown braiding to match the shade of the coat relieved by French knots of silver. This work was all done in panel effect, most of it being at the back and on the sleeves.

Then there was a velours coat with a beautiful seal collar, loose rippled back and pouch sleeves. The seal collar was deeper than most and suited to the wrap-style of the coat itself.

There were several utility coats shown in the burberry style. Many of them had shawl collars either in the self material or in fur. They were of mixed colors on the grey, green and brown orders.

### General Notes on Fall Coats

The prophecy that this winter would see more cloth coats than formerly has come true, judging from the variety and quality now ready. Many women want something a little different from the Hudson seal and cannot afford more expensive furs. They will welcome, without doubt, the cloth ones.

Another noticeable feature was that the fur is far superior to that of other seasons. Women who have worn fur coats of the better kind are not satisfied with imitation furs now. All of the coats described above had collars of real Hudson seal, real coon and beaver, unless otherwise mentioned. Both fur cuffs and embroidery are shown on sleeves, the preference seeming to depend largely on the choice of the designer.

Neither the coat nor the wrap are found but a semi-fitted combination of the two, which is particularly suited to the lovely velours and duvetyn used in them.

# In and Around New York

CAPES AS well as dresses, when the basic fabric is black, go in for the brightening touch to quite an extent, as worn on Fifth avenue. A rather short circular model, part of a three-piece costume, used vari-colored cross-stitch for this purpose, the design arranged to run in points up from a border so as to emphasize the flare of the wrap.

An increasing number of hats with rolled trimmings are seen, especially in metal cloths.

A navy georgette, brocaded with large gold motifs, had skirt panels lined with gold tissue.

A raincoat in tan, cut on the mode of a smart sports coat with straight front belted, had a cape back.

The women at a big reception held the other day gave the impression of favoring the all white costume over any other type, while chiffon and georgette at times seemed to be the only fabric worth discussing.

Black felt hats, in fact, felts generally are much worn.

A great many all-black hats are being worn just now, usually pierced with a dagger or sheath pin of some sort.

A frock of Poiret twill was remarked because of its skirt, this formed of four long circular panels with deep points at the bottom.

Dresses which are sleeveless in effect if not actually, are worn on the street. The arm is often bared as the slashed sleeve falls away from it.

Gingham is a favorite material for children's bloomer dresses. Other fabrics finding approval for children are dotted Swisses, dimities, organdie and chambray.

A blue tricotine suit with a fingertip jacket having a circular movement was accomplished by a cape, about elbow length and also circular, so that the effect of the entire costume was of one in three tiers.

Considering the season, the amount of fur collared capes and coats and the number of animal scarfs seen about town is rather remarkable.

Scarlet crepe-de-Chine formed the lining of a three-piece suit jacket, and the blouse of the dress. Black cloth made the effect even more striking in completing the suit, the skirt of which was very narrow.

White kasha cloth, in a sports skirt worn on the links, had a deep woven border of green foliage and flowers running up to the knees, made with a deep pleat at the lefthand side, making walking easy although the lines were fairly narrow.

The whole costume was gray from the misty broad maline hat, to the slippers and hose on her feet. Most conspicuous was the crepe cape embroidered with silver, and studded with large bright steel cabochons. A pale mauve lining was glimpsed, while she was teaing at the Plaza.

# Sell Personality Before Goods

**Self-Confidence, Appearance, Expression and Manners Factors of Salesmanship**

"AN UNPOPULAR person is a poor salesman because he is not able to sell himself to his friends. A lawyer is a salesman because he is selling his ideas to the jury. A minister is a salesman because he is selling his services to help the people. We are all salesmen."

So spoke Miss Irene Shaw, educational director of the Boston Store, Milwaukee, in an address on salesmanship to students of the Hartford High School.

"Suppose you go to apply for a job," she said. "You meet the employment manager and you have to sell yourself to him before he will hire you. When you have your job you have to sell yourself to the people you are working under. If you want to get ahead you will have to be worth more than they pay you. You have to give more than you receive.

"There are certain things that are necessary to become a good salesman.

"1. You must have a knowledge of yourself.

"2 You must believe in yourself if you expect others to believe in you.

"3 Self-confidence is necessary. No one will have confidence in you if you have not confidence in yourself. Convince yourself that you can do anything you want to do.

"You are also judged by other things:

"1. Appearance—whether you are neat, but not flashily dressed.

"2. You are judged by the way you express yourself. If you stumble all over yourself when you want to say a thing you can't get ahead.

"3. You will also be judged by your manners.

"Give people a good impression. Make it easy for other people to work with you. To be a good salesman you have to know your merchandise; be an expert in your line. Know everything there is to know about your merchandise. Be able to answer any question your customer may ask. Let the customer have absolute confidence in you.

"To get good results you cannot handle two people in the same manner.

"There are many different types of customers with which a salesman has to contend. There are customers who think they know everything there is to know, and there are some who are dependent on you. Probably some foreigner comes into the store; she cannot speak the English language very well, and she cannot decide what she wants. You would have to treat her differently from the customer who thinks she knows everything. Treat each customer differently.

"Watch carefully and see what type your customer is. Keep your eyes open when you are trying to convince people, and when their eyes brighten there is your chance. Watch their expression.

"Know yourself; know your customer and know your merchandise. There has to be a meeting of your mind and of your customer's mind. There are many ways to do this. Know what you are talking about and have a real disposition to serve the customer."



*A striking model for Fall. This coat is of Normandy bolivia cloth. The color is brown and the trimming is a dull gold metallic. It is belted in front. Collar and cuffs are of highest grade Persian lamb. Shown by Coats Limited, Toronto.*

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Misses' & Juniors'
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Box 105, Dry Goods Review
153 University Ave., Toronto




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the best news in

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(Registered)

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## The J. A. Haugh Mfg. Co., Limited

TORONTO - CANADA



## M. Gardner & Co., Limited

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## Tailored Dresses

in

Silks Canton Crepe

Charmeuses

Serges Tricotines

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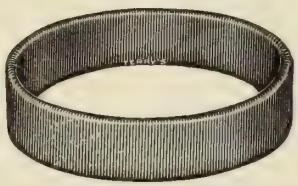
STREET AND NUMBER .....

TOWN .....PROVINCE .....

# DOUBLE BUYERS' MARKET GUIDE

**The McElroy Mfg. Co., Ltd.**
MAKING
Royal Royal Garments
REGISTERED TRADE MARK
FAMOUS FOR THEIR
*Fit, Cut, Style,*
*Hang and Finish*
HEAD OFFICE:
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La Vogue
BRAND
(REG.)
"DRESS FABRICS"
**F. A. RODDEN & CO.**
*Dry Goods*
*Commissioners and Importers*
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**The "AVECTA" ARMBAND**
*British Made by British Labor*
Joined by patent invisible clip, not soldered. Fitted with inner tape to stop overstretch. Boxed in pairs. Each dozen in outer. Order a sample to-day. Buy from your jobber or from us direct but insist on getting the "AVECTA."
DISTRIBUTORS FOR CANADA
THE RIDEAU SPECIALTY COMPANY
SMITHS FALLS ONTARIO

Professor James Mavor, head of the department of Political Economy of the University of Toronto, says that Russia will always be a dominant factor in the flax market. Though certain parts of this country are suitable for the production of flax, he says, the profits have not as yet been sufficient to induce any number of persons to engage in its cultivation and manufacture. The growing of flax requires very rich land and a great deal of skill which Russia and its peasants can provide better than any country in the world.

---

During the buying apathy of 1921, the big London store of H. Gordon Selfridge showed an actual increase of 1,700,000 sales. The entire stock of the store was turned over no less than eight times in the twelve months. A quick turnover with small but certain profits was responsible for liberal dividends to the stockholders, plus a bonus to the staff and a high rating in the money market.

Mr. Selfridge began to cut prices when goods began to move slowly. He knew that his goods had to move regardless of profits. Business will always move at some point. Mr. Selfridge experimented until he found the selling point at which his goods would move. Other conditions adjusted themselves as the store adjusted itself to selling conditions.

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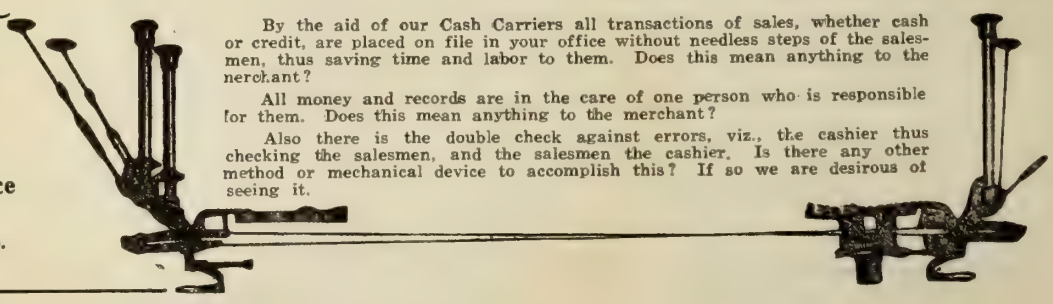
According to figures furnished by the Ontario Government, there are 104 fur farmers in Ontario, and these men hold the following fur-bearing animals in captivity: 2 beaver, 3 fisher, 262 cross-fox, 132 red fox, 609 silver fox, 113 black fox, 2 lynx, 85 mink, 37 raccoon, 74 skunk, 50 muskrat.

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It makes them more attractive. Economical, Fast, Practical, Neat.
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**LET US SUPPLY YOU IN**
MILLINERY ACCESSORIES, HATS, NOVELTIES, FANCY FEATHERS and ARTIFICIAL FLOWERS.
Because we have the values in quality and workmanship. It will pay you. Samples on request. Prompt service.
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Limited
*Wholesale Milliners*
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Kitchener, Ont.
Manufacturers of
*"The Canadian Lady Dress"*
Ginghams, Crepes, Chambrays, Prints
Write us for catalogue and Prices

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By the aid of our Cash Carriers all transactions of sales, whether cash or credit, are placed on file in your office without needless steps of the salesmen, thus saving time and labor to them. Does this mean anything to the merchant?

All money and records are in the care of one person who is responsible for them. Does this mean anything to the merchant?

Also there is the double check against errors, viz., the cashier thus checking the salesmen, and the salesmen the cashier. Is there any other method or mechanical device to accomplish this? If so we are desirous of seeing it.

# BUYERS' MARKET GUIDE


## COMFORTERS
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ALL WIDTHS AND QUALITIES CARRIED IN STOCK

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Wholesale and Manufacturers Only Supplied.

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*Buy it by the bale; sell it by the bolt*
Indiana Cotton Mill
Cannelton, Ind., U.S.A.

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Makers of
Women's High Grade Neckwear
*"The Exclusive Neckwear House"*

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Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our Catalogue. It's free for the asking.

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(Incorporated)
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Babies' Hand Knit Goods — Novelties
Art Needlework Materials
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I represent in this country some of the most reliable Manufacturers of High-Grade SILKS, in plain, fancy weaves.
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WANTED.—A competent merchandise man with thorough knowledge of all dry goods lines as assistant to principal owner of retail business in Western Canada doing over $750,000.00 per year. Must be of highest character, good address, capable of handling staff successfully, supervising buying and producing business. This is an excellent opportunity for right man. Please state age and position held in your first letter. Applications will be treated strictly confidential.—Apply Box 792, DRY GOODS REVIEW, 143 University Ave., Toronto.

Young business man wishes to purchase established dry goods and ladies' wear business in small city. Would consider partnership with services in large firm; available capital thirty to forty thousand dollars. Reply care of Dry Goods Review, 153 University Avenue, Toronto.

College men are generally better employes than those without that training was the opinion of the majority of retailers in Salt Lake City at a conference held lately.

Although the college man was preferred, he did not escape criticism, such as that he thought he "knew it all," and was not willing to start at the bottom and work up. It was also said that he knows theory, but his training is not practical. One merchant stated he believed that a man with a high school education had just as good a chance to succeed in the financial world as did the college man, as he considered the high school training of to-day as good as the college education of 25 years ago. He a so pointed out that the men who founded the big industries did not have a college education, but in fact had very little education. However, these opinions were decidedly in the minority,

The chief value of the college man over the non-collegian, is that he can "use his head." He generally has a great deal more initiative, and a much broader viewpoint. Also, his judgment is more nearly correct as a rule. While it was conceded that the college training may be largely theoretical, it was believed that if the college man would start at the bottom, this 'book learning' would fit right in, and be a big aid in his advancement. Some merchants even preferred a man just out of college to a man that had had several years' experience in the business, but had not had that training. It was felt that in a short time the former collegian would be a great deal more valuable than the other, as he would learn so much more quickly and would be so much more easy to mold.


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ALL STEEL—FIREPROOF
*"Turns Waste into Profit"*
12 SIZES
*Send for Catalog*
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Hamilton, Ont.

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Pertaining to
**Millinery, Dresses & Gloves**
Designs of many Shapes and Sizes
Colors—Black, Green and White
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LIMITED
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Every description of Haberdashery and Smallwares for Drapery, Dressmaking, Millinery, Fancy Needlework, Outfitting and Tailoring Trades.

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*Established 1871*

Fiskhats AND MERCHANDISE
**D. B. Fisk & Co.**
**Chicago**
**New York Salesroom:**
*Open Throughout the Year*
**411 Fifth Avenue**

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Everett Classics
Eden Cloth-Peggy Cloth-Blankets
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In Silver, Gun Metal and Green Gold Finish, Metal Frames for Ladies' Hand Bags.
*Made in Canada for the Canadian Trade*
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SHERBROOKE, QUEBEC

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**A combination** which, while giving complete Adding Machine Service, constitutes

## A CASH REGISTER

Equal to any four or eight drawer Cash Register.

## ADDING MACHINE

By use of duplicate tape on adding machine, a cash receipt can be given to customer, the duplicate remaining on rewind pin as record.

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| ADD. MACHINE | $175.00 |
| CASH DRAWER | 60.00 |
| COMPLETE | 235.00 |




**ADDING MACHINE**
**CASH DRAWER**
**CASH REGISTER**

Choice of three keyboard arrangements.

One or two rows of 9 symbol keys will give complete Department and Clerk control.

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A Cash System for all lines of business—without equal in price and service.

**Sold on liberal monthly payment terms.**

**A Two Years' Guarantee with each Machine.**

**Another addition to the already famous "McCaskey" line of specialties in Account Systems.**

## McCaskey Systems Limited

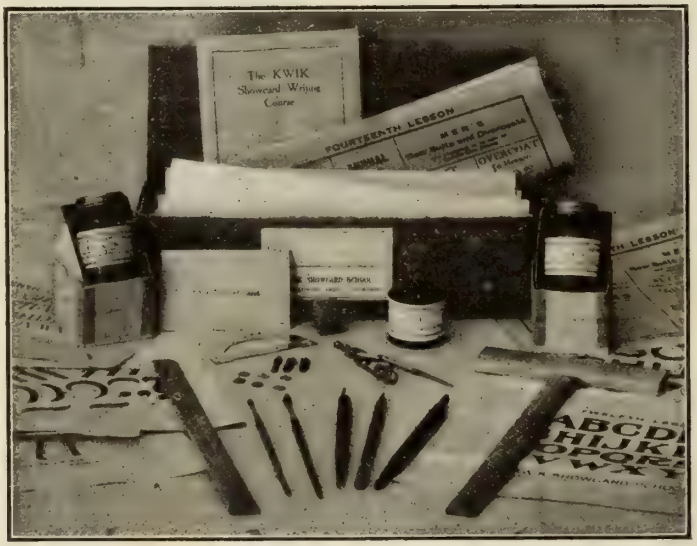
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**Adding Machines, Sales**
**Pads, Counter Check Books**

*Several good territories open for live and able Salesmen.*

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## A Complete Equipment for the Showcard Writer




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1 bottle Black showcard color
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1 No. 8 best quality red sable showcard brush
1 No. 4 best quality red sable showcard brush
2 pen holders
4 Soennecken pens
1 art gum
4 thumb tacks
1 compass
1 protractor
1 T square
1 pencil
1 ruler
1 complete set of lessons including nine modern up-to-date alphabets with full instructions on showcard writing.

**Write for Illustrated Catalog of Supplies**

## The Kwik Showcard School

**81 Bond Street, Toronto**





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*THE INQUIRER'S CORNER*

You may want to know where a certain line of merchandise in the Dry Goods Trade can be procured; you may have on your hands a problem in connection with your business that is difficult to solve. Dry Goods Review can render you a service and will cheerfully do so if you will fill in this blank.

*INFORMATION WANTED*

*Dry Goods Review,*
*153 University Ave.,*
*Toronto, Ontario.*

*Date* .....*1922*

*Please tell me* .....

.....

.....

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*Name* .....

*Address* .....

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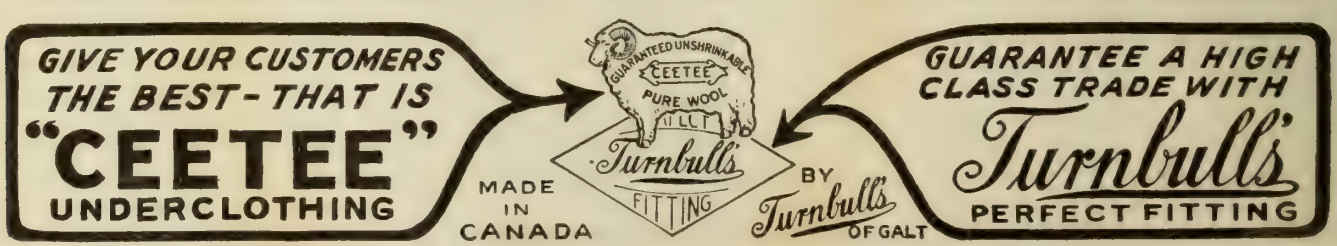
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GOLD SEAL CONGOLEUM GUARANTEE
SATISFACTION GUARANTEED OR YOUR MONEY BACK
REMOVE SEAL WITH DAMP CLOTH

# Gold-Seal Congoleum is a Big-Seller—Because

Everything a woman demands in floor-coverings she gets in *Gold-Seal* Congoleum—and at a price she is glad to pay. No other brand gives her such value.

And Canadian women have been thoroughly convinced of *Gold-Seal* Congoleum's unequalled value. Year in and year out a big advertising campaign tells them of its wonderful, easy-to-clean qualities—its beautiful patterns—its thorough economy—its promise of absolute satisfaction or money back.

That is why *Gold-Seal* Congoleum is the most popular, and biggest selling floor-covering sold—why a woman buys it more readily than other kinds—why in fast profits and quick turnovers it is the best paying and easiest selling floor-covering line a dealer can handle.

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**You can unreservedly guarantee Congoleum to your customers. We stand back of this pledge—every word of it.**

No need to put in an expensive stock—no need to keep a lot of your money tied up. With a small investment of capital, profits come fast on *Gold-Seal* Congoleum.

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Gold-Seal Congoleum keeps money moving from the stock room to the cash register faster than any other floor-covering—it is the fastest selling brand in the world.

Don't forget that Congoleum Rugs are ideal for summer use. Point out to your customers the labor-saving features of Congoleum.

*Gold Seal*
CONGOLEUM
*Art-Rugs*
*Made in Canada*
*by Canadians —— for Canadians*

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1270 St. Patrick St., Montreal, Quebec



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**Beldings Ribbons** are true silk ribbons that make a friend out of every customer. If your stock is not complete, write to have our Ribbon Man call.

*Belding-Corticelli* Limited

Montreal Toronto Winnipeg Vancouver

Annual Fall Number

# Dry Goods Review

Vol. XXXIV. No. 7 THE MACLEAN PUBLISHING COMPANY, LIMITED PUBLICATION OFFICE: TORONTO, CANADA JULY, 1922





*Keens, Limited, Ladies' and Children's Shop at Yonge and Bloor Streets, Toronto. Equipped by Kent-McClain, Limited (Toronto Show Case Company).*

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(Toronto Show Case Co.) Limited

***Canada's Outstanding Designers and Builders of Modern-Merchandising Store Equipment***

183 CARLAW AVENUE, TORONTO

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**We firmly believe in the old maxim that "He profits most who serves best."**

**Eighteen departments carrying large stocks offer you a wide array of merchandise selected from the markets of the world.**

**To have on hand the right goods at the right moment and at the right price is our aim.**

**Remember the greatest Dry Goods House in Canada stands ready to serve your Every Need.**

# GREENSHIELDS LIMITED

*"The Hub of the Dry Goods Trade in Canada"*

**17 Victoria Square** **Montreal**

**Sales Rooms from the Atlantic to the Pacific**



*A Little Japanese Butterfly.*

# Oriental Silks in all the New Fall Colors

# Swiss and French Silks in New Makes

# Mid-Summer Silks

*for immediate delivery in Great Variety*

*from Japan, China and Europe.*

## A. S. King Silk Company

Limited

"The Silk House of Canada"

*59-61 Wellington St. West, Toronto*

*Foreign Offices:*

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*Lyons, France*
*Yokohama, Japan*
*Chefoo, China*

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We offer you a most complete range of the newest weaves and colorings in Silks, including:

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| Georgette Crepe | Duchess Satin |
| Canton Crepe | Messaline |
| Crepe Radiant | Paillette |
| Satin de Chine | Taffeta, etc. |

20″, 27″ and 36″ Habutai.

Bonnet's Black Duchess Mousseline and Guaranteed Taffeta.

*Samples on request*



**John M. Garland, Son & Co.**
**LIMITED**

**Ottawa** **Canada**

***Wholesale Dry Goods***

# Business Brightens as Soon as Women See Muser Laces and Novelties.



The Blue Star Lines are just the lines you need to complete your stock. Bright, snappy merchandise that will prove irresistible to the feminine taste for new and smart effects.

| | |
|---|---|
| LACES | HOSIERY |
| EMBROIDERIES | BRASSIERES |
| DRESS TRIMMINGS | HANDKERCHIEFS |
| GEORGETTES | WASH GOODS |
| CHIFFONS | RIBBONS |

If you need anything for present selling we can give you immediate delivery. Make sure you see the line we are showing for Fall.

## Muser Brothers (Canada) Limited

New York
Boston
Philadelphia
Chicago
Baltimore
Los Angeles
San Francisco

**Manufacturers and Importers of Laces Dress Trimmings and Embroideries**

*Importers of Fancy Dry Goods*

**12 ST. HELEN STREET**
**MONTREAL**

London
Nottingham
Paris
Calais
Caudry
Le Puy
St. Gall

# WAYAGAMACK PURE KRAFT

# Is an Ideal Paper

for use as a wrapper or cover for articles of every description.

It can be obtained in Glazed or Unglazed finish and in Plain, Finestripe and Broadstripe patterns from the following wholesalers.

### NEW BRUNSWICK

**ST. JOHN**—Schofield Paper Company, Limited.

### ONTARIO

**OTTAWA**—Continental Paper Products, Limited.

**TORONTO**—Kilgour Bros., Limited.
H. E. Livingstone & Company.
Ratcliff Paper Company, Limited.
Wilkinson Paper Company, Limited.
Wilkins Smallware Company.
Weatherhead Paper Company, Limited.
Cameron & Fraser.
The Brown Bros., Limited.
Victoria Paper & Twine Co., Ltd.

**HAMILTON**—Walter Woods, Limited.

**LONDON**—Reid Bros. & Company, Limited.
H. T. Reason & Company.
The E. B. Eddy Company, Limited.

**FORT WILLIAM**—Tees & Persse, Limited.

### ALBERTA

**EDMONTON**—John Martin Paper Company, Ltd.
Western Supplies, Limited.

**CALGARY**—Stanley Paper Company.
John Martin Paper Company, Limited.

### BRITISH COLUMBIA

**VANCOUVER**—Columbia Paper Company, Limited.
J. C. Wilson, Limited.

**VICTORIA**—Columbia Paper Company, Limited.

### NOVA SCOTIA

**HALIFAX**—The E. B. Eddy Company, Limited.
Schofield Paper Company, Limited.

### QUEBEC

**QUEBEC**—Lucien Frigon.
St. Lawrence Paper Bag Company.

**MONTREAL**—Continental Paper Products, Limited.
Dominion Paper Company.
The E. B. Eddy Company, Limited.
M. S. Kilby, Limited.
Alex. McArthur & Company, Limited.
MacGregor Paper Company, Limited.
Robertson & Parker.
Victoria Paper & Twine Company, Ltd.
J. C. Wilson, Limited.
E. A. Cole & Company, Limited.
Munderloh & Company, Limited.
Librairie Beauchemin, Limited.
Beveridge Supply Company, Limited.

### MANITOBA

**WINNIPEG**—Kilgour Bros., Limited.
John Martin Paper Company, Limited.
J. C. Wilson, Limited.
Walter Woods, Limited.

### SASKATCHEWAN

**REGINA**—Paper & Stationers, Limited.

**MOOSE JAW**—Tees & Persse, Limited.

**SASKATOON**—Tees & Persse, Limited.

# Wayagamack Pure Kraft

**means**

## Strength and Security




# To the Trade—

We wish to notify all our customers that neither William G. Evis nor the company operating under the name of Wm. G. Evis & Company, will have any further connection with Allen Silk Mills, Limited.

Realizing the importance and advantage of dealing direct with our customers, through our own travellers, in whom we have every confidence, we will hereafter handle our selling organization under the direction of Mr. K. W. Allen, who will act in the capacity of Sales Manager. When you deal with our accredited representative, you can place complete confidence in him, and have the satisfaction of dealing direct with the mill.

The traveller in your territory will call on you shortly, with our complete set of samples. Thanking you for past business, we remain

Yours very truly,

## Allen Silk Mills Limited

43 DAVIES AVE. - - TORONTO

# Announcement to the Trade

We wish to notify all our customers that neither William G. Evis nor the Company operating under the name of Wm. G. Evis & Company, will have any further connection with Allen Bros. Co., Limited.

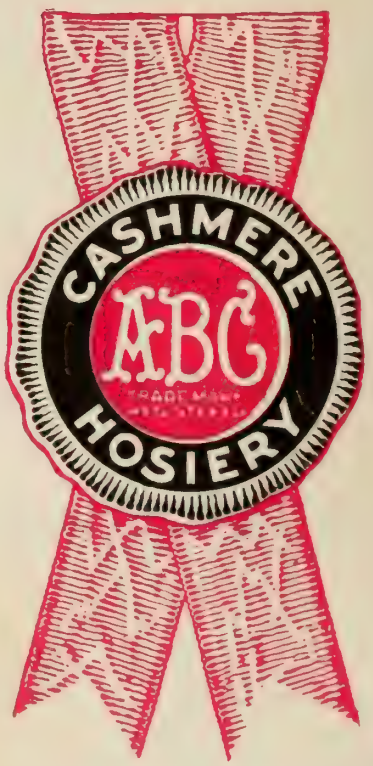
Realizing the importance and advantage of dealing direct with our customers, through our own travellers, in whom we have every confidence, we will hereafter handle our selling organization under the direction of Mr. K. W. Allen, who will act in the capacity of Sales Manager. When you deal with our accredited representative, you can place complete confidence in him, and have the satisfaction of dealing direct with the mill.

The traveller in your territory will call on you shortly, with our complete set of samples. Thanking you for past business, we remain

Yours very truly,

## Allen Bros. Co. Limited

883 DUNDAS ST. E. - - TORONTO



OTTAWA
111 Sparks St.
CALGARY
ALBERTA
517 Centre St.

St. HYACINTHE
QUEBEC
QUEBEC
Merger Bldg.

# H Stands for Hose

AND

## H Dept. Stands for the Big Hosiery Dept.

OF

# The House of Racine

**Hosiery, Gloves and Underwear for Ladies and Children. This Dept.** is a **Real Factor** in the **Under-Knit Goods Business of Canada**, and **the Trade** give it **PREMIER Place** and **Buy Its Merchandise.**

HAILEYBURY
ONT.
Matabanick

TORONTO, Ont.
72 Bay Street
HAMILTON
ONT.
Lister Chambers

SUDBURY, Ont.
Balmoral
LONDON
ONT.
145 Carling St.

SYDNEY, C.B
269 Charlotte St.
HALIFAX
N. S.
119 Roy Building.



L. C. ROBITAILLE
Manager Dept. H.

## *BIG* *BENEFITS*

| | |
|---|---|
| VARIETY | MERCHANTS |
| STOCKS | CUSTOMERS |
| VALUES | PROFITS |
| TURNOVER | TURNOVER |

**Dept. H.**

Cotton, Lisle, Silk, Cashmere and Wool **Hosiery and Underwear.**
Cotton, Lisle, Atlas-Suede, Silk and **Kid Gloves and Gauntlets.**

## The House of Racine for Hosiery

SHERBROOKE
QUE.
50 Wellington St.

THREE RIVERS
QUE.
St. PASCAL
QUE.

# *Alphonse Racine Limited*

*Manufacturers and Wholesale Distributors of Dry Goods*

60-98 St. Paul St. West, Montreal

FACTORIES : Beaubien St., Montreal
St. Denis, Que., St. Hyacinthe, Que.
18 PERMANENT SAMPLE ROOMS

CHICOUTIMI
QUE.
EDMUNSTON
N. B.

CHARLOTTETOWN
P.E.I., Queen &
Sydney Sts.
ST. JOHN, N. B.
85 Germain St.

# Silk Lingerie for Fall 1922

Now being Shown

You will find the widest range of Materials in new colorings, a boundless variety of styles

## *New Slips*

many of them in the much wanted straight lines.

Many new touches added to the ever popular Bonnie Bloomer, and an endless assortment of

## *Camisoles, Brassieres, Step-ins, Combinations, Gowns, Underskirts and Caps*

Your every need in the Lingerie Department will be looked after

*See our travellers or try our Mail Order Service.*

## H. P. RITCHIE & COMPANY

*Manufacturers Metallic Laces, Silk Lingerie, Embroideries, Handkerchiefs, Merri-Maid Dresses for Juniors.*

38-42 CLIFFORD STREET - - TORONTO

# Laces

The pronounced vogue of Lace foretold in the advance Paris modes will be met by wise buyers while our stock is complete

*See our Fall Range of Staple and Novelty Laces.*

## *Metallic bandings, edgings, allovers and flouncings--36in. Allover Lace*

in latest and most desirable shades
Feature designs that are authentic and varied

## *Handkerchiefs*

Just received into stock—new colored sheer lawn handkerchiefs in all popular shades, beautifully embroidered in a wide range of designs.

## H. P. RITCHIE & COMPANY

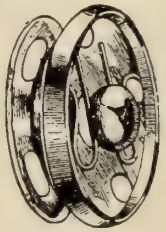
*Manufacturers Metallic Laces, Silk Lingerie, Embroideries, Handkerchiefs, Merri-Maid Dresses for Juniors.*

38-42 CLIFFORD STREET - - TORONTO

Made in Four Sizes 0 0 0 0 0 1




It's all in the Spring



Strong—Durable Made of Brass

*It's a Snap to Snap This Snapper*

# Colonial Maid

## *Wire* Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER. But is MADE WITH HIGHLY TEMPERED WIRE SPRING. . . . . KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS will not rust

ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK. ∴ ∴ SIZES 00-0-1

*To be had of all leading wholesalers.*

Manufactured by

## Colonial Fastener Co., Limited

Montreal, Que.

# STOFFEL & CO., ST. GALL

**The Largest Manufacturers of Cotton Fabrics in**

## SWITZERLAND



*The Var Races at Nice*

**Fine Muslins**

**Jaconas**

**Voiles**

**Crepes**

**Nainsooks**

**Batistes**

**Calicots**

**Fancies**

TRANSPARENT ORGANDIES IN 100 SHADES

**DOTTED SWISSES IN 50 SHADES**

"IT IS STOFFEL'S"

*The finest praise that can be bestowed upon an Organdie or Dotted Swiss*

STOCK CARRIED IN TORONTO IMMEDIATE DELIVERY

To the Wholesale and Manufacturing Trade only

# HERON & TAYLOR

**Sole Agents for Canada**

235 Coristine Bldg.,
20 St. Nicholas Street,
Montreal, Que.
Tel. Main 6248

77 York Street,
Toronto
Tel. Adel. 2253

Western Representatives:
McRae & Walker,
106 Hammond Block,
Albert Street, Winnipeg, Man.
Tel. A. 7265

# 11 SPECIALS

## ONE FROM EACH DEPARTMENT

—D—

**ALL WOOL SERGE**

36″ No. D 14
52½ cents per yard
10 shades
in stock.

—W—

**ITALIANS**

Black 54″
50 cents per yard

—C—

**ENGLISH FLANNELETTE**

31″ 32″ 21c per yard.
35″ 36″ 24c per yard

GALATEA

26½″ 18c per yard

*Assorted, Plain, Stripes and Checks*

—A—

**REMNANTS OF ALL KINDS**

—S—

**ROMPER BRAID**

ends 2 yards
Assorted Colors.
36 pieces.
$3.75 per cabinet.

—F—

**IVORY BOUDOIR CLOCKS**

$63.00 per dozen.
Complete assortment
in French Ivory

—L—

**TOILE DU PAYS**

Natural colour.
**19 in. No. L-670**
22½ cents per yard

—U—

**IMITATION GUIOU BRACES**

$27.00 and $36.00
gross.
12 designs.
Full lengths for men
in stock.

—H—

Fibre Plated
Richelieu Ribbed

**HOSE**

All colours in stock.

**$9.00 per doz.**

—M—

**WASH TIES**

Assorted Patterns
$3.15 per dozen.

**HOOK-ON TIES**

Black and Colours.
**$3.50 per doz.**

—R—

**OVERALLS AND SMOCKS**

Assorted
from
**$11.50 per dozen up.**

SPECIAL ATTENTION GIVEN TO MAIL ORDERS
ALL RUSH ORDERS SHIPPED SAME DAY AS RECEIVED

# HODGSON, SUMNER & CO., LIMITED

83-91 St. Paul St. W. 21 St. Sulpice St. 84-92 LeRoyer St.
MONTREAL

*SAMPLE ROOMS:*

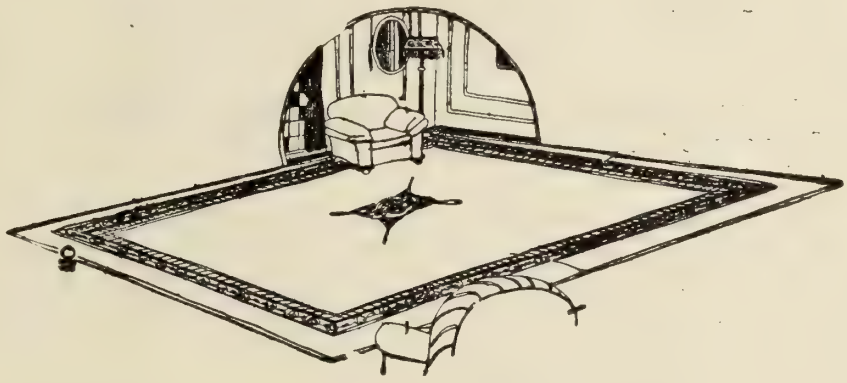
7 Charest St., QUEBEC
Windsor Hotel, OTTAWA
Carlaw Bldg., 28-30 Wellington St. W., TORONTO
Can. Bank of Commerce Bldg., THREE RIVERS
New Sherbrooke House, SHERBROOKE
503 Mercantile Bldg., VANCOUVER
50 Bon Accord St., MONCTON, N.B.
Empire Bldg., HAMILTON
The Grigg House, LONDON

# CARPETS

LATEST PATTERNS AT

## NEW PRICES

THE PRICE OF CARPETS, SQUARES AND RUGS HAS DROPPED, OUR STOCK IS PRICED ON THE NEW BASIS



AXMINSTERS VELVETS
TAPESTRIES
SEAMED and SEAMLESS WILTONS

Also STAIR CARPETS and RUGS
Imported and Canadian

HODGSON, SUMNER & CO., LIMITED

83-91 St. Paul St. W. 21 St. Sulpice St. 84-92 LeRoyer St.
MONTREAL

*SAMPLE ROOMS:*

71 Charest St., QUEBEC
Windsor Hotel, OTTAWA
Carlaw Bldg., 28-30 Wellington St. W., TORONTO
Can. Bank of Commerce Bldg., THREE RIVERS
New Sherbrooke House, SHERBROOKE
503 Mercantile Bldg. VANCOUVER
50 Bon Accord St., MONCTON, N.B.
Empire Bldg., HAMILTON
The Grigg House, LONDON

"Pullan Garment"

# A Record!

## Well Worth Being Proud of

*Almost a quarter of a century of Steady Progress*

We are now located in our New Premises. The new floor space is more than double that occupied in our old building.

The increased facilities were made necessary by the faith which hundreds of merchants have in the retailing possibilities of the "Pullan Line" and Dorothy Dare Dresses.

Our New Quarters will enable us to give our friends even better and quicker service.

CHARACTER and CHARM

you are sure to find in every garment displayed in our Fall and Winter range.

Our styles this season are extraordinary!

Coats priced from $10.75 and upwards.
Dresses priced from $8.75 and upwards.

Keen buyers will wait for our representatives who are now covering every part of Canada, or a card from you will make certain of this.

Make certain of receiving one of our New Fall Catalogues.

*REMEMBER THE NEW ADDRESS:*

489 to 493 KING ST. WEST, TORONTO
Half Block West of Spadina Ave.

**Pullan Manufacturing Co., Limited**

*Dorothy Dare Dresses*
TRADE MARK REG'D




# *Get Them Into the Customer's Hands*

JUST to have the customer see and feel the soft, warmth-giving texture of Little Daisy Stockings is often sufficient to effect a sale. Little Daisy Stockings are knitted from soft Australian lambs' wool—the very finest material for giving comfort, warmth and durability.

Thousands of mothers have learned the exceptional qualities of these fine stockings. A special display and a little effort on your part will bring its reward in sales. Little Daisy Stockings are for children up to 12 years. They have extra strength in heels and toes.

Your wholesaler can supply you with these dainty sales-creating stockings.

**Buster Brown**
**Three Eighties**
**Little Darling**
**Little Daisy**
**Rock Rib**
**Hercules**

**The Chipman-Holton Knitting Company, Limited**
Hamilton, Ontario
Mills at Hamilton and Welland, Ontario

# "LITTLE DARLING" "LITTLE DAISY"

SUNSHINE HOSIERY
REGISTERED.

*Little Darling Stockings, for little tots up to seven years, are made from the same soft, fleecy material, and have silken heels and toes. They make an instant appeal to mothers. In many dainty shades and Black.*



INDIAN HEAD
Reg. U. S. Pat. Off.

# IMPORTANT NOTICE

## INDIAN HEAD Cloth
Reg. U. S. Pat. Off.



INDIAN HEAD
Reg. U. S. Pat. Off.

# Nashua Manufacturing Co. vs. Samuel Ganzer

THE HONORABLE JUDGE BROWN, U. S. District Court, District of Rhode Island, after hearing the above case decided in favor of the Plaintiff, and the following final decree of Court was entered on May 24th, 1922.

ORDERED, ADJUDGED and DECREED that the trade mark used by the plaintiff herein, Nashua Manufacturing Company, consisting of the words INDIAN HEAD, or the pictorial representation of an Indian's head, or both in combination, in its business in interstate and foreign commerce in connection with the sale of textile fabrics, and more particularly cotton textile fabrics, is a good and valid trade mark; and that the United States registration thereof in the name of the predecessor of the plaintiff, numbered 105539, dated the 3rd day of August, 1915, is a good and valid registration; and that the said trade mark and the said registration belong to and are the property of Nashua Manufacturing Company, the plaintiff herein, and it is also

ORDERED, ADJUDGED and DECREED that Samuel Ganzer, the defendant herein, by offering for sale and selling in interstate commerce between the City of Providence, State of Rhode Island, and the City of New York, State of New York, textile fabrics, and more particularly cotton textile fabrics, designated by or marked with the words INDIAN HEAD, or designated as INDIAN LINEN, has infringed the said trade mark and the said registration of the plaintiff, and it is also

ORDERED, ADJUDGED and DECREED that a perpetual injunction issue out of and under the seal of this court, enjoining and restraining the said defendant, Samuel Ganzer, his attorneys, clerks, agents, servants, and workmen from using in any manner whatsoever the designation INDIAN HEAD or any other designation closely similar thereto, or a colorable imitation thereof, as a trade mark or trade name, in violation of the plaintiff's trade mark rights, in connection with, directly or indirectly, the offering for sale or the sale in interstate or foreign commerce of textile fabrics or merchandise of like descriptive properties, and from infringing in any manner whatsoever upon the plaintiff's trade mark INDIAN HEAD, and it is further

ORDERED, ADJUDGED and DECREED that the defendant pay all the costs of these proceedings aforesaid.

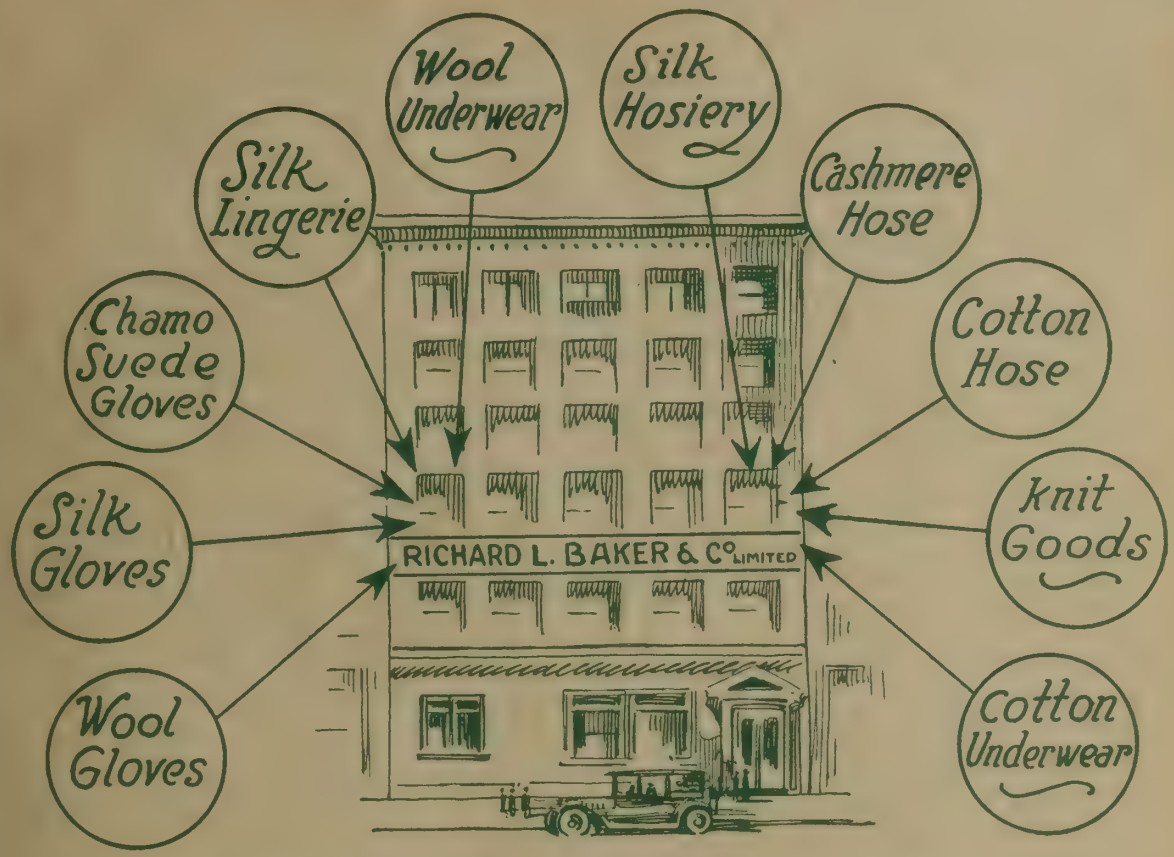
We publicly serve notice that in the interests of all dealers in and consumers of our well-known INDIAN HEAD Brand, we propose vigorously to prosecute any and all infringements of this trade mark. The above warning also applies to all Textile Manufacturers and Finishers, as well as Dry Goods Jobbers and Retailers.

NASHUA MANUFACTURING COMPANY

Amory, Browne & Co.

NEW YORK *Selling Agents* BOSTON

*The Gloves and Hosiery House of Canada*




# You Can Buy Them Better at Baker's

CENTRALIZATION of selling with specialization of production is the greatest factor in the continued growth of Richard L. Baker & Co.'s connection with the Canadian trade. Convenience and economy, quality of merchandise, each in themselves sufficient reason for doing business, are combined in the Baker organization.

Stabilization of prices as indicated by quotations on manufacturers raw materials, such as yarns, silks, etc., is practically an accomplished fact. It is advisable to place requirements well ahead so that the mill may have a reasonable opportunity to make delivery.

For your added convenience we carry in our warehouse a stock of hosiery to take care of your small sorting requirements that can not always be foreseen.

**REPRESENTATIVES WILL SHORTLY BE ON THEIR TERRITORIES FOR SPRING 1923**

## Richard L. Baker & Co. Limited

**TORONTO**

*MILL SELLING AGENTS*

S. LENNARD & SONS, LTD. AVON HOSIERY, LTD. ST. CATHARINES SILK MILLS, LTD.
GRIFFIN GLOVES LTD. VENUS SILK HOSIERY MILLS, LTD.
LONDON HOSIERY MILLS, LTD.

Sole Selling Agents
Richard L. Baker & Co
LIMITED
84 Wellington St West
Toronto

The Gloves and Hosiery House of Canada

## Queen Quality

### SILK GLOVES

### *"The Royalty of Silk Gloves"*




THERE is a richness in the appearance of Queen Quality gloves that only *true* quality can impart. This is a strong point in their appeal to women of discrimination, who are first attracted by the many beautiful and original designs in Queen Quality. There are many such in the showing for Spring, 1923.



## Queen Quality

### GLOVE SILK LINGERIE

### *"The Buyword for Silk Lingerie"*

HAS become so because it creates desire in all women who see its daintiness and luxury and instills confidence in all wearers because of its lasting and washing qualities. QUEEN QUALITY has an all year sale. Fill your requirements now for Fall sorting and Spring placing.

**St. Catharines Silk Mills**
**Limited**
**ST. CATHARINES - ONTARIO**

Sole Selling Agents
Richard L. Baker & Co.
84 Wellington St. West
Toronto

The Gloves and Hosiery House of Canada

LONDON KNIT HOSE

*"London Knit For Wear and Fit"*

WHEN London Hosiery Mills were first established only three numbers, two silk lisle and one cotton, were produced. When these were perfected another number was added and with the perfection of that another, until an addition to the plant was necessary. With double the space, other lines for children and men were added to the range, as increased production and efficiency were able to take care of them. The result of this policy has been the immediate success of every LONDON KNIT production. The range for Spring includes

**Cotton, Lisle, Silk Lisle, Cashmere, Fibre Silk**

FOR

***Men, Women and Children***

MADE IN CANADA **LONDON HOSIERY MILLS** LONDON ONTARIO

LIMITED

Sole Selling Agents
Richard L. Baker & Co
LIMITED
84 Wellington St West
Toronto

*The Gloves and Hosiery House of Canada*

# COLOR AND DESIGN




***The Big Features of***

**GRIFFIN**
**ChamoSuede**
REGISTERED

HAVE put Griffin Gloves far in the lead. They are their own salesman when placed on display, and women are astonished that gloves of such attractive and novel appearance can be so easily washed, and will wear so well.

For Spring we are showing a number of absolutely new styles. See them, buy them, and sell them.

***"Griffin Gloved—Well Gloved"***

*Griffin Gloves*
Limited
TORONTO ONTARIO

Sole Selling Agents
Richard L. Baker & Co.
84 Wellington St. West
Toronto

The Gloves and Hosiery House of Canada

# THREAD SILK



BRAND Venus

PURE SILK HOSIERY

## The One and Only Continuous Natural Fibre

THE superfine richness of texture and shade in Venus Thread Silk Hose is the result of the selection of extra choice Silk Fibre carefully "Thrown" to make the thread from which they are knit in an efficient plant on the most modern machines under the eyes of skilled workers. Venus Thread Silk Hose are sheer and dainty as gossamer but will, because of the great tensile strength of the natural silk, stand all reasonable wear and every strain but a positive tearing, ripping, tug.

***That is Why***
***"Venus Pure Thread Silk Hose***
***Makes firm friends where'er it goes"***

SAMPLES FOR 1923 WILL BE SHOWING SOON

## Venus Silk Hosiery Mills
Limited

Toronto Ontario

Sole Selling Agents
Richard L. Baker & Co
LIMITED
84 Wellington St West
Toronto

The Gloves and Hosiery House of Canada

Zenith BRAND
REGISTERED

*"The Height of Achievement in Underwear"*

THE one big thing about Zenith is the yarn. The special twist of finest wool and cotton that makes Zenith so warm and yet so soft and comfortable and absolutely non-shrinkable is not obtainable in any other underwear. The beautiful finish and trim of the garment makes it appeal to the purchaser on the score of appearance and the quality insures satisfaction.

ZENITH is made in red label and blue label, the quality being based on pre-war standards of manufacture, the only difference being in the percentage of wool.

*also*

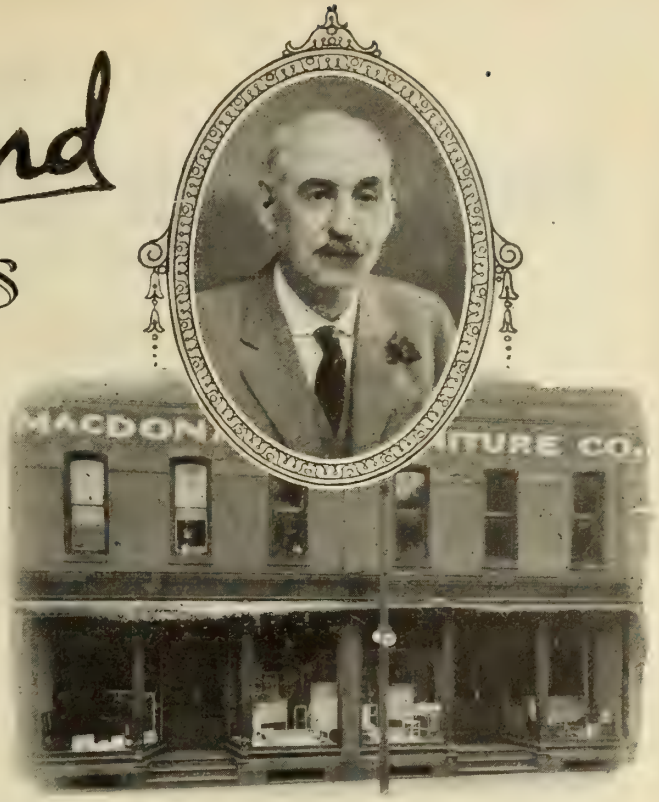
Velva BRAND REGISTERED  Crescent BRAND

Perfecto

**S. Lennard & Sons, Limited**
**DUNDAS**

Sole Selling Agents
Richard L. Baker & Co
LIMITED
84 Wellington St West
Toronto

# Visitin' 'Round WITH KELLY CLIENTS




SEVEN years ago Angus MacDonald bought the furniture business that is now known as the MacDonald Furniture Company, of Hancock, Michigan. He bought it on borrowed capital and to-day the business is all clear and every bill is discounted.

IN THE years Mr. MacDonald was associated with one of the best known chain store concerns in the middle west he became thoroughly familiar with the district Hancock was located in—the copper country of northern Michigan. He gained a deep faith in the future of that country and the people who make it up.

SO, WHEN the chance came to buy a furniture business in Hancock it meant to him a life's opportunity.

IT IS significant of the faith Angus MacDonald inspires in others that he did not have to let the opportunity pass, because of lack of capital—that was readily forthcoming.

THE RECORD of the MacDonald Furniture Company is only a part of the story of Mr. MacDonald's success in that district, for to-day he is a director in the Detroit and Michigan Loan & Trust Company, and also a director of the Citizens' National Bank of Houghton.

DECISIVENESS and action in the face of emergencies largely explain this record of success, and when the depression of '20 and '21 was working havoc with business in the copper country Mr. MacDonald answered conditions with a Kelly selling campaign.

THE RESULTS justified a second Kelly selling drive, which we have very lately completed. Mr. MacDonald declares that he finds the healthy, business-building advertising of Kelly Service campaigns an all-year-round stimulant to his volume.

AT YOUR request Mr. MacDonald will gladly tell you of his experience with Kelly Service, and to get our plans in detail merely give us the size and character of stock—our answer will be immediate, and there is no obligation.

T·K·KELLY SALES SYSTEM
MINNEAPOLIS·MINNESOTA
U.S.A.

*Page 1*

# New Fall Goods Just Passed Into Stock

## WRAPPERETTES

30 in. Cotton Tartan Plaids, (Napped Back). 27 in. Eiderdown. 27 in. Esmond Robe Flannel. 36 in. Robe Flannel. Quilting Prints, Chintz Prints, Steelclad Galateas.

## DRESS GOODS & SILKS

40-42 and 54 in. Cream All Wool Serge. 54 in. Cream All Wool Home-Spun. 54 in. Cream All Wool Broadcloth. 40/1 in. French Cashmere, Good Range Shades. 40 in. Baronet Satin. 54 in. All Wool Flannel. 40 in. All Wool (Genuine Clan) Tartans. 40 in. All Wool Fancy Plaids.

## LADIES' HOSIERY, UNDERWEAR AND GLOVES

**GLOVES** 18 & 22 inch Lisle, Black or White.

19 inch Silk, Black, White, Sable, Beaver. All Paris Points. Fingers Double Tipped.

23 inch, Silk, White, Paris Points Double Tipped. Ladies' 2 Dome Silk, in Sable and Almond, Ladies' Clasp Fastener, in Sable, Almond, Black and Brown.

**ALL ABOVE AT VERY POPULAR SELLING PRICES**

## MEN'S FURNISHINGS

Men's Grey & Heather mixed work Socks, $2.15 to $6.50 doz.

Men's White Wool do do 3.75 to 4.50 doz.

Lumberman's Socks do do 5.10 to 12.70 doz.

Full Range of Fleece Shirts, Drawers & Combinations, also in Elastic ribbed, Natural Wool, & Merino.

Cashmere Half Hose, Plain & Ribbed, Black and Colours, also with clocks.

Sweaters in Boys' & Men's Pullover, V-Neck, & Coat Style, ALL PRICES

# THE W. R. BROCK Co., LIMITED, MONTREAL

*Page 2*

# New Fall Goods Just Passed Into Stock

## HOME FURNISHINGS

33″ & 36″ Double Border scrim, two designs in White, Cream & Beige 10c yd.
36″ do do do do do 11c yd.
36″ Plain Marquisette, do do do 16c yd.
36″ Taped do do do do 20c yd.
36″ Bordered do Four designs do do 22½c yd.
25″ Cretonne, Six designs Six Colours each, 14c yd.
36″ Cretonne, Six designs Six Colours each 20c yd.
70x80, Electrically Bleached Quilt, 1.75ea.

## LADIES' AND CHILDREN'S FANCY GOODS

Ladies' and Children's Knitted Woollens of all kinds, Bootees, Infantees, Polkas, Etc., Etc.

Specially note the new Cap and Scarf Sets, in which we have a great variety of styles.

Ladies' Fancy Neckwear and Fancy Handkerchiefs of all kinds.

## SMALLWARES

### PATON'S BALDWIN YARNS

**ICEWOOL, Black, White, Sky, Pink, Ivorine, White, Sky and Pink. Kingfisher Luster Wool in 22 different shades. WHITE HEATHER FINGERING, 3 and 4 ply, best selling shades. BEE HIVE S ot.h Fingering, 2, 3, 4 and 5 ply best selling shades. Also two good shades of Heather. SWEATER Wool and SHETLAND Floss, all colours. Saxony, Canadian Wheeling and Canadian Fingering.**

## LADIES' AND CHILDREN'S READY-TO-WEAR

Flannelette and Eiderdown Kimonas, prices from $18.00 to $81.00 per dozen.

White Fur Baby Carriage Robes, with pocket, prices $45.00 and 54.00 per dozen.

Infant's Fullovers, white and pink, white and sky, price..... $9.00 per dozen.

Child's Pullovers, Turq. and White, Rose and White, Camel and White, Cardinal and White, 18/26, price ..... $10.50 per dozen.

Child's Coat Sweaters, White, Turq., Buff, Rose, Cardinal and Folly, 20, 22, and 24, price ..... $16.50 per dozen.

Boys' All Wool Jerseys, White, Oxford, Seal, Navy, 18-34, Prices from ..... $12.00 to $17.50 per dozen.

Boys' Oliver Twist Suits, 2 to 6 years, all Navy Serge, Navy Serge Pants and Cream and Scarlet Flannel Middy Tops, $54.00 to $57.00 per dozen.

# THE W. R. BROCK Co., LIMITED

## MONTREAL

**Ottawa Sample Room—415 Booth Bldg.**

## *Maintaining Volume by Delivering Value*



*The greatest compliment any Kiddies' Garment ever received*



HAUGH'S
**Big**
**88**



"Just as Good as Haugh's"

"The Overalls that Satisfy"

The maximum of value that is possible to put into Kiddies' Garments

In Black—Blue or Stripe

*and*

*Guaranteed*







*Order now for immediate and Fall selling*

The J. A. Haugh Mfg. Co., Limited

***Manufacturers***

**TORONTO CANADA**

***Note Our New Address***

**472-474 Bathurst St. Cor. College St.**

# THE DEMAND for DRESS GOODS

Present style tendencies favor the sale of piece goods. A strong revival is quite noticeable in the demand for British Woollens and is rapidly developing. Intrinsic value in Dress Goods has become a feature, and competitive rivalry is strongly influencing the market. Regardless of the better volume of business and immense quantities of wool in hand, prices remain decidedly firm.

*Merchants looking toward Fall sorting will find our range* of Broadcloths, Tricotines, Poiret Twills, Coatings, San Toys, Sport Flannels, Tartans, Serges, Sport Skirtings, Homespuns, Tweeds and Novelties of the Season, *most alluring, and to which we direct the particular attention of buyers coming to the Toronto market in the near future.*

See our *"Annual Exhibition Sale Bulletin"* for detailed description of the Dress Goods leaders. *Issued in August and sent upon application.* Write our *"LETTER ORDER DEPARTMENT."*

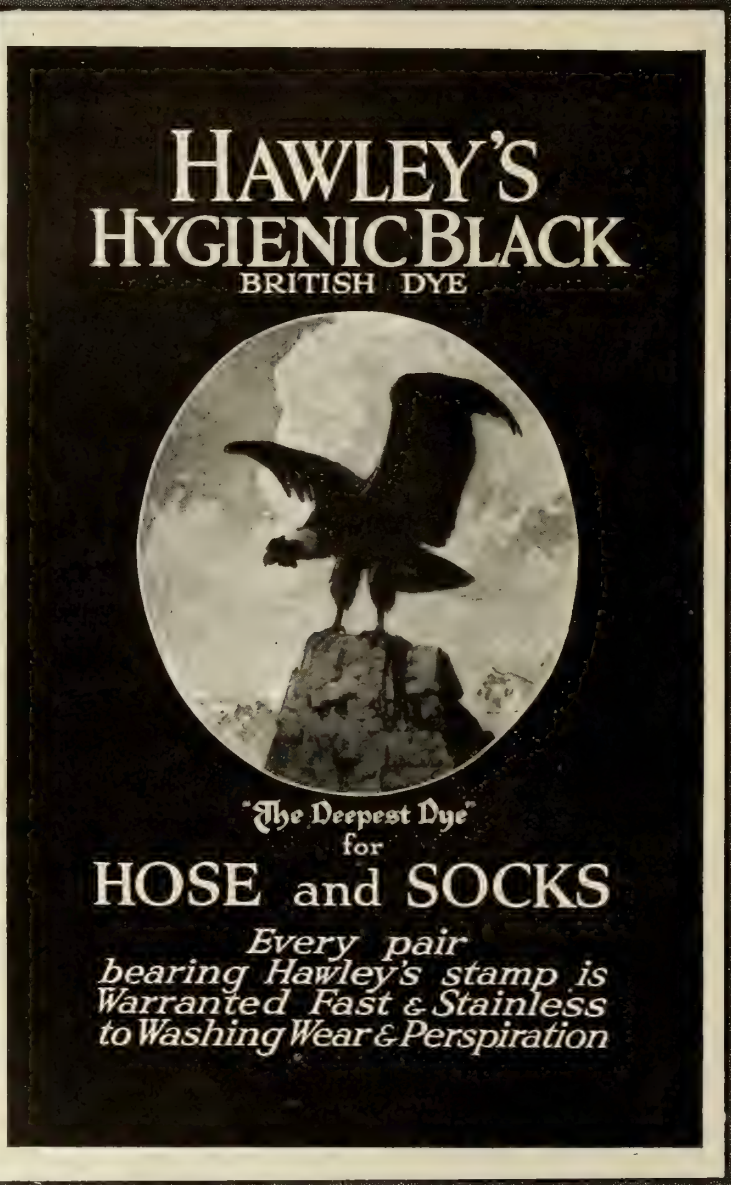
The W. R. Brock Company (Limited)

Cor. Bay & Wellington Streets, - Toronto

## STOCKINGS AND SOCKS OF
# PURE WOOL

**Pure Silk and Artificial Silk as well as Soft Cotton (*Cashmere or Llama Finish*), Mercerised Cotton (*Silk Finish*) and Lisle Thread are now being dyed "Hawley's Hygienic Black."**

Attractive Showcards, Price Tickets, etc., featuring this and other designs are now available and supplies will be gladly sent upon application to the Offices of The Dry Goods Review, 143-153 University Avenue, Toronto, and 128 Bleury Street, Montreal.




To meet the Great Public Demand for "Hawley's Hygienic Dye" upon Hose and Socks in all makes and Materials Retailers should at once place orders for a full range of these goods with their wholesale houses.

**Every pair is clearly stamped with the name "Hawley's" and is a guarantee to the purchaser of the Fast and Stainless qualities of the Dye.**


¶ Should any difficulty arise in respect to supplies of any particular line of goods dyed "Hawley's Hygienic Black," names of Wholesalers who are in a position to supply will be gladly given in answer to an inquiry addressed to the Publicity Dept., Sketchley Dye Works, Hinckley, England.

Dry Goods Review

Volume XXXIV. TORONTO, CANADA, JULY, 1922 Number 7

# Autumn 1922

## A Foreword




IF ONE may judge by the amount of business that has already been placed for Fall by the retail trade of Canada with wholesalers and manufacturers we are really beginning to see the sunshine of better times. The sun may not as yet have reached the meridian from behind the steep hills and undulating valleys of difficulty and depression, but it is surely rising, dispelling the shadows and heralding the advent of the normal day. On the whole, at this time of writing, commitments for Fall and Winter are heavier than they were a year ago. As one wholesaler put it—rather pessimistically, it seemed to us—that does not say that business is good. No, it does not, necessarily; that is, if one compares it with those peak years following the war when the least consideration in the world's markets was that of price. But we have descended from the peaks, we have travelled through the valleys and now we are again on the even road, running the straight race for the prize that, as ever, will go to the strong, the courageous, the aggressive. If we cannot say whole-heartedly that "business is good" we can certainly claim that it is good business that there is a marked improvement over this time last year, that there is greater freedom in the movement of merchandise, that the liquidation of stocks is practically complete, and that a greater measure of confidence generally prevails.

### HOPEFUL SIGNS

The development of trade in Canada is no longer a strictly Canadian affair. Outside influences have their bearing; international trade currents affect the channels of our trade both internally and externally. In Canada we can pretty safely watch the barometer of business across the international boundary line to get a correct forecast of our own. For some months there has been a steady improvement there. The Federal Reserve Bank of New York reports an increase of eight per cent. in retail sales for the first five months of the year in comparison with the corresponding months of 1921. April and May, in New York City, show a 2.3 per cent. and a 3.6 per cent. increase respectively over the same months a year ago. The improvement is gaining momentum; it looks like a consistent, steady improvement.

We are, as a rule, some months behind the United States in the general trend of business. It was so with depression; it will, in all probability, be so with the return of normal times. But the stronger faith that has found expression in heavier placings than were pledged a year ago may be regarded as a very hopeful omen of better business for Autumn, 1922. As ever, we must look to the land as an indicator of what lies ahead in a business way; and the land promises a bountiful harvest.

### THE BATTLE TO THE STRONG

It has always been so, it always will be so—the battle will go to the strong. Micawber made the fatal mistake of waiting for things to turn up instead of turning them up. A thousand opportunities knocked at his door, unheeded. As business men, we shall do well to avoid the mistakes of Micawber. It is a time for concentration on business problems, for whole-hearted devotion to business. Keen merchandising men all over the country are not speculating in Fall buying—but they are taking no chances, either. They are covering legitimate requirements, based on the knowledge that manufacturers and wholesalers are no more disposed to speculate than they. They are not going to starve their stocks and lose sales; neither are they going to over-stock and sacrifice on mark-downs. They are studying the situation with a microscope, endeavoring to strike the even balance between success and failure. Many of them will do it. And they will do it because they know that competition is keen and that only the fit shall survive.

# Sales Ideas Used in Buffalo Stores

## Eight Plans That Have Brought Home the Bacon in a Large and Small Way—Numbering the Counters Helps the Customer and Saves Time—Even the Shoe Shine Brings Custom—A "Will Call" Department Provides Good Service

MONDAY is a big day for sales in Buffalo. Many stores believe it is the best of the week. Both customers and salespeople are somewhat refreshed after the week-end. Newspaper advertisements are read with more care on Sundays, as soon as the public has been trained to look for them on that day. Moreover, Monday gives women their first opportunity to spend the money which their husbands have brought home on Saturday.

It is noticeable that in most Buffalo department stores, there is no day on which sales are offered in every line. The managers of several stores informed Dry Goods Review that sales every day in one, two or, at most, three departments scattered in different parts of the store, have proved better business getters than special offerings once a week, in all departments. They say it is the regular lines which make sale days a success, particularly when prices have to be cut so low as at present, to make the buying public appreciate a bargain.

### Number the Counters

The Kresge Co., number each of their counters with signs hung in plain view above them. A store which is broad enough for four counters, that is two in the centre and one along each wall, has the four nearest the main door numbered from left to right, one, two, three and four. The next four are marked five, six, seven and eight and so on. There are many advantages in this. When a customer asks where a certain article may be purchased, the salesgirl has only to look down the store and give the number of the counter.

In most stores, the answer given when such a question is asked, is usually "the fourth counter down and two aisles over," or something even more complicated. It is difficult for both the one directing to estimate and for the other to follow. Moreover, a list of the lines carried may be kept at each counter, so that salespeople can find in a minute the number where each may be found. This system seems particularly applicable to stores carrying many small lines and to main floors of most stores.

Several Buffalo stores have ladies' shoe shine parlors in connection with their waiting rooms. Besides the convenience of these and the actual profit obtained, they say that such parlors are the means of bringing many women to the store. This is particularly true at the noon hour, when business girls seize the opportunity of having their shoes shined.

One store has this service on the third floor, just outside the waiting room and at the head of the stairs leading from the dress and coat department. To the left of it is the millinery section and to the right, the lingerie. The colored man in charge told our representative that he can trace at least a dozen sales a day which are directly the result of shoe-shines. He says that most people have a little time to spare when they come to him and that with quick service they still have time to look at hats, gowns and lingerie.

### Selling Old Stock

A specialty shop devoted to women's ready-to-wear apparel of every kind, has found a splendid way of disposing of its velour kimonos and breakfast gowns. It has a case labeled "Beach gowns." Women who would otherwise not think of using these as bathing apparel, have bought them because of their attractive colorings, the head saleswoman informed us. When the fact that this French velour will not be injured by water and can even be washed in water, is told Buffalo shoppers, they prefer them to the ordinary coat for the beach.

### Slogans

Buffalo stores are very fond of using slogans here and there. They are seen in the elevators, on banners during sales and in the papers. One large house calls itself the "Store of Specialty Shops," and another "Buffalo's fastest growing store." Still another has the sign "The Old Store that Stays Young."

### Using Ugly Space

For a store that was built long ago when window space was not considered as seriously as it is now, there is a plan which one firm is using to great advantage. This store has three large windows on Main St., but none on the side street where it runs back a distance of about fifty feet. An ugly, brick wall which was once white is on this street without any relieving windows. It has the advantage however of being set about one foot back from the street line.

The store has built a glass case against this wall which runs almost the whole length and attracts nearly as many people as the front windows. It makes up in height what it lacks in depth and the background is so chosen as to make this depth appear as great as possible. A short time ago there was a display of bathing suits on figures of men, women and children which probably forty per cent. of those walking on Main St. turned the corner to look at.

### "Will Call" Department

A "Will Call" department in connection with the parcel desk, is said to be greatly appreciated by shoppers in Buffalo. The parcel wrapper in a store which has this label in plain view, says that after wrapping an article, she always enquires of the customer whether he or she would like to call in later for it. In that case, the parcel is placed in the "Will Call" section with the customer's name. She says this system brings many customers back to the store and keeps the name of the firm always before the public.

### Big Sale of Notions

One store had the sign "Buy one of these light-weight cases for your glasses, to wear with summer toggery." A pile of aluminum cases was placed in the window as well. The proprietor says that on the first day he sold two hundred at 50 cents and 25 cents. The previous day he had not disposed of a dozen.

### Selling by Window Display

A noticeable feature in most of the Buffalo display, is that when there is a sale of several lines, only one of each is shown in the window. For example, one shop had a Monday sale of blouses, wash dresses, silk hosiery and sweaters. The window showed the following samples: an organdy blouse marked $2.98, a French gingham dress at $5.00, a yellow silk sweater at $6.95 and one pair of white hose at $1.49.

The window dresser claims that this is a more profitable window than one which shows several articles of each line. Where space is somewhat limited and there is a sale in several departments, it is not possible to show more than two or three of each without overcrowding. One article is a stronger attraction than two or three because it suggests that a line can be purchased at a certain price while several give the window gazer some idea of the limitations of that line. He believes that unless there is room for a whole window of blouses or of dresses as the case may be, the one article plan is preferable.

# An "Avoid" List Helps Cut Overhead

## Merchandise Manager Says That Habit of Conserving Developed During the War Seems to be Forgotten Now—Simple Little Habits of Wastefulness Mount Up Into Many Dollars—Prodigal Use of Wrapping Paper, Pins, Cartons, etc., to be Eschewed

DISCUSSING the ever vital subject of how to reduce the cost of selling merchandise in the average store, some pertinent suggestions were offered to Dry Goods Review by a Montreal merchandise manager. The fact which he kept foremost in the discusion of how to bring down overhead was that we are forgetting the meaning of the word "conservation" which used to be heard so frequently during the war years, and we are lapsing back into many uneconomic practices which are indicative of habits of extravagance, of carelessness, and which need to be constantly supervised. Making the most of resources—a fundamental principle of good management at all times—is of supreme importance when reduction of overhead cost becomes imperative. Just as during the early months of the Great War, leading merchants got together to discuss measures for reducing waste in materials and equipment used in retail stores, for curtailing some expensive forms of service such as unnecessary number of daily deliveries and too liberal allowance of time for return of goods, etc., so the same problems are, to a great extent, calling for solution in these post-war days. As a result of a widespread revision of store policies, as a war measure the much indulged shopping public soon learned to be more reasonable in its demands, and public interest became aroused in the endeavor to aid merchants in their efforts to encourage conservation.

### Common Forms of Waste

By a similar plan, those stores which find their overhead expense mounting instead of declining might adopt some of the recommendations made by the Montreal merchant. "I have issued the following list of things to be avoided in all the departments of this store," he remarked. "On the whole I find the most waste and carelessness in connection with wrapping and packing merchandise, but there are many other little leaks which have been eating up profits and are now coming under the axe."

The list was given as follows:

"Avoid forcing merchandise into too small an envelope, so that tearing results, and a second envelope has to be used.

"Avoid a large box when a smaller and a cheaper one would accommodate the merchandise suitably.

"Avoid using tissue paper to pack inexpensive goods which need no such protection, or to fill up corners unnecessarily.

"Avoid wasting pins. Good pins are expensive and as they can be used indefinitely, it is important that they be saved. Pick up the pins which drop on the floor of the fitting rooms.

"Avoid wasting pin-tickets, tags and rubber bands which may be used again.

"Avoid using more paste than is necessary in applying address tickets to bundles.

"Avoid using tissue paper for dusting instead of cloth dusters, or destroying boxes in which merchandise is returned when they are in good condition to use again.

"Avoid destroying empty merchandise cartons which could be used to advantage in the packing room.

"Avoid figuring and scribbling on printed forms instead of using waste paper or regular scratch pads. Do not tear off a corner of wrapping paper to do figuring on.

"Avoid wasting carbon paper in salesbooks, when it may be reversed and used as long again.

"Avoid wasting advertising leaflets. Cases have come to light where as many as 8 or 10 have been found in parcels, when only one should have been included.

The staff of this store has also been instructed to watch the electric lights burning in show cases, which may often be turned off when the sunshine is particularly bright, with a consequent saving.

### Reducing Cost of Delivery

This firm has also effected a saving of money in connection with delivery of parcels. A rule has been recently put into force whereby no C. O. D. sales of less than $1 will be accepted, nor will any article costing under this amount be sent. When the question of delivery comes up in connection with the sale of a small purchase, the sales clerk is instructed to enquire, "Will you take this with you," instead of the opposite question, "Will you have this sent?" which invariably leads to acquiescence on the part of the customer.

Waste of time on the part of employees is discouraged by this store, which insists upon promptness in the morning and after lunch on the part of its staff. Care of store property is likewise emphasized in another recommendation which is worded as follows:

"Any salesman who finds it necessary to stand upon the counters or other fixtures at any time must use cardboard or other protecting substance under his shoes."

Employees are likewise enjoined to report anything which should be given instant attention such as an odor of gas, a leaking pipe or faucet, or a latch out of order. Prompt attention in small matters frequently means a saving of much money in the end.

### Overmeasurements Means Loss of Profit

The yardage goods department of this store has shown improvement over past conditions since an investigation has been made with regard to the manner in which samples are given, or goods protected from dust and strong light, and from waste in over measuring. Every piece of goods cut off by four salesmen for a period of seven days was re-measured as a test of their accuracy and in each case losses from overmeasurement were discovered varying from 1½ cents a sale to three cents. Such lack of exactness in measuring may be responsible for heavy losses in all yardage goods departments.

### Sales Check Errors

Errors in writing and handling sales checks are always costly and in this connection, salespeople in this store are told to read over the name and address given to the customer before he or she leaves the department, lest an error may have been made inadvertently. This is usually done when change is being given.

One result already registered in connection with this campaign for conservation of store resources has been a new enthusiasm shown by the employees who have quickly recognized the advantages.

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### PLANNING INTERNATIONAL EXPOSITION

To arrange details for the organization of the Niagara Falls International Exposition, offices have been opened by the promoters in Buffalo. The project will involve an expenditure of upwards of $200,000 000 it is stated. Large appropriations from the governments of the United States, Canada, Europe, Asia, Africa and South America will be sought to erect and maintain permanent exposition palaces.

A prominent feature will be the display of the products of textile mills. Working models will be installed showing the processes involved of every product manufactured in America.

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Arrangements have been completed for the establishment of a Canadian branch of the Dander and Watson Hosiery Co., in Guelph, Ont. The new mill will make silk stockings, socks and sport hose of all kinds.

# Anniversary Sales Bring Business

## Merchandising Manager Should Not Forget That It Is the Occasion of Giving as Well as Receiving—Some Celebrated Birthday Cakes That Drew Crowds—Giving Away Birthday Presents —Co-operating With the Children




ANNIVERSARY Sales have become a fixture in Canadian merchandising. But the merchandise manager is sometimes at his wit's end to know how to put this sale across in a new way. To think of a new idea that must be worked out throughout the entire store once a year, worked out in the store's many ramifications is not always the easiest thing in the world.

It is not a bad idea for the merchandising manager to put himself in the shoes of the individual when planning this event. If Mr. A. celebrates the 25th or the 50th anniversary of his birthday he knows that two things will happen. First, he will be the recipient of some gifts: Second, he will, in all probability, act as host to a number of friends and will dispense little niceties to them that they will remember with pleasure as long as they live. It may be a somewhat commercial conception of a birthday party, but it is the truth nevertheless.

Perhaps the merchandising manager sometimes forgets the two-sidedness of his anniversary sale. Of course, he expects to give good values and all that, but he also expects to close the books on the night of the sale with a credit balance for the firm. But has he made any plans to dispense some of those little niceties that are remembered as typifying a feeling of real friendship that exists between the heads of the firm and its customers? In other words, has he planned to really give something away for nothing? It seems to us that this should not be forgotten in running an anniversary sale — something should be given away.

### A Birthday Cake

Ogilvy's, of Montreal, had an unique feature in connection with their 55th anniversary sale which they ran last October. Of course, they had searched the market for good values for their customers and were ready with real money-saving merchandise. But they also dispensed with a little nicety that left a good impression. In their window they had a birthday cake that weighed 500 pounds and for the mere asking pieces of this were given away. In their window this cake was placed with three forms indicating the development in styles during the 55 years they had been in business.

### Another Cake

It was left to the A. J. Freiman store, of Ottawa, however, to claim credit for being the dispensers of the largest gift cake in the world when they celebrated their 21st anniversary. They had a cake in the window that weighed 2,000 pounds and on the last day of the sale pieces of this were cut up and put in little boxes to be given away to all adult customers who came into the store. This being their 21st birthday, they decided to give away twenty-one gifts to holders of lucky numbers which were on aluminum discs given away with each purchase. These prizes were also displayed in the windows and added to the interest. The firm took occasion to tell something of their history during their 21 years of merchandising, not the least interesting feature of which was that their daily business now equalled what was done during their first two years of business.

Ward & Deward of Oshawa also celebrated their second birthday in a somewhat similar manner. They had a large cake in the window and on one afternoon of the sale they dispensed a thousand pieces of this cake with cups of tea.

### Another Plan

Find out in some way—a coupon in your regular advertising would probably be the best way—the ages and date of birth of as many people in your community as you are able to. Send out an announcement that you are going to celebrate one of your business birthdays, but for some time do not tell the date of the celebration. Make the announcement that it is your intention to give birthday presents to all who celebrate their birthday on the opening day that you celebrate yours. This, of course, will necessitate a closing date for the receipt of the coupons. Make it plain that this applies to little folks as well as big ones, for the little folks are a very valuable asset in such plans as this.

An additional feature might be that you would give a special list of prizes to those who are celebrating the same anniversary that you are, that is, if you are celebrating the 21st anniversary of your birthday in business, all those who celebrate the same anniversary on the opening day of your sale will likewise receive a special gift.

Such a plan will result in working up a good deal of local interest which will bring dollars to your counters.

### Using the Children

It has been said that children are valuable assets to anniversary sales. A very simple and inexpensive way to enlist their co-operation during an anniversary sale is to make the announcement that for one day a free balloon or a free something else that will appeal to the children will be given away to every child accompanied by one or other of its parents. If you have wisely selected an article that appeals to the childish imagination there will be no doubt about the parents coming to your store. Such a day would be a good one to feature some inexpensive specials. You would find, in all probability, that few parents would leave the store without a little bundle under their arms. It is another case of a little child leading them.

### Using Coins

A certain merchant made a novel use of coins in celebrating one of their anniversary sales. They had a number of hundreds of them struck off with the figure of the founder on one side of the coin. On the other side of the coin was the announcement that this coin when presented at the store during their anniversary sale would entitle the holder to a ten per cent. reduction on all merchandise bought. This coin was sent out to their regular mailing list and with it a letter of announcement of the sale and some of its salient features.

### Charter Street Car System

One of the most novel plans of celebrating a mile stone in the history of any organization was one we outlined a couple of months ago by the Hudson Bay Co. of Saskatoon when they celebrated

(Continued on page 35)

# Contests Are Business Builders

## If Properly Operated They Are Good Advertising, They Make Friends and Develop Business for the Future—Open Your Store to People to Study Retail Problems—Concentrating Attention on the Windows—Directing Attention to Sales Ad.

THERE always has been and always will be a measure of success in contests. Stores both big and little have tried them and will try them again. They have real advertising value, they can be so operated that big business will be brought to your store during the running of the contest, and they certainly can form the basis of future business, excellent mailing lists and fruitful prospects. Here are some suggestions for contests of one kind and another that were tried out and adjudged successful.

### Studying Retailing Problems

The other day one of the directors of the Chamber of Commerce of the United States government made the charge against the retailer that he did not sufficiently take into his confidence the public. He ought to tell the public more about the cost of doing business, the methods of doing business, and give them a much better knowledge of the whole science of retailing. There is good deal in what he says; it is the case that many people have an altogether exaggerated view of the profits that are made in retailing because they know so little about its problems and perplexities, its risks and its losses.

You might, therefore, have a contest involving the writing of an article or poem of so many words, as a certain merchant in the city of Boston did, on the subject, "What is the Secret of Our Success?" The announcement of this contest was couched in careful words that aroused a certain amount of enthusiasm and curiosity for the contest. It ran:

"We have been in business for twenty-five years. We believe we are safe in saying that no house in America, carrying the same lines of merchandise, is doing a larger business than we are in the same floor space. During the years we have been in business millions of people have traded with us. The public know our system of advertising, our store policy and the character of our merchandise. Now, there's a reason for this very large measure of success which we enjoy. What is it? We want to know and we want to hear from you. During the next two weeks you are invited to visit our store, examine our new stock of merchandise, study our system of doing business, interview our clerks, and obtain all the information you can to aid you in this contest."

With suitable prizes, a lot of people would be brought into your store and they would obtain a lot of information that would give them some new ideas regarding retailing and its problems.

Any idea that will concentrate attention on your window for a few days is a good one. How does this appeal to you?

Use the wax form of a young lady sitting at a table in her boudoir completing her toilet. The toilet articles are all spread before her — with the exception of one. Her attitude denotes that she is looking for this missing article, but it has either been misplaced or she is not the possessor of it. What is the article for which she is hunting? It is the one article that completes a lady's toilet set.

You might offer a prize of a coveted toilet article to the first ten young ladies who give the correct name of the missing article. At the same time, you could make a very nice display of new toilet articles just received.

### Making Early Acquaintances

A live merchant cannot become acquainted with future prospects too soon To make a friend of little children is to build business for the future—for they remember the things of childhood long into the years of maturity. Here is a way to build for the future by becoming acquainted with little folks at an early age.

In these days birth notices are usually published in the local paper. Watch for them. And when a little girl or boy arrives at some home create a card for that child, giving the date of birth, address, and, if possible, the full name. These cards can be so arranged that they can be turned over daily to see if any birthday anniversary is falling due on that day. And when it does fall due send a personal letter something like this:—

"Dear———

We want to offer our congratulations to you on the —th anniversary of your birthday; a long life and a happy one is our sincere wish for you.

We beg to call your attention to the fact that we have a very large and choice assortment of toys, dolls, picture books, birthday cards—and many other things of interest to little folks. No doubt, mother will want some of these for your birthday and if you will tell her to call within the next few days, we are sure she will see some things that will please her and delight you."

This card or letter would serve until the child can read, then it might be changed and sent to the mother herself.

### Helping the Sales Ad.

You usually want people to read carefully your advertisement when it deals with a clearance sale. It is the kind of advertisement that cannot be arranged too artistically, perhaps; yet it contains information you want to "get across." This plan might focus attention on your sales' advertisements for a few days: days:

Take a fairly large square space right in the centre of it in which give a dozen or so letters of the alphabet. Offer prizes to all children under a certain age for the longest list of geographical names in which these letters are used. You might ask one of the local teachers to act as judge in the contest—that would have a tendency to get more children to enter it.

Of course, the children would enter the contest, and, of course, their parents would help them. And while they are studying the letters in the centre of your advertisement they are also seeing the articles you advertise for your clearance sale. And that is just what you wanted.

### WILL PASS ON THE NEW TAX

**"While in the West we had the opportunity of discussing the sales tax and tariff with many of the leading merchants from Winnipeg through to Victoria. They were quite positive in their statement that this sales tax must be passed on to the consumer and that it would be unjust to expect the manufacturer or the merchant to absorb this tax, for the reason that it would be defeating the purpose for which same was created—that of compelling the public to pay their just share of taxes. There is no reason why the manufacturer or merchant should attempt in any way to absorb this tax.**

**"As for the preferential tariff of 2½%, this will have practically no effect upon the corset trade of Canada. The importations of corsets from Great Britain are practically nil. The reverse, as far as we are concerned, is the case; we are exporting in large quantities to Australia, New Zealand, South Africa and Great Britain. The 2½% reduction will, as far as we can see, have no effect upon the corset trade in Canada."—W. G. Rook, Managing Director of the Canadian H. W. Gossard Co., Ltd.**

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Employers and employees of the Bryson-Graham store of Ottawa, Ont., held their first annual picnic during June. About 130 were present. This picnic was planned to celebrate fittingly the manager's decision to close early throughout the Summer.

# Making Certain of Efficient Salesmanship; Systems in Operation by the T. Eaton Co., Ltd.

## Knowledge of Merchandise and Training in Salesmanship Are Foundation Stones of Their Business Structure—Employees Required to Pass Examinations Covering Character of Merchandise to be Handled by Them and How to Handle It—The Follow-Up System of the "Shopper"

KNOWLEDGE of merchandise and training in salesmanship are two of the foundation stones on which the T. Eaton Co., Ltd., have built up their business. The former includes definite instructions to all the salespeople in the organization regarding new merchandise coming into the store; the latter includes definite instructions regarding store systems, the handling of customers and the displaying of merchandise to the best advantage so that sales may be increased. From the very moment an employee is engaged, systems begin to operate which inform the Efficiency Department just what experience the beginner has had, what more is required, where there are weaknesses that need strengthening.

### Early Classes

The earliest instructions given beginners with the T. Eaton Co. have to do with store system, that is, making out sales slips, transfer slips, slips for out of town buyers, and all the other kinds of sales slips used to cover the various transactions that go on in this great organization. Examination papers are written by the new clerks at the conclusion of a certain amount of instruction and they are marked just as if they were being carried on under the regulations set forth by the Department of Education of the Province of Ontario. Not until these elementary instructions are thoroughly understood by the new clerk are they in a position to undertake the active duties of salesmanship in one or other of the hundreds of departments throughout the store.

### Studying Merchandise

A thorough knowledge of merchandise is regarded by the T. Eaton Co. as one of the first essentials of successful salesmanship. Nor is the acquiring of this knowledge left to cursory instruction or review. Before a clerk is sent to the classes of instruction it has been determined what department he or she shall be engaged in. Then follow very definite and comprehensive lessons, covering the origin, the manufacture of, the care of, the various makes of the particular class of merchandise under review. For instance, if a young girl is going to the fabric department, samples of staple and the very latest fabrics received by the department are sent to the classes; the pupils are instructed in the texture, the qualities, the durability, and all other points of interest regarding the fabrics which they will sell over the counter. It is not a general understanding of fabrics; it is a very specific understanding of the actual fabrics sold over the counter.

### An Example

At the present time, hosiery is one of the liveliest departments in many stores. The styles and textures are very numerous and a good deal of study is required to thoroughly grasp all the information necessary to make an efficient hosiery salesperson. Here are the thirty-six questions which have to be satisfactorily answered by clerks going to their hosiery department of the T. Eaton Co.

1. What are Thread Silk Hose?
2. What are Glove Silk Hose?
3. What are Fibre Silk Hose?
4. What are Worsted Hose?
5. What are Cashmere Hose?
6. What are Union Hose?
7. What are Percentage Hose?
8. What are Plated Hose?
9. What are Union Plated Hose?
10. What are Fleeced Hose and what is the purpose of fleecing?
11. What are Balbriggan Hose?
12. What are Cashmerette Hose?
12. What are Lisle Thread Hose?
14. What are Mercerized Hose?
15. What advantage has a Lisle Hose over an ordinary Cotton Hose?
16. Which will wear the better, regular cotton or fleeced?
17. Has a Glove Silk Hose any advantage over a Thread Silk?
18. What do customers usually understand "Ingrain" to mean?
19. What are Spliced Hose?
29. Name and describe the three different styles feet in hosiery.
21. If a customer asked how to launder colored silk hose, what should be suggested?
22. If a customer asked for Heather Hose what should be shown her?
23. Has a Cashmere Sole any advantage over a Cotton Sole?
24. What is a Maco sole?
25. What are Full Fashioned Hose?
26. How are Fashioned Seamless Hose distinguished from Seamless Hose?
27. How are Mock Seam Hose distinguished from Fashioned Hose?
28. What is the advantage of a Full Fashioned Hose over a Seamless?
29. Why are Full Fashioned Hose higher in price than Seamless?
30. What is meant by Out Size Hose?
31. What are the standard widths of regular and out size Hose?
32. How should a customer be handled who asked for Llama Hose?
33. What does "Multiplex" mean?
34. Which will shrink the more, white or black cashmere? Why?
35. What is the difference between natural cashmere and white?
36. What is meant by a machine sock hand finished?

Instruction of this kind is given throughout all departments in the store in order that every salesperson may be well equipped with knowledge regarding the merchandise handled.

### New Merchandise

In the case of new merchandise further instructions are given, though this is not given in the various class-rooms. The heads of sections or departments, after becoming acquainted with the names and characters of the new merchandise, undertake to instruct the salespersons in his or her section regarding it. Another system operates (to which we shall refer later) which shows whether this instruction is being satisfactorily given or not. It is not left, therefore, to individual study of new merchandise coming into the department. Uniformity of understanding is essential so that there may be no misunderstandings as to names of merchandise, else the advertising department (which is also informed of the names and character of all new merchandise) might refer to some merchandise by a name not understood by some salesperson in one of the departments and confusion or loss of sale might result when a customer comes in to inquire after an advertised line of merchandise.

### Instruction In Salesmanship

The problems of salesmanship are as varied and numerous, almost, as the sands of the sea shore. The time devoted to studying these problems of salesmanship is fixed according to the former experience of new employees of the T. Eaton Co. Regular classes are held, of course, and here is a list of questions, each one of which receives at least an hour's discussion before the pupil is asked to write an examination paper on them.

1. State what in your opinion are the "duties of a salesclerk."
2. How can the salesperson make the most of these "duties?"
3. What is your idea of "Service?"
4. What forms of address would you

use to the following customers? (a) The one who has just approached the department, (b) The one who is in the deaprtment and you are not sure whether she is being served, and (c) The one who is handling merchandise.

5. What bearing have the following on a sale? (a) Your appearance, (b) Your manner, (c) Your tone of voice, (d) Your choice of language, and (e) Your method of handling goods.

6. In how far is a knowledge of merchandise and its uses a benefit in selling?

7. Describe the sale, which, in your opinion, is a satisfactory transaction.

8. State what, in your opinion, could be done to increase your individual sales.

9. How should the following customers be dealt with?

(a) The customer "just looking."

(b) The customer who asks for something not in stock.

(c) The customer with an exchange.

(d) The customer who states she can buy the article elsewhere for less money.

(e) The customer who demands your attention when you are engaged with another customer.

**The "Shopper" System**

Not only does the Efficiency Department send new employees into the various department well equipped for their tasks but they see to it that the efficiency of the entire sales' force is not allowed to deteriorate or become impaired in any way. This is done by means of a "shopper" who is periodically engaged by the firm. This shopper buys according to the daily advertisements appearing in the press. As a rule, the morning papers carry advertisements devoted to style talk or new merchandise, while the evening papers are given over to special values or sales. The shopper will go to such and such a department and ask for a line of merchandise advertised, say, in the morning paper. Suppose, for instance, the salesperson states that they haven't that merchandise or that it is to be found in another department. Something is wrong. It may be one of a number of things that has gone wrong. The advertising department may have called the merchandise by the wrong name, or may have given the wrong department for it. On the other hand, the head of the section or department may have failed to properly instruct the salespersons in that section as to the proper name of the merchandise, or the salesperson may have failed to read the daily advertisements appearing in the papers, or the salesperson may be deficient in his or her understanding of the merchandise.

That is only one phase of the shopper's work. She may ask the salesperson questions regarding the character of the merchandise, she may carefully note the bearing, the procedure, the language of the salesperson. The shopper is in possession of the information which the Efficiency Department seeks to impart, and she is able, therefore, to test the knowledge of the salespersons regarding these points. Of course, the shopper makes full reports to the Efficiency Department of her work and in this way it is found out where further instructions are necessary, whether there are faults to be corrected. where there are weaknesses that need strengthening, where the efficiency of the entire organization can be brought to and maintained at a higher standard.

# Planning a Summer Clearance

Here are some points well worth bearing in mind when planning your Summer clearance sale. The Ely & Walker Dry Goods Co., of St. Louis give prominence to this slate of ideas in their house organ.

"In getting out the advertising for your sale—go through stocks carefully and thoroughly; note the merchandise, and describe each item in detail whether for newspaper advertising, circulars or personal letters.

"Prices must be attractive, and usually a consistent comparison of prices is advisable, especially where the reductions are so radical as to excite the prospective customer.

"General statements — meaningless generalities—will not get the business. There must be actual statements of prices in figures that the reader can understand and comprehend.

"Such general statements as '25 per cent. discount' mean much to the retailer—because it is the cutting off of any possible profit—yet very few customers are going to figure the saving in actual dollars and cents. It is a much stronger statement to say—'Regularly priced, $1.50, reduced for the clearance to $1.12.'

"Then comes another secret for a successful sale:

**Variety Necessary**

"There must be wide variety of merchandise included. Hundreds of intended sales have fallen down, resulting in keen disappointments because there was a lack of variety, and the sale did not impress the people as being of any consequence. Interest as many people as possible, and as many members of each family as possible.

"Learn to rely upon your wholesaler for some special lots that will sweeten up your stocks—that will enable you to advertise some specials that will ring out for miles, and at the same time make it possible for you to realize a satisfactory profit based upon an almost instantaneous turn-over.

"The same rule applies to display windows as to advertising—there must be variety of merchandise displayed. It is best to arrange unit groups in the windows—that is, having related items in groups, rather than a general variety distributed over the entire space. By arranging your window in unit groups —the general appearance of the window can be changed every two or three days without the extra effort of being compelled to put in something new every few days. The interior of the store must also be arranged with merchandise out in sight and properly ticketed.

"Personal letters should be prepared in advance, along with large circulars, to be sent to a selected list of people who perhaps do not get the local paper. Many retailers are even going so far as to duplicate their newspaper circulation with 'bills' and letters."

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**ANNIVERSARY SALE**

(Continued from page 32)

their 252nd anniversary in conjunction with the purchasing of one of the large department stores of that city. They chartered the whole street car service for one day and gave free rides from nine o'clock in the morning till six o'clock in the evening. It is a plan that could be worked out by the largest store in a medium-sized city.

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Action directly affecting the Canadian fur industry was taken when the United States Senate struck out the provision in the tariff bill carrying a rate of $200 on black and silver foxes. Such foxes for breeding purposes would come in free while other would be dutiable 15 per cent. ad valorem. The rate adopted in the house bill was $350 on both classes.

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The carpet trade of Kidderminster and district during the past month has been of a fairly satisfactory character, demanding the employment of the bulk of the workpeople during normal hours. One of two firms ,after working overtime for quite a period, and others doing double shifts, have considered it necessary to ease off and get back to ordinary hours because of the shrinkage of demand due to the practice of hand-to-mouth purchases on the part of practically all the big buyers The latter feel, with some show of reason, that a fall in prices in July was not only evitable but necessary, and they have, consequently, held off from placing orders. There is, however. a steady volume of the finished article both "made" and piece-goods, being dispatched daily.

# Dry Goods Review

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## The Fall Number

THIS issue of Dry Goods Review is the thirty-fifth annual number. As usual, it contains the last information we can gather from many sources touching Fall styles in the numerous departments dealt with in this publication. But the old order changeth. Thirty-five years ago at this time of the year most of the placing for the Fall and Winter business would have been completed. At this time of writing in the year 1922 it has hardly begun. Transportation and prevailing business conditions have considerably shortened the time between placing and delivery. For normal conditions of trade the period is, perhaps, too short. There are some retailers who are losing sales because they are starving their stocks, believing this to be economy; manufacturers of many lines are finding it difficult to estimate the requirements of the trade because the trade is cautious about commitments of any considerable quantity. So far as we are able to judge, this condition will only right itself when a greater confidence has been established all round, when the general tone of business is such that the trade may feel warranted in pledging their credits, knowing that consumer demand is more to be reckoned on than at present.

What information we diffuse in this issue with regard to Fall fashions, styles and materials is not the last we will have touching Fall business. A number of manufacturers, at this time of writing, have not completed their Fall lines or models. Information from such sources will be passed along in a later issue.

There is every reason for saying, however, that Fall 1922 has been carefully planned for by the manufacturers and the wholesalers. A wide variety of materials, some decidedly new and attractive styles and models are seen or described in the various departments. The time is most opportune for "something different," and, evidently, manufacturer and wholesaler have grasped the opportunity. With conditions such as these to back up the improving salesmanship being demonstrated from "behind the counter," and with the business outlook such as it is we look for a satisfactory and improving Fall trade.

## Sales Ideas

IN THIS issue of Dry Goods Review we pass along to our readers a number of sales ideas that we have gathered from many sources. Anything that will promote the quicker turnover of merchandise is an aid to business generally, as well as to the particular merchant who might make use of the idea. If an army of a hundred sales ideas could march through this country and station themselves for duty behind the counters of several thousand dry goods merchants, there would be a wonderful boon to trade. In the hope that some of these ideas might be business-getters we have placed them all inside one number, believing that they present the opportunity for promoting bigger business in some one department of the store or throughout the whole store. The semi-annual clearance sale is still a thing of the future and merchants may discover that better sales promotion can be effected by the adoption of one or more of the ideas here presented. It should not be forgotten that, while a percentage of our population is unemployed—after all, it is a very small percentage—there are still many hundreds of thousands of people who are employed and quite able to buy normally. In merchandise, retailers are always on the lookout for "something different;" perhaps in sales ideas, the consumer is also looking for "something different." We hope you will find it in this issue.

In this connection, we would like to refer to a special article in this issue on merchandise turnover and stock control. It once more sets out in a very clear and comprehensive way what we have argued for for years, namely, the most intimate knowledge of stock at all times so that every step taken in buying and selling goods may be taken with scientific precision rather than as a leap in the dark. Competition has become so keen these days that the man who is guessing from day to day is very apt to find himself facing financial difficulties sooner or later; the man who is going ahead despite the time is the man who knows all about his business and his stock and who is devoting the best of his energies and endeavor to them.

# "We Build"

By E. DeWITT HUTT

KIWANIANS to the number of about six thousand gathered in June in convention in the city of Toronto. They came from the four quarters of this North American continent. These six thousand are only a small percentage of the number of men affiliated with the Kiwanian movement; altogether, their membership is upwards of 70,000. And the vast majority of these 70,000 men are business men, men whose life and best energies are devoted to problems of buying and selling merchandise.

The movement was started barely six years ago in the city of Detroit. Originally, it was the intention of the founders to weld it into a movement of specific benefit to business men; the members would agree to trade one with the other, thus keeping trade at home and building a bigger and better city because trading was done at home. There was in this conception the idea of building; "we build."

Then came the war, that is, it came for the United States after the launching of the Kiwanian movement. Kiwanians got a new vision, a vision that has inspired many noble pages of history during the last seven or eight years, a vision of untiring service to their country and to their fellow-men. Devotees of the movement in Canada and the United States saw the foundations broadening, the structure becoming greater and grander. "We build" was still the beacon light to Kiwanians, but the local significance and intent of Kiwanianism were swallowed up in the bigger idea of service, a service divorced from any selfish thought of gain and personal aggrandizement. The spirit of the movement grew with the myriad calls to service that came during those tortured years of the Great Conflict; it developed from a local to a national, from a national to an international movement, not forgetting, however, that real service to their country or to their fellow-men could be wrought in any of these three spheres.

And so, Kiwanianism stands to-day, we hope and trust, merely at the fringe of its noble history of service. As John O'Connor, president of the Toronto Kiwanis Club, said to the writer, the man who thinks he is going to get something out of this movement in a material way is up against the wrong idea. He must be prepared to give of his time and his money, unselfishly.

It seems to us that the outstanding feature of the Kiwanian movement is that it is the organizing of the business men of the country—this country and the United States—for local, national and international service. Business men, through this organization, are going to leave their impress upon local, national and international history. They bring to bear on all their activities that business acumen which governs them in their private transactions. They severely frown out of countenance shady procedure. The influence of such a movement is bound to have a bearing upon government, because business men have a growing conviction that government, after all, is a matter of pure business, not the sacred right of the so-called politician and the self-styled statesman. We do not suggest for a moment that it will develop into anything approaching a political party, but with the ideas that business men have of government, ideas that are being developed in the Kiwanian movement, sooner or later it will find expression in better government because it will be government conducted on sound business principles.

Internationally, the Kiwanian movement can profoundly affect international relationships. It is one of the regulations of the movement that delegates attending the Toronto convention must make a report to their local organization, giving their impressions as well as an outline of the convention. These reports inevitably find their way into the public prints. If five or six hundred such reports are printed in the press of Canada and the United States, reports that abound in feelings of neighborliness and goodwill, the widening of the circle of international friendship is apparent. And as the movement grows, business men will make their voices heard in the inner councils of men who may be tempted to play fast and loose with the lives and properties of their fellow-men.

There are definite objects which the Kiwanian movement has in view, objects which are being worked out locally. It seeks to make better citizens of the under-privileged boy. Thus, in the city of Toronto, for instance, there are many hundreds of boys, who, some day, will rise up and call "blessed" the name of the Kiwanian Club. This is being done all over. It is but one small item in their local programs of civic service. In developing better citizens in better cities, they are building a better country.

There is no limit to the work that might be done by such a movement as the Kiwanian movement. So long as the idea of service is uppermost in the mind and heart of a business man who will give expression to that idea in a business-like way, just so long will the movement commend itself to all citizens and find for itself a laudable place in the pages of history.

# Dry Goods Markets at a Glance

Commitments for Fall Ahead of a Year Ago—Big Accounts Cover Themselves Better Than the Smaller Ones—Price Advance in Some Fabric Lines—Lively Business in Fall Furs—Dresses and Mantles Sell Well—Tariff Changes

COMPARING placing orders for Fall and Winter of 1922-23 with those of 1921-22 is another way of saying that the retail trade of Canada has placed greater faith in the months that lie ahead than they did in the same months a year ago. There are a few exceptions to be noted, but on the whole, commitments for the coming Fall and Winter are heavier this year than last, at this time of writing. Wholesalers and manufacturers fully expect the rest of the year to be a sorting year, dependent upon the final outcome of the crops and the development of business generally. They tell us that their placing orders to date are better than a year ago, but they say that business yet is not what it ought to be. That may be true under a critical analysis, but the very fact that business of this character is better than a year ago, is, to our mind, a most hopeful sign of the times.

According to information we have gathered from several sources, big accounts have covered themselves better than the smaller ones. Their first needs are well looked after; they have anticipated their requirements with a knowledge of present conditions. From not a few sources we have heard a good deal about shortage of merchandise this Fall, and, in sifting these reports we have found some actual cases where retailers have been left because they did not order from the travellers in the first instance. They came into the market later, only to be told that the line had been sold up and that they could not get any of it. It certainly is not a time for reckless speculation or anything approaching it; on the other hand it is as well for the retailer to bear in mind that the wholesaler and the manufacturer is no more disposed to speculate than he is.

### Furs

An altogether unusual interest has developed in the fur trade. Manufacturers are placing on the market some of the most attractive models that have been seen for many a day and in comparison with the bookings of a year ago, the results are far ahead this year up to this time. The fur section in this issue carries some late information regarding styles and some of the attractive ones are shown. It looks like a very lively fur season in the retail trade. Seal, muskrat, coon and lamb are all selling well.

### Fabrics

In talking with a foreign buyer the other day, he told us he was of two minds about making his usual trans-Atlantic trip for Spring buying. The reason for his demurring was that prices were advancing on woollens and he felt that the retail trade did not want to pay advanced prices. He will probably make the trip but it is a fact that prices on many lines of woollens are advancing. Some Spring buying has been done at an advance of one and two shillings a yard.

For a time there was a shortage on some lines of summer fabrics, particularly in white, but it was well covered by wholesalers in recent shipments. Canton crepe has been an outstanding factor in the fabric trade and other lines of crepes have not been far behind. Fall trade has developed very well on metallic effects, particularly in the dressier lines. Velvets and all pile fabrics are also good, and tricotine and botanies are in demand.

### Knitted Goods

Manufacturers say that a new interest is being taken this Fall in woollen garments, due to the fact that prices are easier than they have been for some seasons back. One manufacturer's agent told us that there would be a shortage in some lines of knitted goods this Fall. He had just made a trip through his mills and had tried to induce the manufacturers to make up for stock but they had stated they would not, except they had the actual orders for it. Ladies and children's underwear had sold very well for Fall, much better than men's, with the greater demand for the fine lines. The same may be said of hosiery. In sweaters, both tuxedos and slipovers are selling well.

### Accessories

Most firms have their Christmas novelties in readiness and have made a showing of them to the trade. They say that only certain sections of the country are buying and that others will not commit themselves beyond the late Summer. One importer of handkerchiefs stated to Dry Goods Review that the trade had placed very little yet for Christmas trade. There is a distinct revival in the neckwear trade and a new interest is being taken in patent leather bags for Fall. Manufacturers in both lines are encouraged and are looking forward to a good season.

### Ready-to-Wear

Though the field has not yet been very thoroughly canvassed by representatives of ready-to-wear firms, there have been encouraging orders received by dress and mantle houses. Dresses of canton crepe, and georgette crepe and velette have been well received in loose lines with low waists. In coats, velours and duvetyns with some sports materials are selling well. Some very attractive samples are being shown by the blouse trade and a good deal of energy is being put behind their efforts to interest the trade.

# Increasing Turnover by Stock Control: Avoiding Waste and Adding to Your Profits

## Number of Turnovers As Vital To Business As Amount of Profit on Each Turnover—Expense and Waste Involved in Slow Turnovers—Proper Stock Control Amounts to Less than 1% of Selling Price—Guessing or Knowing Your Business Details.

*Alvin E. Dodd, Manager Domestic Distribution Department, Chamber of Commerce of the United States, recently gave an address on "Merchandise Turnover and Stock Control." Men's Wear Review got in touch with the Department at Washington and secured a copy of the address which we give herewith. It will bear a good deal of study, for it contains valuable information, particularly during a period when merchants are devoting their energies to the outstanding problem of the moment—increased turnover.*

THERE should be no difficulty in expressing the idea that the number of turnovers are just as vital to a business as the amount of profit on each turnover. Thus: If the profit on each turnover is 5% and there are four turnovers in any given period the profit on the stock investment is 20%; and if the number of turnovers is doubled the profit will be doubled.

Many years ago merchants and manufacturers who had studied distribution with exactitude, as if it were a science or at least an art, learned that the rate of turnover is one of the most important factors in business. If all of its relations are taken into consideration perhaps it is the most important factor, except always an accurate form of cost accounting, without which it is inconceivable that any business large or small can be conducted really well. We use the expression "almost inconceivable" because we know that some business heads have not established cost accounting. This is not an argument against it any more than if a merchant does no advertising his failure to utilize this sales method is an argument against the need for publicity. If a business man does not keep his costs separated from each other, we are forced to ask:

**How does he know when some of his expenses are too high?**

Clearly as the importance of the turnover appears and universally as its truth is accepted, there are frequent violations of its most fundamental principle—not to overbuy—even among comparatively progressive merchants. An addition to the cash discount or an attractive price concession sometimes will induce the purchase of considerably more goods that can be sold within a reasonable turnover period. This entails the likelihood that a season will pass leaving a costly lot of goods in stock and the resultant mark-downs and sacrifice sales as the only way of moving them.

It is, of course, possible to be too conservative and to buy less than could be sold. This is not really a serious condition because, unless transportation facilities are very poor or the distance from the supplies is very great, a shortage can usually be made up in a few days and often in a few hours. Average conditions only can be discussed here. Special cases demand special methods.

When the various expenses and wastes involved in slow turnovers are stated separately the subject becomes even more easily understood. What are the elements in which losses due to slow turnovers may be found? An examination of these elements shows their relation to each other.

(a) Investment—invested money is the source of profit which in turn depends upon the amount of goods in stock and upon the length of time which these goods are handled. It is evident that to double the turnover comes to the same thing as doubling the amount of stock without increasing the investment. Or, vice versa, one-half as many turnovers results in doubling the amount of money invested for the same quantity of goods.

(b) Interest must be paid upon all borrowed money and most merchants are borrowers. If the turnover is reduced for a period of six months to one of three months the interest on a given loan is reduced in the same proportion.

(c) Mark-downs are required for three principal reasons:

1. The goods have proved unsalable at the original mark-up.

2. Too many were bought and a change in the style or season has left some of them on the shelves—

3. With the result that they have been soiled, chipped, bent or defaced otherwise by frequent handling.

(d) Salaries and wages must be included because every operation in every establishment costs something. When an unprofitable operation is performed it represents a loss. Roughly these losses are due to:

1. Waste of time by management in reaching decisions as to when and what mark-downs are to take place.

2. Waste of time by sales force.

3. Rewriting tickets.

4. Rearranging goods for mark-down sales.

(e) Shelf or storage room is a definite part of the expense of doing business; and that portion which is devoted to slow-selling merchandise is wasted.

(f) Prestige-Reputation—for the high character or timeliness of merchandise is sought by most stores. There is a

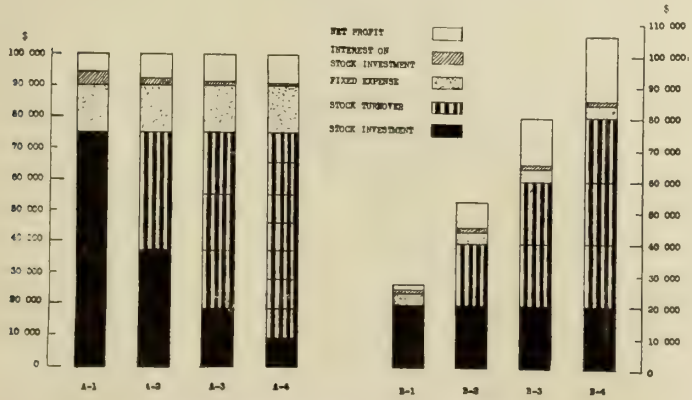



Fig. 1—Here are two ways of illustrating the profits due to more frequent turnovers. Series A is based on a given *period* and shows how the investment and interest grow less while the profit increases. Series B is based on a given *investment* so that the interest also remains the same although the profit increases.

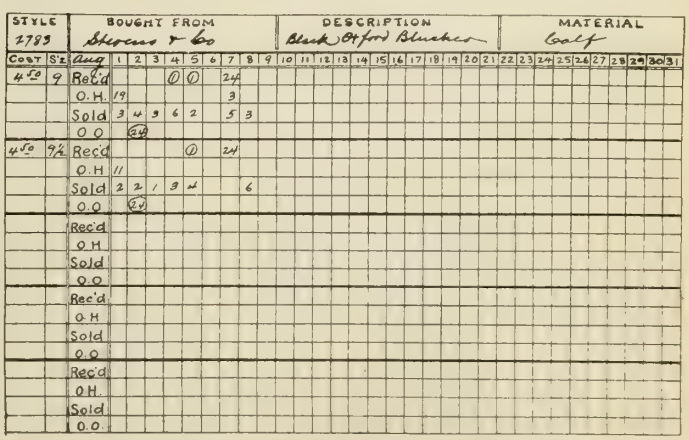



Fig. 2—A form of Control-Card suitable for many kinds of business which shows at any moment the condition of the stock and the rate at which it is selling

distinct waste measurable in dollars and cents when the reputation of an establishment is lowered by unstylish or shopworn goods.

(g) Inefficiency always results in waste. The buyer whose judgment often is wrong usually makes the mistakes from lack of knowledge as to the stock and the speed or slowness with which it is moving. Frequent mistakes cause uncertainty in the mind of the one who makes them and tend to worse errors as time goes on unless some measures are taken to make them improbable.

**Have you ever figured or even estimated the amount of these costs in your own business?**

#### Increasing Turnover

More losses which take the form of waste may be thought of such as insurance on marked-down merchandise and other overhead items, but these cannot be divided conveniently and only need be mentioned.

There is just one method of reducing this waste to a minimum. That is through records of purchases and sales which can be consulted at any moment; which will give a complete picture of the situation as it changes from week to week, from day to day, even from hour to hour if that be desirable; and which will supply the knowledge for immediate additional purchases, for mark-downs, or for any other change in handling the stock.

In Figure 1 are shown two sets of graphs, Series A-1, A-2, A-3, A-4, and B-1, B-2, B-3, and B-4.

Each of the columns in Series A represents sales amounting to $100,000 but the number of turnovers increases from 1 in A-1 to 8 in A-4, and it will be observed that with each increase in turnover the stock investment as well as the interest are cut in two while the amount of profit increases.

Series B shows uniform stock investments and costs of interest throughout while the amount of profit increases with the number of turnovers.

Differently expressed, Series A proves the decreased investment needed to perform a given amount of business while Series B proves the increased business and profits which accrue to the same investment upon a multiplied turnover.

All of this has been accomplished in a simple manner with benefits equally to the merchant and to the customer. And every wise merchant knows that a benefit to the customer comes home to roost as a benefit to his business.

In a certain establishment the direct cost of this method of a stock-control has amounted to less than 1% of the selling price. Yet it has increased the turnover considerably in all of the departments where it has been applied, and in the department where it was first installed the turnover has nearly doubled while the mark-down wastes have been more than cut in two. Not only has the number of turnovers increased but also the amount of merchandise sold in each turnover. Errors in the judgment of buyers have been made less probable in the future as the causes and kinds of errors have been made clear. Last but not least a record of the remarks by customers shows the enhanced reputation of the stock.

If the accomplishment of these results had been through any complicated or difficult method its general application might not be easy. But the exact contrary is the case. It is perfectly simple and almost as easy as not to do it at all; and it is quite as applicable to a wholesale as to a retail business; to a large business as to a small one.

First and foremost is the necessity to divide the establishment into departments. Usually this is the case already where a large stock is carried, but small stores often have not done so and a part of their trouble comes from this neglect. An additional advantage following the practice is due to the better display which may be made of the stock. This, however, is another subject, since the discussion now relates solely to control of the stock which can be accomplished effectively only if it be arranged according to a definite departmental plan.

It may be thought at first by some readers that there would be difficulty in dividing into departments a store which, like a shoe store, might itself form one of the departments of a true department store. But on second thought it will be seen that there are several possible departments even in a small retail shoe store. For example, many shoe stores sell stockings; there are men's and women's shoes; and there are costly and cheap shoes for men and for women. Many departments are possible in hardware, groceries, jewelry, and, indeed, in every wholesale or retail business whether it be large or small. Neither need departments be separated by partitions or show cases; an imaginary division is quite enough so long as the proprietor is conscious of it and uses it on the control-cards to secure a reliable sales-analysis.

It is the only method by which unprofitable departments may be reorganized intelligently.

## Have you divided your store into departments?

After the departmental plan has been arranged an inventory must be made on the control-cards which are designed to exhibit every necessary fact for every day in the month. A sample card is shown, Figure 2 but the exact shape and size will differ somewhat with the department or kind of business involved. The idea is adapted to the most widely differing merchandise as for example shoes and wire nails,—or canned goods and vacuum cleaners. By printing on both sides the capacity of the cards may be doubled, and by using a card twice the size, folded in the middle, a quadrupled capacity is secured.

Many methods are practicable for indicating to which department a control-card belongs. Probably the simplest is by means of tinted cards, of which there are seven standard colors: White, blue, red, green, yellow, salmon and grey. If a greater variety is needed, the name of the department may be printed faintly in large characters on the face of the card; or the upper edge of the card may be indented or clipped at the corners so that it may be identified at a glance. Whatever plan is adopted should be considered carefully beforehand since changes are troublesome and expensive.

The row of figures at the top are the days of the month and the blank spaces below are for the quantities "Rec'd," "O. H." (on hand), "Sold" and "O. O." (on order.)

According to Figure 2, the firm had on hand at the opening of business on August 1st, 19 pairs of size 9 and 11 pairs of size 9½ black oxford blucher calf shoes, style 2783, which cost $4.50 a pair and were bought of Stevens and Company. During the first week of August, 18 pairs of size 9 were sold, two pairs were returned by customers (one each on the 4th and 5th) so that three pairs were on hand at the opening of business on Monday, August 7th. On the same day 24 pairs were received which had been ordered on the 2nd.

Certain of the figures, like "returned goods," usually are made with red ink, but the color cannot be shown in the engraving for which reason the figures are enclosed in a circle. The figures 24, "O. O." also should be cancelled with red ink. In practice most words are abbreviated and "Black Oxford Blucher" would be written "Blk Ox Bl."

These cards it will be observed constitute a perpetual inventory which displays at a glance every factor in which the management and the buyer may be interested: At what rate the goods are selling; which sizes are selling fastest; which styles are most popular; when it is time to order more; and which of the goods must be marked down. They are under the charge of one person who makes all of the entries and are mounted in an open rack. Probably the most remarkable characteristic of the control card is the fact that changes are recorded within a quarter of an hour after they take place, so that those in authority, if it is necessary, may know the precise condition of the whole stock at any hour of the day.

From this description it is evident with what certainty and rapidity judgments may be formed and policies may be altered.

## Is not your business the most important of any in the world to you?

## Do you intend to apply control-cards as soon as possible?

To provide the facts for this control a coupon bearing the style number is detached from the ticket with which each article of merchandise is provided when it is placed on sale; and this coupon it is necessary only to transmit to the person who has charge of the control-cards. As an interesting economy (although having really nothing to do with this particular subject) these tickets are made in triplicate and are printed on an addressograph. Not only has there been a direct saving in the number of people employed in marking the goods, but there has been a surprising elimination of errors; and, of course, the very common troubles due to poor handwriting have been obviated wholly.

It follows therefore that the careful study of this subject brought indirect improvements as well as those betterments which were sought more particularly. Labor-saving devices usually ensure also a much higher degree of accuracy.

One very great improvement and saving not mentioned yet is the increased knowledge of what constitutes the proper mark-up in various lines. Hitherto there was a sort of happy-go-lucky guessing contest as to what might be a reasonable spread. This has given way to the recorded facts shown upon the control-cards. It has not reached the high plane of a fixed mark-up percentage for each class of goods, but even that is expected as one of the results in the near future, and in the meantime most of the usual and costly errors have become things of the past.

It would be difficult to exaggerate the improvement in the morale—the enthusiasm—of the sales force which will follow the introduction of the control-card method. Naturally this has brought with it a higher ratio of sales to the time expended in selling. A very definite certainty exists that the profit due to quicker turnovers will be matched by the saving in selling expense; and this again is certain to be reflected in the attitude of the sales force toward their employment and particularly toward the sale, which will be regarded by them more in the light of a probability than ever before. There is nothing strange in this. A feeling of confidence is the first requirement for successful selling and merchandise which drags must have a deterrent effect upon those who attempt to dispose of it.

## Do you believe in guessing or knowing?

It should be understood very clearly that while the control cards are for the purpose of collecting information which is required in every business, there remains the necessity to condense the figures which they display in the form of a report. This should be done weekly and monthly in any event; and preferably there should be reports of the previous day's operations placed upon the desks of each person in authority every morning. Without these reports the management fails to secure the benefits endowed by the control cards and the chance for immediate action is lost. Opportunities for a profitable change in policy may come suddenly and if not taken advantage of at once may disappear as quickly as they came. Control cards are largely to provide for these sudden changes

(Continued on Page 111)

# Canada's Oldest Store Is In Quaint Quebec D. Morgan, Tailor, Established 200 Years Ago

## Business Still in the Hands of the Original Family That Started It In Time of Louis Fourteenth—Intermingling of Old World Charm With Modern and Aggressive Business Methods—Historic Collection of Displays Dates Back to Plains of Abraham

By M. G. de Soyres

IN THE city of Quebec, a stone's throw from the famous Chateau Frontenac and across the street from the post office where tourists flock to gaze upon the "Chien d'Or" of romantic fame, may be found Canada's oldest and most unique store. This business, which dates back to the eventful days of Louis XIV, is one of Quebec's most cherished points of interest and the object of intense local pride, not only because it has remained in the hands of the original family who founded the firm, but also because its very walls recall days of bygone glory, when the Governor-General made the building his official residence, and still later, when it became a popular music hall in which all the famous actors of the old world performed for the delight of Quebec society of those days.




Close on to two centuries has this firm been in existence, although in the earliest days it was located in what is called the "Basse Ville" or lower town. D. Morgan, its founder, was an Englishman to whom it was a tradition that only the best should find a place upon its counters and so well has this ideal been upheld that to-day the store of "D. Morgan, Tailor," as it is still quaintly advertised, bears upon its stationery and over its front door, the British coat of arms and the legend "Under the distinguished patronage of His Excellency the Governor-General."

It is impossible to describe the peculiar charm or the individual character of the D. Morgan shop without also dwelling on Quebec's romantic history and commenting on its many fascinating local products. It is partly because of the intermingling of old world charm with modern business methods that the Morgan store possesses an atmosphere abolutely impossible to find anywhere else and partly because its stock is different, meriting the title of specialities rather than general merchandise. The scope of the store's policy is expressed by the words "tailor and general outfitter" on the store labels, yet this does not enlighten the customer who patronizes the store as to what he may acquire therein.

### Quebec Handicrafts Attract Tourists

The somewhat old fashioned interior possesses all the facination of an exhibition of arts and craft work as done by the Quebec peasants and the Indians, including exquisitely woven homespuns and coarse crash linens, moccasins of all sorts, beaded bags of undressed caribou leather, gaily colored rag rugs and Murray Bay blankets, homespun bags and a hundred other things which can be found nowhere else than in old Quebec. Besides these products, which are ranged round the front entrance to feast the eye of tourists, there are four long aisles along which tables are piled high with imported woollens and suitings of the finest quality, brought over especially by Mr. Morgan to be made up or sold by the piece as desired. All the finest tweeds, plaids and other fabrics of Scotch and English looms are assembled for the delectation of the connoisseur in fine woollens and so much appreciated is this department of the Morgan business that it requnires 24 hour-a-day shifts of tailors to keep up with the orders which come in for suits and overcoats. A factory for custom tailoring is therefore in constant operation at the rear of the store and suits are made to order after selection by purchasers, in readiness to despatch to hotels, steamers or trains as the case may be.

### Gloves are a Famous Specialty

All round the walls of this interesting building are high wall cases which contain rows and rows of small drawers and shelves, each neatly ticketed with contents and prices. Hundreds of these drawers are labelled wi th descriptions of gloves, both for men and women, and the Morgan glove department is said to contain the largest and most complete assortment in Canada. The pride of this department is that out of the thousands of pairs sold annually not a single one causes dissatisfaction and everyone is fitted and guaranteed when the sale is made. Many American visitors return year after year or else write more frequently for gloves from this store, and the world's best mrakets are combed constantly for the choicest kinds including the heaviest woollen gauntlets from Scotland, fine French kids or rare Arabian mochas.

In another section of the store, which, by the way, is composed of a series of old fashioned rooms, some of which have no windows, is another high wall case containing every possible variety of necktie which has ever been devised for the adornment of man. All these ties moreover are imported from the best English makers and include the very newest bow effects as well as exquisite hand-knit styles in various colorings. Still another section provides

for hosiery, of which the variety seems endless, ranging from golf hose of coarse wool to the sheerest cobwebby silk. Footwear for men is a famous specialty of Morgan's also, especially the smart English brogues with heavy waterproof soles so indispensable to golfers. Such boots and shoes are exclusive to Morgans in Canada and are much sought by Americans as well as Canadian visitors.

**Quality Prevails in Knit Goods**

Anything in leather from a dog collar to a travelling bag can be had here and in every instance the leather novelties are of fine and distinctive types. Knitted goods of course are still another famous specialty, and every conceivable type of sweater for men, women or children has a place in the stock. Such sweaters invariably bear the label of the best known Scotch knitters and represent standards of quality and command prices commensurate with merchandise of such established reputation.

**Historic Collection Displays in Store**

At the back of the store is located Mr. Morgan's private office in which may be seen the largest and most valuable collection of "Ceintures Fleches" in Canada. As is well known, these ceintures or sashes, were the ceremonial garb of Indian chiefs in olden days, and were woven out of brightly colored wools in a pattern reproducing the arrow head design. Similar sashes are now much affected for winter sports in Quebec and command goodly prices, but the collection of Mr. Morgan is composed entirely of real historic relics. To all visitors who express a desire to examine and admire the collection, Mr. Morgan extends a welcome, and those who are fortunate enough to see his entire collection of rare and unique curios, all of which date back to the days when Wolfe and Montcalm made history on the Plains of Abraham, carry away with them a sense of having come in contact with actual history.

For nearly 200 years the firm D. Morgan have carried on the traditions of English merchants, and as the business descended from father to son, generation by generation, they have upheld two policies which have never once been allowed to lapse. One may be summed up as the desire to cater especially to those of discriminating tastes and appreciation while the other could be termed the pledge never to sell anything which is not the best of its kind, nor which does not reflect and typify perfection, whether it be a bit of beaded skin, fashioned by an Indian woman into a quaint bag, or a hand-tailored suit of skilled workmanship, and the same invariable standard of simplicity and good taste goes hand in hand with a sterling guarantee of excellence.

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**St. Catharines, Ont., is fast becoming a centre for the silk industry. Its latest acquisition is a factory operated by the Dent Griffin silk glove manufacturers.**

# Quicker Sales: Less Confusion
## An Idea That Worked Successfully

**A big suit sale was recently featured by the Robert Simpson Co., Ltd., of Toronto. During the sale upwards of $15,000 worth of merchandise was disposed of and the sale lasted only a short time. There was a rush for these "snaps" and a little idea they adopted made it possible for them to handle this rush without getting the department all upside down, the different pieces of the suits all mixed up one with the other, and give better service to their customers.**

**Before the sale opened, they separated the pants from the coat and vest. The trousers were neatly piled up at the back of the department, out of sight, and corresponding tickets put on them so that they could be found in a minute. In a sale of this description the coat and vest are really the determining pieces of the sale—if they are satisfactory, there is little trouble in connection with the trousers. With them it is only a case of measuring and getting them to fit.**

**And so the sale went merrily on. When a salesman was waiting on a customer and trying on the coat and vest he did not have to worry about the trousers, wonder where they were, and whether they had been covered up by some other salesman who was equally in doubt regarding the three pieces of the suit he sold. There was no confusion, whatever; and when the coat and vest had been sold the customer was taken to the rear of the department where the trousers were found and fitted.**

**Unless this plan had been followed out the salesmen would not have been able to serve as many customers, either as satisfactorily or as conveniently; there would not have been nearly as many sales and—as everyone knows—there would have been confusion with a department at the end of the day that would have looked as if a whirlwind had struck it.**

Mr. Fisher, manager of the cotton goods department of the W. R. Brock Co. Montreal is leaving this month for an extended European trip in the interests of his department.

Edwin Reynolds who for 35 years was employed in the wool department of Penman's Limited, Paris, Ont., died suddenly in that town on June 20.

W. J. Hinchey who has stores at New Victoria and New Waterford, has opened another general dry goods store in Glace Bay, N. S.

The Paris Wincey Mills of Paris, Ont., are said to be the only mills in Canada which have run night and day for 30 years.



*A VICTORIA DAY WINDOW*

*In which bright colored blazers and neckwear lent a gay note to the display of white shirts and flannels. Croquet mallets, fishing tackle, racquets and baseball bats were appropriate accessories. Displayed in the R. J. Tooke Company Uptown Store, Montreal.*

# Are You Looking for a Sales Idea?

MANY merchants are in the habit of holding discount sales. In very bold type that uses up a good deal of space they announce that they will give 10, 15, 20 and 25 per cent. discount on everything in the store. In doing so they go further and say they are giving away real cash in doing so because it means their profit.

But would it not be wise sometime to give the actual cash? A well-known clothing firm did make this announcement some time ago and made a real sensation with their sale. They announced that they would give a 25 per cent. discount in gold to all customers purchasing goods to the value of $10.00 or over. Thus, when a customer came in and spent $10.00 the sales clerk at the termination of the sale handed him a little white envelope with a two dollar and a half gold piece in it. Even though the customer expected it there is a little thrill that goes with gold that leaves a pleasant impression. In running such a sale it would not be necessary to actually give the gold, but make it cash. You will probably find, as this man did, that the discount was also spent before the customer left the store.

EVEN the humble barometer can be made the drawing card for many a sale. Whether it be in the heart of the great city or along the street of the smallest hamlet in the country, there are always bound to be men who are interested in what the weather man has in store for them for the next twenty-four hours. Recognizing the fact, why not have a device in your window with a chart explaining the same indicating weather prophecies for the next twenty-four hours? Maybe a golf player with a game arranged for the afternoon, maybe a tennis player intent on the afternoon's tournament, perhaps a farmer wondering if he will be able to get the crop in before a rainfall—maybe one of a score of men wishing to know for one reason or another the weather outlook will take some extra steps to study this device in your window. And, at the same time, he will see the merchandise displayed in the window.

And if you happen to know of a golf match, a tennis tournament or some other sporting event on for the afternoon capitalize on it by a catchy little showcard stating that the weather man says "fair" and calling attention to the particular sporting togs that will be required for the event in question.

"ANYTHING else to-day?" is not a good sales-getter. The writer was surprised to hear it the other day in a store that is noted for good salesmanship. Good salesmanship never recognizes that it is the duty of the purchaser to make suggestions for further purchases. That is clearly the duty of the man behind the counter. If the suggestion made does not correspond with something which the purchaser really intended to buy he will say so and name the thing that he does want. And if he really did not think of anything else he wanted the positive suggestion is more apt to create a desire than the negative one.

A Nebraska clothier got results by crediting every clerk who induced his customer to buy more than he ordinarily intended to buy. If the clothing salesman, through suggestion, induced his customer to buy a hat the sales slip recorded the fact and such suggestions, productive of sales, were credited to the salesman's record where they counted as a certain number of points in determining a salesman's salary.

MANY retailers feel that one mark of progress from the village-state to the metropolitan is the taking down of the familiar collar case that used to stand in front of the store with a double or triple row of collars. But there are some high-class shops that have discovered an error here. The motive which inspires buying must be taken into consideration and the motive for buying collars is often prompted by the very sight of them, conveying to the mind of the passer-by a new style or a more comfortable collar for the hot day. They are, therefore, putting collar cases out in front of the store, double or treble rows of them being shown so that the passer-by may see at a glance a number of styles of collars from which he may make a speedy selection.

COURTESY counts and costs nothing. That phrase is as old as merchandising itself is—and that goes back,



*The Men's Wear Section of the new Hudson Bay Co., at Victoria, B. C. This is in charge of J. L. Hunter.*

# Perhaps You Will Find it is Here

away back into ancient history. Yet there are scores of salesmen who either forget it or don't know what it is. And that sort of conduct loses sales. An instance might be cited. A certain man went into a furnishing store to get some hosiery to match a new pair of shoes that he had just bought. The clerk behind the counter was waiting on a customer—the newcomer could see that himself. But in a lax moment of the transaction, the newcomer politely asked the clerk if he had hosiery that would match the shoes he had just purchased. Without replying, the clerk threw down a pair of hose, plainly indicating indignation at, what he believed to be, an interruption. The would-be purchaser said they would not match, and a further look that would almost kill went from the clerk to the customer. The customer walked out of the store across the road and put the same question to another clerk who was likewise busy waiting on a customer.

"Yes, sir," said this clerk, "I am sure we have something that will exactly match your new shoes. Would you mind waiting just a moment and I will see that every attention is given you."

The first clerk lost the sale. The second one sold three pairs of good hose, some handkerchiefs—and made a friend.

IMPRESSIONS are registered best through the eye. What a man sees is the thing that he remembers best and longest. These are facts that should be considered by the men's wear dealer who has several departments to his store, departments that are spread over a considerable space. Many sales are effected by introduction and even though the clothing department may be a long way from the neckwear department is no reason why every customer should not see neckwear in the clothing department or clothing in the neckwear department. By installing a number of little specially prepared showcases throughout the store, it is possible to do this very thing. In this way, the store's whole merchandise is arrayed before the eye of the customer and the power of suggestion thereby conveyed will very frequently result in more sales.

IF you are running a contest in which it is necessary for the contestant to write his name and address, it is possible by the very simple expedient to lay the foundation for future sales. On the coupon designated for the man's name and address ask him if he would be good enough to fill in the blanks suggested in the form. The blanks should be something like this, "Are you in need of a suit of clothes," or "Are you in need of some shirts," or "Are you in need of some hose," or whatever the line might be you would like the information on. You might state at the bottom of the coupon that your reason for doing so is to inform him at a later date of some new merchandise that you think will be of interest to him when it arrives. That will arouse his interest, he will store up the information in the back of his head, and he will be on the lookout for your further advertising matter touching the lines in which he is interested.

THERE are many ways of getting mailing lists, but the best kind of a mailing list is the kind that leaves a pleasant memory in the mind of the person who supplies you with his name and address. More and more stores are realizing the possibilities of a boy's department in their store, and one of the first problems that confront them is how to get in touch with the boys, how to do something to win their friendship in such a way that they have a little good soil to work on when they want to cash in on an effort they made to get the list.

A very simple way is to give a theatre party for the boys in your town. Don't have any strings attached to it, other than the signing of a name and address. Let it be known that boys may have a free ticket to a theatre party if they will only drop in the store and ask for it. On the back of the ticket you can have spaces for the signing of the name and for the address. There are not many boys in the year of our Lord, 1922, who will refuse your invitation; you are sure of a full house of enthusiastic boys who will be good advertising agents for you when the time comes for their new suit, overcoat, or what-not.

And, incidentally, August is a good month for such a party. It gives you time to get live advertising matter in their hands before the buying for the Fall school term begins.

WOMEN very often know the condition of hubby's wardrobe better than he knows it himself. And they have become greater factors in the men's wear trade in the last few years than ever before. As Mr. Gilbert of Montreal would say, they are possibly the right "target" for advertising matter; if so, shoot and shoot to bring home the bacon.

You might add to your sales volume by letting the women know that they are at liberty to take home any number of shirts or ties for the approval of the man of the house. He is a busy man and either has not the time or does not take the time to select his furnishings as he requires them. If they are all laid before him, he will probably buy them in bulk. It saves time, and that is what the busy man is mostly in need of.

IF you want to get boys and their mothers into your store there are several very simple expedients whereby it might be done. Nicholas M. Peters of Syracuse — it will be remembered that Men's Wear Review had a story about his merchandising some months ago—got many hundreds of them into his store by a method that is bound to appeal to the boys. He simply announced that a liberal amount of chocolate would be given away to every boy who came into his store within a given time accompanied by his mother. Needless to say, there were not many missing.

Any particular display or selling event can be linked up with it at the same time.

THE SUMMER months abound in sporting events that can be used to good purpose by a live display man. For instance, there are very few towns or cities where an active interest is not taken in the big league baseball games. A little bit of moss and a couple of bushels of sand will make an attractive window. The whole diamond can be laid out and a pair of scissors can cut out well-known baseball figures that can be assigned to their different places on the diamond or in the field. It is a window that will attract attention. In the same window show some seasonable merchandise and see if it doesn't bring business.

SALES can be increased in August by featuring pictures of sporting events in your window. It may be rather a dull month but a fillip can be given to business if your windows become spots of daily interest to the young men of your town or city. If there are sporting events of a tournament nature being carried on in your town or city, they are drawing to a conclusion in August. It is a good bit of advertising to secure pictures of local contestants in sporting events and some of the scenes of actual games. If there are no local events of importance, you might link up with some of the national or international games and sports.

At the same time display some seasonable merchandise in your window. You are bound to draw young men to your windows by this method and sales will result.

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Dave Livinson of Montreal has taken over the store formerly occupied by Walter Paul in the Orpheum Theatre Building, St. Catherine St., West, and is remodeling the store entirely. When completed it will feature a full range of men's furnishings and will be the second store to be operated by Mr. Livinson in a theatre lobby on the uptown section of St. Catherine St.

# Community Effort Increases Sales

## The Get-Together Idea Can Be Worked Effectively To Boost Business For a Whole Week—Using a Mystery Person Creates Considerable Local Interest—Bringing People in From the Surrounding Country—Features That Can Be Used to Advantage

A CO-OPERATIVE scheme among merchants will often boom trade for a week. Once the whole-hearted efforts of men who are seeking a common goal without little jealousies and prejudices interfering are exerted a week's good trade can be worked up. Here is a plan that might be followed.

Make arrangements for street parades, using the local band and enlisting the active support of any local organization that takes pride in your town or city and is willing to co-operate in an effort to make it grow. Of course, the whole thing should be well advertised with the purpose of getting people from the surrounding country in during one or more days of that week.

A man or woman of mystery might be used to good purpose in such a scheme. Have his or her picture at the top of a page advertisement with the announcement that this person will appear between the hours of 2 and 6 o'clock on one or more afternoons in certain streets. Give a cash reward for his or her capture, stating, however, that he or she must not be approached on the streets but in one of the stores co-operating in the scheme. State that a definite conversation must take place, something like this "Are you Mr. (or Miss) So-and-so?" to which this reply is made, "Do you trade in ———." To which the reply is made "Don't you see this tag." The person will then hand you the cash prize or an order for goods to that amount, whichever the discoverer of the mysterious person may desire.

### Other Features

It is wise to have several features to be used on different days so that interest may be maintained throughout the entire week. For instance on one day you might release from the top of some building a number of balloons; attached to each balloon might be an order for the best seat in one of the local theatres (if it is a small place where there are only picture houses make it a week's tickets to this theatre). This order can be turned in to the chairman of the committee in charge of the week's merchandising plan.

### Display Day

Display Day can be made a very interesting and active one. Display is one of the best mediums of salesmanship these days and on Display Day there might be combined a series of good displays with a guessing contest of some sort. In the co-operative advertising a coupon might be inserted, asking citizens to cut it out and cast their vote for the best-dressed window displayed and, at the same time, cast their ballot in the guessing contest—one town window might be devoted to this guessing contest for which suitable prizes might be awarded. This would serve the double purpose of getting people out on this day to see the windows and to cast their guesses in the contest; at the same time each store would enter into friendly rivalry with the other in arranging a display that would also be recognized by a prize given by the committee or one of the local organizations interested in the week's efforts. Let the people be the judges of the window displays. It might be well to feature music in the stores during this day.

### Other Days

One day should be set aside for Bargain Day throughout the stores co-operating in this scheme. Buyers might take special trips to the markets to select some merchandise that they could offer at a very low margin of profit so that citizens might see that shopping at home is profitable both to the purchaser and to the vendor because it builds up the town, creates a better spirit amongst the people and, generally, makes the community a better one in which to live because the community spirit is developed.

"Out of town" day should be one of the best days of the week and one in which a great deal of planning should be done. Its object is to draw people from the surrounding country into your town or city to spend their money and leave with them a lasting impression with regard to the wisdom of making your town a purchasing centre for their requirements. Arrangements might be made to accept certain lines of produce that can be readily marketed in exchange for goods bought; there are stores in this country which make a regular practice of doing this the year round and find it mighty good business to do so. This might be a good day to have the "mysterious one" drop a number of crisp one dollar bills in some of the stores. Some form of entertainment for the evening might be arranged so that a good, whole day—and a profitable one—might be spent by those both in front and behind the counter.

### "Surprise Day"

The present is a time when not a few people in every community are unable to spend a great deal of money. It might be well to bear these people in mind when planning your week. They might be remembered in a "Surprise Day." Every store could have a small parcel, selling for 25 or 50 cents in which some useful little articles could be wrapped for general use in the average household. Nothing of the fake nature should be attempted as that would leave a bad impression both of the whole co-operative scheme and of the store where nothing was received of value for the money expended. Everything that goes in these parcels should be worth the money paid for them.

### Close With Dollar Day

From the very first announcement made it might be stated that the last day's program would not be announced till the evening before. It might be a "Dollar Day." If it were announced before this, it might kill some of the business during the rest of the week—that is a good reason for keeping it secret. At the same time, other features of entertainment should be arranged for this day, making it a day long to be remembered as a fit closing for one of the best weeks in the retail history of the town.

### MR. FIELDING HAS DONE WELL

**"We are of the opinion that Mr. Fielding has done exceptionally well, and that the finances of the country are in sane and safe hands. A good deal of money has to be raised, and the burden is bound to be quite heavy on us all. The Sales Tax is pointed to as greatly increasing the burden, but, after all, it is about as fair and equitable a tax as can be arrived at.**

**"With regard to the tax on cheques. This seems a little out of line, and no doubt if proper representations are made to the Finance Minister by the business interests, they will be given serious consideration, in connection with a reduction in this tax. On the other hand, we must look at the benefits we receive: First, the doing away with the marking act, also the valuation clause in the tariff. The cancellation of depreciated currency legislation, and the reduction in the preferential tariff in favor of British merchandise, does not affect the retailer a great deal. Except in the case of the latter, it welds the bonds of empire and makes them stronger. We think the business men have a great deal of confidence in Mr. Fielding, and a perusal of the budget confirms such confidences."—A. M. McLean, Managing Director of Scovil Bros., St. John, N.B.**

# Fabric Department Has Big Opportunity to Develop on the Wave of Economy Says Manager

## Experience of Quebec Firm Whose Department Has Doubled Its Volume Since Last Year—Shows How Sales Can Be Greatly Increased Through Efforts of Sales' Clerks—Study Styles, Materials and Texture of Merchandise Handled

AN analysis of the manner in which a particularly successful clerk in a dress fabric department built up this section is presented herewith in anticipation of the problems incidental to the coming Fall season. The store in question is located in the city of Quebec and the dress goods and silk departments have registered the greatest advance in sales of any in the store, showing an increase in volume and turnover, almost double that of last year.

To Dry Goods Review, the manager of this department pointed out the fact that when thrift and economy become the watchword in the home, then yardage goods have their best opportunity. During the past year especially, with the need for retrenchment in almost every direction, the increase of home dressmaking and orders placed with dressmakers has been remarkable according to this buyer, who has also achieved the distinction of selling the fourth greatest number of a well-known range of paper patterns in the entire Dominion.

### Increase Desire for Goods

"The sales staff must be expert advisers where family trade is concerned," he said for dress fabrics are one line in which feminine customers are exceedingly difficult to suit and in which they require especially efficient service. To advise such customers intelligently one must understand their needs and their means and circumstances. The salesman must be able to determine the fitness of his goods for the purposes required and must not content himself with merely cutting off the amount asked for or required. Salesmanship in the fabrics department is not merely the ability to sell goods but to create the desire for goods and bring about a sale. Therefore, the first thing to cultivate is a knowledge of current styles, qualities, color schemes and names and also trimmings which appropriately accompany the various materials.

"As an aid in learning about the materials in stock, the sales clerk should not overlook the main sources of information such as the travelers or agents of the manufacturers, the trade and technical papers and the consumer magazines. The last named source, moreover, will be found exceedingly helpful, as in the fashion sections of women's magazines will be found excellent sketches of smart designs which should provide a fund of ideas and suggestions to the wide-awake clerk who is endeavouring to sell more goods. The following list should be provided by every department head.

### Where to Get Merchandise Knowledge

"From the goods themselves. Look over the goods as a customer would and imagine you are buying them yourself.

"Consult the man who bought the goods, or the manager, or the salesman who sold the goods, or the manufacturer and ask for all the dealer cooperation literature that they can supply you with.

"Write to the trade papers for information on the new fabrics, and read their advertising pages thoroughly. Consult the encyclopedia at any library and you will be surprised at how much interesting and valuable data you can learn about silks, woollens, cottons and linens.

"Keep posted on what the other stores in your town are showing in dress goods and profit by their successes or failures.

"Know more about your goods than anyone else and be a specialist as far as your lines are concerned. Then you will see how easy selling will become."

### Prices Based on Quality

In the afore mentioned successful department the staff is obliged to see that all goods are plainly marked and that each knows the price of every piece of goods. One principle is always insisted on, namely, that nothing is high priced, because goods that cost more than others have unusual qualifications to justify the higher cost.

"Each member of the selling staff should keep posted on the stock regularly in order to avoid interesting a customer in materials that cannot be supplied," stated this manager. "The head should be notified when stocks are running low. The clerk should know his stock so thoroughly that when asked for a certain piece of material he can turn immediately to the fixture and produce the wanted article. No exaggeration should ever enter into the description of the material because this results in lack of confidence should the goods fall short of your description. Tell your customer the interesting facts about the fabrics she is looking at. Do not weary her by a lecture on how the cotton is cultivated, bleached and so on, but tell her how well it will stand the sun and salt air, washing, etc., and base your information on positive facts. There is a human interest appeal about all fabrics which should prove very helpful in the selling of these goods, such for example as the romance of silk, and the interesting way in which different silk finishes are obtained; how the lustre is obtained on mercerized goods and how the fleecy effect is put on flannels, how fibre is made into silk, and so on.

### "Will It Wear?"

"The old question 'How will it wear?' should always be remembered in connection with all dress fabrics and in this regard the salesman must inform himself on such points as these: Are the goods handmade, or is any extra care used in the manufacture? Will they fade, cut, shrink or rot quickly? Are they inspected for flaws and are they guaranteed by the makers?

### Sales Staff As Style Advisers

"Study the material requirements called for each season for typical dresses, wraps or capes so that you can advise on needed amounts as accurately as possible. The ability to save a customer even a quarter of a yard will react to the benefit of the salesman ultimately. Keep in mind the trimmings, especially this season, when many trimmings are hand made out of the goods themselves. When selling crepe de chine for example, point out that fabric flowers centered by beads are the newest trimming and require little additional material as scraps can generally be used. Do not overlook the possibilities of the new novelty chain girdles or the effect of hand beading on Canton crepe, and try to recommend the use of two fabrics in a gown, such as Georgette and crepe de chine, gingham and organdie and so on.

### Overcoming Objections

"Know the merchandise so as to be able to overcome objections from the customer. Many women insist upon all wool fabrics from force of habit, and are pleasantly surprised and interested when told that a small percentage of cotton in a fabric often gives it greater strength and makes it wear longer. This applies to the question of price also, when the usual objections are made to certain qualities as being far too expensive.

"To sum up. The salesman must know where the goods are, which lines sell best and which are slow selling; how long the goods have been in stock, so as to push the first arrivals quickly; which lines the head wishes pushed; the entire range of prices, widths, colors and weights."

# Eighty Colors In New Card

**Authorized Colors of Textile Association Shows 12 Woollens and 66 Silks**

The forecast of fall colors as authorized by the Textile Color Card Association of the United States, Inc., contains 80 colors this season, of which 12 are shown in woollens and 66 are in silks. Although there are few radically new tints insofar as color itself is concerned, the nomenclature is possibly more original and descriptive than has been the case for some time.

The colors which will be fashionable for wool fabrics next season are distinctly interesting. All of the shades are lovely and somewhat elusive in tone, including a peculiar gray called Gargoyle and a blue called Hankow. The browns are called Pigskin, Apache and Tuscany; two new red shades are named Akbar and Armada, and purple is now known as Dante.

Among the shades decreed for silks there are a goodly number which are especially lovely for evening wear such as Anemone, Moss Rose and Eglantine while cornflower and periwinkle blues are once more decreed.

Among the changes in names should be noted "poinsettia" instead of "lipstick red," "opal" instead of "jade," "brickdust" instead of "henna" and "whirlpool" instead of "peacock."

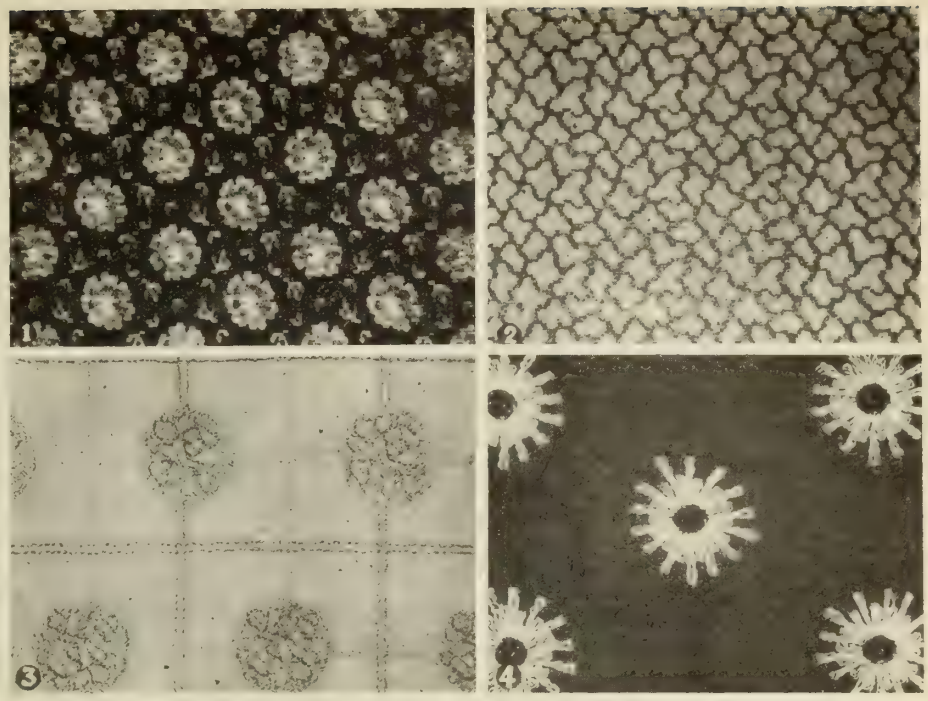
The various modulations in brown are given a decidedly Indian atmosphere including Mandalay, Rangoon, Chutney, Spice, Hindu, and others of equally good descriptive quality—toast, muffin and tiffin. In hosiery shades the neutral colors are called Bobolink, Otter and Mouse. Dune and Ormond are soft grey shades slightly different from Woodash, Fog and Lead. also grey in tone.

Blues are offered in surprising variety including some shades which have been absent for several seasons. Orion, Comet and Firmament blues are promising to be especially popular, particularly the first named which is soft and becoming to all blue eyed persons. Kashan, Banner and Liberty blues are brighter but effective. The new purple shades are termed Pontiff, Vatican and Nuncio, with Cyclamen, Mallow and Amaranth providing lighter contrasts.

Greens reappear under the names of Samara, Narva, Chinese and Jasper, and reds conclude the list with Oxheart, Peony and Zinnia.

### BACK FROM WEST

Mr. William Mitchell, president of the Circle-Bar Knitting Co., Ltd., of Kincardine and Owen Sound, recently returned from Swan River, Manitoba, where he was visiting a farmer brother not seen since he returned from the war. Mr. Mitchell reports that the people of Winnipeg and the part of Manitoba he was in are very hopeful of this year's crop being a bumper one.



*FOUR LOVELY FRENCH NOVELTIES IN DRESS FABRICS*

*1.—Wool ground with pattern in silk, 36 in. wide. In following shades—Cornflower blue (silk) on navy (wool—this one illustrated here), woodash grey on taupe, mauve on white, lemon on mauve, yellow on yellow and brown on brown.*

*2.—This one has the pattern of wool and the ground of silk, 35 in. wide. Comes in these combinations—White on lavender (illustrated), grey on grey, green on silver, brown on gold, navy on red, black on silver.*

*3.—Silk embroidered on fine tricolette; 38 in. wide. Combinations—Gold and green embroidery on grey ground (illustrated), green and yellow on white, periwinkle and brown on light brown, henna and yellow on dark brown, two shades of blue on taupe, henna and green on navy.*

*4.—Another tricolette material embroidered in wool—Silver and black embroidery on black (illustrated), green and gold on black, henna and yellow, and two shades of brown on brown.*

*Shown by the Canada Veiling Co., Toronto.*

# Booming Business Across The Line; Wholesaler Says Conditions Better

**During a recent trip to Buffalo, a representative from Dry Goods Review called upon the head of one of that city's oldest wholesale houses. This man had just returned from a convention of business men held in Indianapolis. At this, he says that representatives of retail and wholesale houses and of other business firms from all parts of the United States, were present. Without any exception, these men felt that business is on the up-grade. For every pessimist of two months ago, there are a dozen optimists now. These men are not merely waiting for expected business, they are beginning again to spend money and to use initiative in promoting business.**

**No boon is expected within the next few years, says this wholesale merchant, nor is a boom wanted. The lessons of the last two years would be soon forgotten if prosperity should come at a bound. The level-headed business man knows now how to avoid a second series of breakers such as those he has just survived.**

### Old Firms With Young Directors

**The number of reliable old houses which have gone under or nearly under during the period of stress, has been a surprise to a great many business men. Our informant says that he has studied the causes of this very carefully. In almost every instance, these failures have been firms which have outlived the first generation and allowed the second one to step into prominence, too easily.**

**No matter how many efficiency men and business experts a firm may boast, he believes that it should keep on its advisory board men who have grown up with the business and who have experienced every phase of it. In his mental inventory of the old firms which have weathered the storms of last year, he says there is not one which has had young men alone as directors.**

# Novelty Fabrics for Fall Trade

## Montreal Reports New Developments in Silk Creations—Moires Being Taken Up With Enthusiasm—Radium-Glo, Chiffon Faconne, Snakeskin, Radio Crepe Are Among the New Fabrics To Be Seen—Georgettes and Blacks Are Still Very Strong

IDEAS regarding fall and winter fabrics are now slowly beginning to take definite shape in Montreal warehouses. Silk buyers who are now over in Europe have been sending back news of novelties they have picked up in Switzerland, Paris and London. Here are some of their predictions which may be regarded as being of definite style value.

### Moires To The Fore Front

"Silks for next winter show several new developments," wrote one buyer, "and over here we find moires being taken up with real enthusiasm. These moirés are essentially dress silks of a light supple weave, ideal for draping, and in many new colorings. The range of metal fancies, crepes, brocades and jacquards is very large and it is probable that representative examples of all of these different silks will be among the leaders next winter."

Montreal wholesalers who have received early shipments of these new silks comment on the fact that iridescent effects are outstanding in the fall collections. Several pieces of magnificent silver and metal cloth were noticed in one wholesale house, of a weight and texture never before imported to this country. Many of these metal cloths are perfectly plain without even a hint of fancy weaving, while others are heavily elaborated like rich brocade. Tinsel cloths seem to be reproductions of the magnificent old brocades of mediaeval times and are brilliant and colorful in the extreme.

### Reversible Dress Silk

Radium-Glo cloth is a novelty in silks hitherto not seen in this market, and has recently been imported from England by one Montreal house which retains the exclusive rights to it. On one side it shimmers in an exact reproduction of cloth of gold, although there is no metallic thread in it but merely the gloss of artificial silk, while on the reverse, a brilliant color contrast such as jade or cerise is applied in pure silk in a georgette weave. Despite its unusual appearance which accurately duplicates the type of fabric that sells around $12 a yard, Radium-Glo is priced at only $3.50 and every yard is stamped with the registered name to prevent imitation and substitution. "Chiffon façonne" is the name given to a particularly lovely velvet brocaded chiffon which is as light and diaphanous as possible, yet seems ideally suited to the requirements of fall evening gowns and comes in a range of 7 shades. "Snakeskin" is the realistic title given to another new dress silk which is especially effective in all black, the peculiar ripple in the weave successfully reproducing the leathery effect associated with these unpleasant reptiles. Another Montreal wholesaler showed samples of some of the so-called "blistered" novelties which are as yet somewhat of a gamble insofar as Canadian trade is concerned. One such had a delicate silk face which showed a faint pattern of puffs created by the fine stitching which was employed to catch the silk to its wool back. The latter was applied in a soft open rib effect, easily ravelled off but heavy enough to form a warm and durable lining for such garments as negligees or sports hats, etc.

### Demand Heavy for Velvets

Many of these crushed or blistered effects in satin are finding favor with millinery houses, but for general purposes they are not considered as likely to be widely successful owing to the difficulty experienced in working with them in connection with seams and linings. Velvet is also seen in this crushed or "gaufre" effect as well as in plain materials, and practically every wholesale buyer in Montreal has assured Dry Goods Review that there never was a better prospect of success than that which is now under way in connection with the demand for chiffon velvets. With a 50 per cent. decrease in price and a wide and varied range of smart colors in day and evening tints, there is no reason why velvets should not become one of the leading fall and winter fabrics.

So far as crepes are concerned, Cantons and Marocains will prevail as usual in both staple and high shades. Crepe Romaine is also obtainable in better quantities in delicate transparent weaves. A really new idea is "radio crepe" with a weave which exactly reproduces the zig-zag flashes familiar to everyone from the lavish advertising of the new radio craze.

Metallic vestings and brocaded linings are new arrivals in the show rooms and some of these novelties seem to have been designed with the needs of the furrier in mind as well as those of the garment manufacturer. With the average lining costing between $20 and $40 the reason for such a financial outlay is naturally questioned. Some of these new lining silks are of crepe brocade with self tone satin figures. Linings for tailored garments are said to be neat in pattern and quiet in color but for dress wraps and evening cloaks the possibilities of superb coloring and diversity of design are unlimited.

### Georgettes Strong at Present

For immediate selling, georgette crepe is decidedly popular and is being called for in high shades as well as staples. This demand is expected to continue right through the fall, to judge from the type of orders received by the wholesale houses.

### B'acks Still in Lead

Discussing the question of colors, one leading buyer informed Dry Goods Review that despite all the comment on high colors this summer, he had sold more yardage in all black goods in the past 6 months than in the entire 18 months just ended.

## Novel Sale For The Employees

*"It is proving conclusively that the employee who sells has as much to do with the success of a store as the material he or she sell," is the statement of Russell A. Applegate, advertising manager of John Schoonmaker & Son store of Newburgh, with regard to "The Employer's Vacation Fund Sale" recently run by that store.*

*In outlining the sale Women's Wear of New York points out that there are 200 salespersons in the organization. The idea behind the sale was to induce the store's selling force at all times to develop a clientele that they can feel is their own. They, therefore, were supplied with attractive stationery and asked to write their friends announcing the sale and inviting them to participate in the special values that were being offered during the sale. Newburgh is a city of 36,000 people where everybody pretty well knows everybody else. The average for each employe was about 50 letters, making a personal clientele of about 10,000 people. If the store's sales reached a specified total for the week, a certain percentage of the profits was shared with the sales' force, department heads being excluded.*

*Only certain articles at bargain prices were put on each day—hosiery one day and silk another day. Thus, if a lady wanted a dress with hosiery to match—to special prices—she would have to attend the sale two days. For the first two days of the sale a line of customers extending for half a block on either side of the main entrance of the store waited to get in when the doors opened at 8.30 o'clock.*

*The sale was a success.*

# Feature Pile Fabrics For Fall

## Toronto Men Say Everything in Pile From Chiffon Velvets to Duvetyns Will Be Good—Darker Mixtures in Homespuns—Poiret Twills Good in Serge Line—Stripes and Checks Still Good for Fall—Late Summer News on Cottons

WITH the assurance from manufacturers that the fall of 1922 is to be a coat and dress season, dealers in woollen lines are ready to outline the trend of fabrics. Toronto wholesale houses and importers are agreed that pile fabrics will be featured this year. These include everything which has a pile weave from chiffon velvets to duvetyns. So confident are American manufacturers in their future, that they have placed on the market at least a dozen new materials of this kind called by different names. French houses have devoted a great deal of attention to velvets and as a result our buyers have been able to obtain some very attractive adaptations which are called duvet de laine, panvelaine and marvella. Speaking of pile fabrics in general, one buyer informed Dry Goods Review, that it was the vogue for velvets which has resulted in the craze for wool pile fabrics or as they are sometimes called "wool velvets," which includes all materials such as velours and duvetyn made from wool rather than silk.

### The Homespun Problem

It is with a certain amount of diffidence that Toronto houses speak of the homespuns and tweed materials. One buyer feels very doubtful about the continued popularity among the best class of trade because manufacturers have reduced their prices to such a remarkable degree. Moreover, he says that there are very few manufacturers who are stocking homespun. Another prominent representative of woollen lines says that these materials will sell to the smaller centres more than ever. Homespuns will go first and tweeds a little later. The latter fabric will be good all fall in the larger places as well.

One thing is certain; the darker mixtures will be wanted this fall. Homespuns are being made in the plain and flecked patterns as in the spring but they are with few exceptions in the dark shades, with tete de negre and all the brown tones leading.

A third informant says that the decline in the demand for fringed materials for skirtings will injure tweed to some extent but the fact that coat manufacturers are emphasizing this material in knock-about coats will keep the run about up to that of the spring, which of course was not nearly as great as that of homespun.

### Some Serge Materials Very Good

There has been enough tricotine bought already to assure Toronto wholesale dealers of a splendid season in this. Gabardine has so far shown little tendency to move but several houses speak very highly of it for later on.

Without exception, Poiret twills are considered the best material in the serge line. Suits will favor it almost to the exclusion of others. Moreover, it will share the honors with tricotine for dresses as soon as the winter sets in.

For day in and day out business, Dry Goods Review was told that the retailer may count considerably on Botany serge.

### Skirtings

Once again the fancy skirtings are promised. New York is encouraging both stripes and checks, in wool material. Prunella cloth is bound to come back in favor. In spite of the fact that its spring popularity got a little tiresome in some cities, reports from all directions indicate that it is due for a big rebound. The hard wear that this cloth will endure, makes it valuable as a utility skirting.

Since the style of separate skirts will be very little different from last year except in length (some women are asking for 38 inches) skirtings will be about the same as formerly. Buttons, pockets and belts will again form the only trimmings. Pleats and plain lines will both be used. Tan and blue are spoken of too as the leading shades, particularly in combination with each other. The dark browns are also good, three of the best being owl, gargoyle and congo.

One or two firms promise novelty weaves also in skirtings. What these will be is not yet certain but there is every reason to look for some surprises in the next few weeks.

### End-of-Season Cottons

Toronto houses interested in summer materials reported a shortage early this month of white in both ratine and organdy. Retail houses all over the country were in immediate need and could not obtain it. However there is now a supply on hand which importers believe will last until fall buying commences in earnest, unless very warm weather sets in. Several buyers report that while general business is ahead of last year, cottons have not been as active as in 1921, except in a few lines such as Normandy voiles, dotted Swisses and ratine.

Gingham is selling this summer but the lighter varieties (the French and Anderson ginghams) are much better than the heavy ones. The heavy imported linens have taken place of gingham for morning and porch dresses. It is remarkable that while white is best in the light materials the high shades are very much appreciated in linens.

It is expected that the printed cotton crepes will sell throughout August and so will the embroidered cottons. With a slight tendency this year to the slender lines rather than the bouffant one of last summer which organdies were responsible for, these two materials should have a good market.

## Increase Sales of Dress Fabrics

**Murray Sons, Limited, of Hamilton, have hit upon an excellent idea for increasing sales in their dress fabrics department. Knowing that they could get a good price for making made-to-order dresses and skirts, they advertised by means of a personal letter that they could give a special price of $6.95 on made-to-measure dresses of voiles, ginghams, organdies, ratines or any other wash fabric. This price included all the findings, etc., the customer had to buy only the material for the dress and select the model.**

**This plan was adopted in the early summer with these wash goods and in three weeks over three hundred had been sold and orders were still coming strong.**

**Murray Sons have worked this plan for some time with the result that sales of yardage goods have greatly increased. In a little over one year they sold over 1,500 skirt lengths and at another time they disposed of over 600 yards of fabrics in six weeks.**

## New Appointments In Sales Staff

### Belding-Corticelli Make Changes in Their Organization

Belding-Corticelli have made the following changes in their organization:—

R. H. Kayser, formerly manager of the Toronto Office, is moving to Montreal Head Office to take charge of the selling of the production of the Coaticook Factory.

G. Z. Reynolds, formerly manager of Winnipeg Office, will take charge, as manager, of Toronto Office.

W. G. Hicks, who has been acting as salesman with headquarters in Calgary, will now take charge, as manager, of Winnipeg Office.

Austin W. Glover, formerly with Silks Ltd., will now work the territory formerly covered by Mr. W. G. Hicks.

# Soft Materials For Draped Effects

## Montreal Men Say There is Keen Demand for Soft Woollen Fabrics—New Homespuns in Darker Shades Chiefly in Browns and Blendings of Browns—Wide Range of Old-Time Domestic Flannelettes is Being Shown

"There is not a line of dress goods materials that can be replaced at even 15% above present prices," was the declaration made to Dry Goods Review this month by representatives of Montreal wholesale houses. Dry goods men are now discussing seriously the situation with regard to supplies of raw materials in silks, wools and cottons and more especially the upward trend of prices on materials from these products, and comment is frequently heard that the market in these goods is now back to normal with not the slightest possibility of any further drop likely to occur. "A year ago we were all sacrificing goods, from the wool grower down to the retailer," said a wholesale buyer, "and it is no wonder that the present prospect of a shortage of surplus stocks fills some with dismay but others with a distinct feeling of confidence. Prices on woollens in future will no longer be based on fictitious values but will represent fairer equivalents of their real worth."

Touching on the possible trend of demand in woollen fabrics, most of the Montreal wholesalers profess to stress soft finished goods in preference to all others. It is to be definitely a season when draped effects will prevail over straight lines and to develop this trend designers must depend to a great extent upon supple, even velvety fabrics. Hence the only serges wanted are of the finest smoothest variety with scarcely a perceptible rib, as is also the case with tricotines and Poiret twills, both of which are being called for, both by the dry goods buyers as well as the cutting up trades, but only in the finest qualities. The wiry, stiffer grades positively do not attract attention this season either for dress or for wrap purposes.

### Smooth Finish Cloths Win Favor

Broadcloth probably will have first call among the fabrics for dress wear as indicated by advance orders from the retail trade. Staple colors vie with the newest fawns and brown variations in this material which lends itself admirably to the use of fur trimmings. Cashmere is back again among the most wanted wool fabrics, it is said, and the demand for this old time favorite has surprised more than one Montreal wholesaler. Wool poplins and Ottomans likewise seem to recover no little degree of former favor as dress materials.

Anticipating the falling off in demand which usually occurs when any one fabric has been well nigh done to death, Canadian manufacturers have produced some new homespuns to replace the sports effects of the past season. These newer materials show a predominance of darker tones, chiefly in browns and blendings of browns with faint flecks of other colors, which are essentially appropriate for fall wear as tailored suits and skirts. Checked effects are extremely popular in these new homespuns, the checks being somewhat indefinite and blurry in appearance and small for the most part. Others with a plain neutral ground are overlaid with two tone checks in a rather striking color contrast such as purple and blue upon brown, which is eminently smart for sports skirts. The overcheck has a raised effact, almost deserving the term "bouclé" to describe it.

### Enter the "Bouclé" Finish

This "bouclé" effect is promised a wide vogue in both stripes and checks for skirtings, which, far from losing their former popularity show every indication of even greater favor next winter. The tendency is slowly pointing to greater use of fabrics with a soft n or pile and it is not remarkable that skirting should also reflect this trend.

Wool crepes in all staple and evening shades seem on the increase insofar as orders received during the past month or so would indicate, and it has been found imposible in some instances to supply the demand for this particular fabric.

### Soft Finished Coatings Only

Coatings for autumn fall into four classes where general usage is concerned, and the demand is recorded by several Montreal houses as follows. First, Polo or camel's hair effects; second, velours, third, checked back cloth, and fourth, bolivias in rich deep shades. Practically nothing else outside of these four lines is called for where staple trade is concerned and it seems likely that all Dame Fashion's whims can be satisfactorily met even with this apparently limited choice owing to the improved range of weights, colors, etc., which Canadian mills have succeeded in putting forth.

### Domestic Flannelettes Now on Market

Announcement was made by a Montreal wholesale house that a full range of all the old time favorites in flannelettes, eiderdowns and robe cloths is now available, such as used to be shown some five years ago. This class of goods has been scarce owing to the large quantity of American lines sold in this country since the war. American cotton goods of this type will, however, be exceedingly scarce and owing to the moderate prices and improved quality and patterns of domestic cloths, it is felt that demand will quickly pick up on domestic goods. Flannelettes which show a nap on one as well as both sides are effectively printed in pretty plaids and small figures, while reversible eiderdowns and robe cloths in a fluffy, thick pile finish can be got in practically every floral and geometric pattern, as well as the new bordered and Navajo designs. The new range of designs is larger than for some time past and shows a complete absence of inartistic and inferior merchandise.

---

# Imperfect Goods Mean Big Loss

### British Columbia Merchant Complains Of Manufacturers' Merchandise

We have received the following letter from H. W. Fox of Duncan, British Columbia:

"As a subscriber to your valuable paper and a dry goods man of 30 years' experience I should appreciate your cooperation in trying to get the undermentioned reprehensible habits reformed.

"The Canadian manufacturers of cotton goods have a bad habit of passing damaged materials off with a small label at point of damage (¼ yard allowed). Now these damages occur most frequently in white and striped flannelettes and ginghams. I have had repeatedly to cut off two and three yard lengths in succession before getting a perfect length for my customer. It is a big loss to the retailer as these pieces have to be cut off for remnants and the one-quarter yard allowance is not much use.

"Another bad habit is, there are numerous instances where the pieces are often composed of a number of short lengths which, again, mean disappointment and loss.

"I have had a long experience with the British mills and you would not find the damaged goods so cooly sent in as perfect. They are subject to a very rigid examination before leaving the mills and damaged pieces are thrown aside with a red thread in the selvedge at point of flaw or imperfections and sold as seconds and mill ends.

"If Canadian manufacturers are going to obtain and retain a reputation for textile manufactures they must see to it that they put perfect goods on the market."

---

McIntosh Bros. who have stores at Belleville, Campbellford, Cobourg, Kingston and Madoc have commenced business as importers and jobbers at Napanee, Ont.

# Crepes for Fall Again Strong

**In Silks They Promise to be Outstanding Fabrics—Linings and Novelties**

Once again crepes are promised as the outstanding material in dress silks. Many marvelled at their continued prominence in the Spring yet here they are again for Fall, standing out just as strongly as though this were their first season.

Canton crepes in several varieties are mentioned first. A few of the names heard most around importing houses in Toronto are romaine, Roshanara, satin crepe and marocain. The satin-faced cantons will be especially strong as they give a certain body to crepe which many women like.

Georgette crepe is promised a return season. It is doubtful whether it will be used in gowns as it was a few years ago but it will be more prominent in underwear and blouses than it has been for the last two seasons.

Last on the crepe list comes crepe de chine. The heavy qualities will be very good, in fact one importer at any rate, is depending on them for much of his Fall business.

### Silk Linings

Present buying tends to favor brocades for coat linings this Fall. These are selling in greater proportions than in other years. They are strong both in self-color and in contrasting shades. There are a few plain linings in demand as well not only for suits but for fur-coats. A certain quantity of prints are wanted by some early buyers but as yet not as much interest has been shown as in previous years.

The polo coat and other sports coats which are assured for the Fall will be lined with both two-toned silks and with plain materials.

### Other Novelties

Most of the novelty silk goods which were offered in the Spring will be shown again. A wool-filled crepe to be used as a substitute for canton is being imported. Then there is great confidence in chiffon particularly for evening wear. It is lovely in such shades as yellow and coral, which, by the way, are two of the biggest colors for fall.

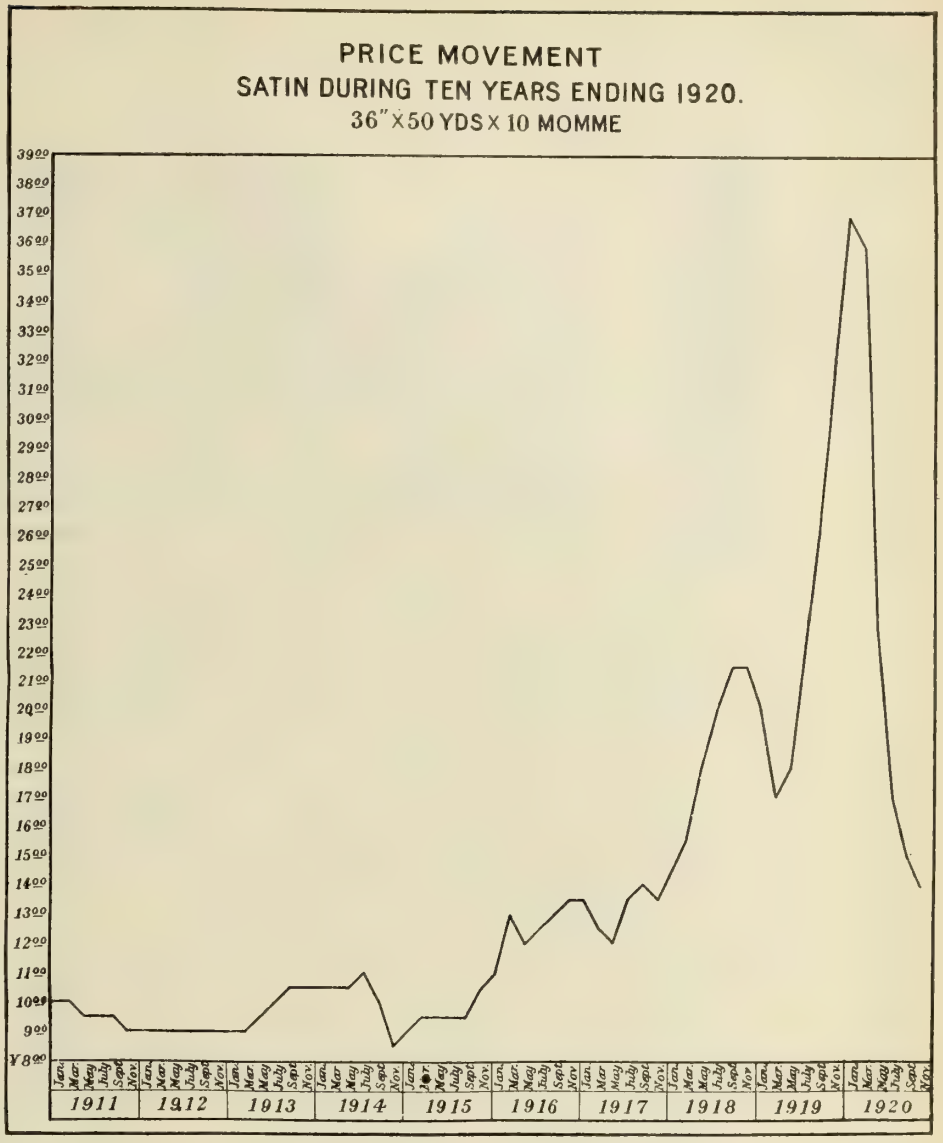
There is some indication of a revival of matelasse or embroidered charmeuse. Silk men will be glad to hear this as charmeuse is a line which needs some incentive in order to get it moving.

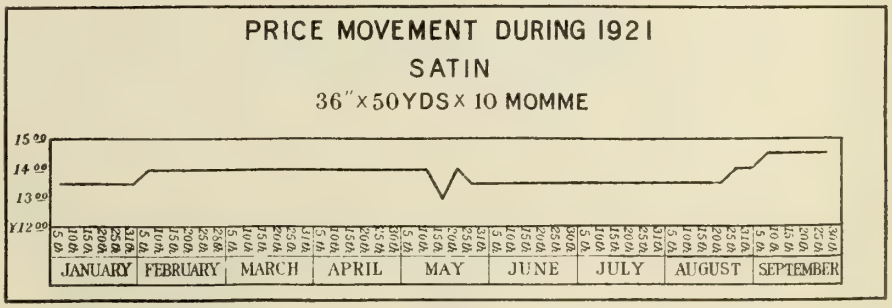
Printed crepe de chine and paisley georgettes will have a certain prestige for underwear and negligees. One or two buyers even promise them as probable choices for dress materials.

### The Velvets

Velvets of all kinds will be very good both for millinery and for costumes. There will be a great many capes of velvet as well as gowns. It will be used for ornamentation as well as for entire garments. Colors are rather quiet in this material, those which are best being the browns and blues. Of course some of the other new shades such as caprice (of the rose family) spice, poinsettia and bittersweet, are shown in velvet.

The tinsels and metal of which we spoke last month, cannot be recommended too highly to the merchant who is interested in high-class dress fabrics




*The above chart was furnished by the Hamm & Riley Co., Toronto, for the information of our readers. Satin is bought on a basis of so many yen (Japanese standard of currency) per hundred momme.*

The Raphael-Mack Co. have opened up their ready-to-wear store in Brantford, Ont. The other stores of the chain are in Hamilton and London.

Twin brothers, employees of the clothing department of the Robert Simpson Co. Toronto, married recently twin sisters. The grooms were Alfred B. and Alfred C. McClocklin and the brides, Katie B. and May S. Henderson. The two little flower girls were also twins.



# *In less than Six Weeks from the time you are reading this*

LINGETTE will have a mighty throng of potential users—many of whom will look to your store to supply their wants!

***The greatest volume of business ever done in so short a time—***

Our books show that this is the proud record Lingette has already set, with the relatively limited advertising campaign that backed it this last spring.

Millions of yards of Lingette were sold; alert retailers shared in the success; shrewd manufacturers booked more re-orders for Lingette garments than they could deliver during the past season.

***Now Lingette's Advertising will appear in Twice as Many Rotogravure Sections!***

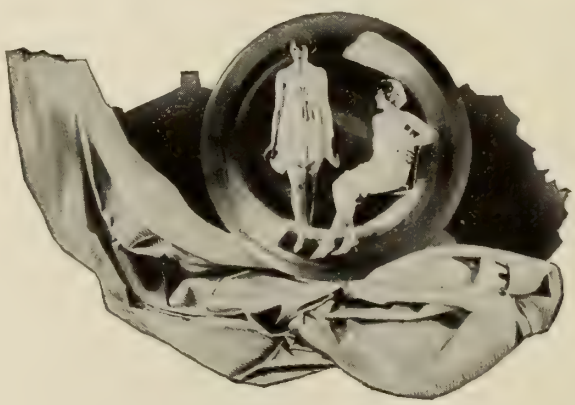
—in the biggest cities in the land.

***Great National Magazines Are Added***

| | |
|---|---|
| Ladies' Home Journal | McCall's |
| Pictorial Review | Vogue |
| Delineator | Harper's Bazar |

with their millions of readers; and extra millions of home seamstresses and dressmakers will be reached through the great Fashion Quarterlies—

| | |
|---|---|
| Butterick | Pictorial Review |
| Designer | Excella |
| Ladies' Home Journal Quarterly | |



# Lingette will have Forty Million New Friends!

THOUSANDS of people right in your locality will become acquainted with the marvellous story of Lingette—famous for its enduring *strength*, and its *permanent*, silk-like surface—woven from the strongest, finest, long-fibre cotton obtainable. These people will be coming into your store for

***Lingette by the yard***
at the fabric counter.

***Lingette made into undergarments, petticoats, bloomers, pajamas, negligees, etc.***
in the ready-to-wear departments.

Merchants who did not get their orders in, in time for the big Spring business, will be the first to realize the importance of acting at once, on Fall orders.

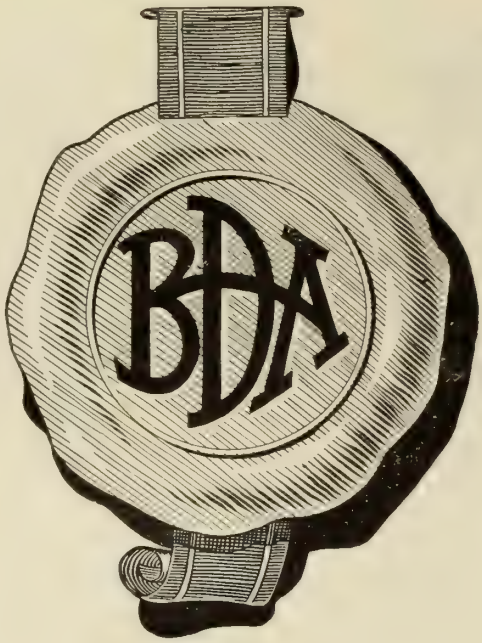
Merchants who saw their profits swelled by Lingette sales last Spring need no hint from us as to the value of placing orders immediately.

Honest merchants and manufacturers will be protected from low-priced, shoddy imitations represented as Lingette. We shall spare no effort or expense to expose and proceed against imposters trading on Lingette's quality and lustrous silk-like beauty.

All our advertisements—in magazines, fashion quarterlies and rotogravure—will emphasize "The Name on the Selvage;" "The Label in the Made-up Garment." It is *your* protection, too; look for it!

**FRED BUTTERFIELD & CO., INC.**
*Established 1838*
**361-363 Broadway New York City**






# The best known Trade Mark in the Textile World

The B.D.A. Trade Mark has followed the British Standard around the globe.

To-day, in every part of the British Empire, it is generally admitted by textile experts as well as by the shopping public that COTTONS AND WOOLLENS—dyed and finished by the Bradford Dyers' Association—have finer texture, give longer wear, hold their colors better and come in greater variety—than any other line of trademarked textiles in the world.

Stock B.D.A. Fabrics for new possibilities and profits in dress goods retailing. If your wholesaler cannot show samples of "SOLPRUFE," "VOILENA," "SUPASAYDA," "WULMELLA," and other B.D.A. finishes, write us direct at Bradford, England.

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BRADFORD DYERS' ASSOCIATION, LTD

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6 OXFORD ST
ST PETERS SQ.

BRADFORD
DEPT. 43
39 WELL ST

LONDON
128 & 129
CHEAPSIDE, E.C.2

BDA
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# *Priestleys'* DRESS GOODS

# FALL 1922

We are showing a large range of exclusive Novelty designs in Costume and Dress Cloths, including the following:—

**COLORS: (All Wool)**
**Serges**
**Tricotines**
**Gabardines**
**Jasmine Poiret Twills**
**Crepe de Chine**
**Broad Cloths**

**BLACKS:**
**Crepe Royal**
**San Toy**
**Cashmeres**
**Permette**
**Silk Warp Henrietta**
**Crepe de Chine**

The leading shades for Fall are:—*Sand, Rose, Taupe, Elephant, Reindeer, Kangaroo, King Fisher, Pekin, Tobacco, Nigger, Wine, Navy, Black.*

GREENSHIELDS LIMITED MONTREAL

We have also a complete stock of French, British and Canadian all wool Dress Goods and suiting cloths in all colors in the following lines: *Coating and Botany Serge, Poplins, Ottomans, Nuns Veilings, all wool Cashmeres, Taffetas, Wool Crepes, Tunis Crepes, Habit Cloths, Tricotines, Gabardines, Striped and Plain Armures, Fancy Skirtings, Checks and Stripes, Homespuns in plain mixtures, Fancies, Stripes and Checks in all the leading shades.*

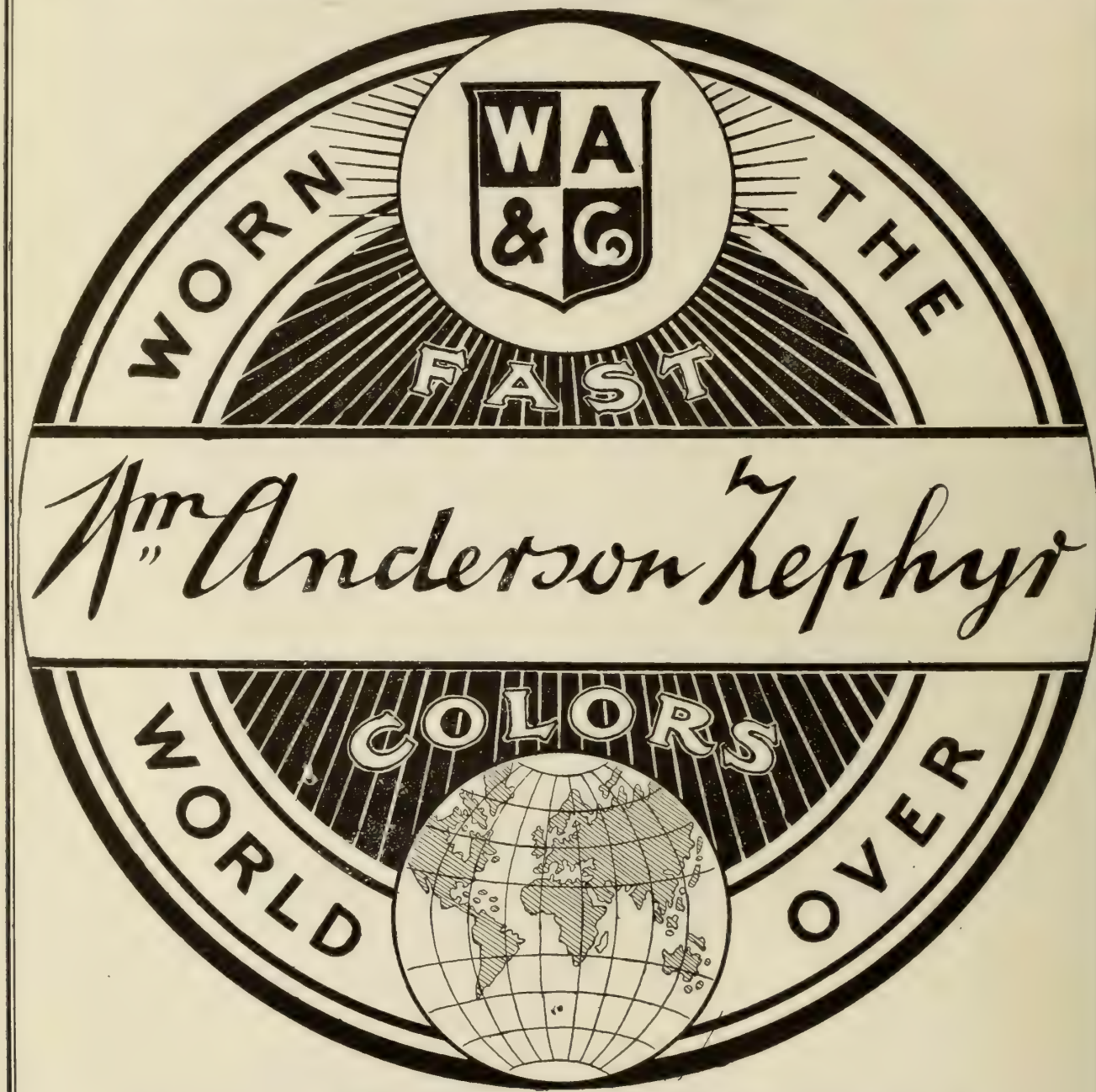
## GREENSHIELDS LIMITED

*"The Hub of the Dry Goods Trade in Canada."*

**17 VICTORIA SQUARE - MONTREAL**

**Sales Rooms from the Atlantic to the Pacific**

# Obtainable From The Leading Wholesale Houses




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Pacific Mills and 12 Princes Square

**Toronto**
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A. S. BROWN - Representative

**GLASGOW**

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# Chatillon, Mouly, Roussel & Cie.

***Silk Manufacturers***

*at:* LYONS, TARARE, VEYRINS, CORBELINS, (France)

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LYONS NICE MILAN

*All the Newest Creations*

## M. AUBIN

*Canadian Representative*

**275 Craig St. West, MONTREAL**



## Where the Trouble was

The cloth was sound in fabric and tasteful in design —so good indeed that it was evident it came from a first-class British Manufacturer, but the shrinking — that's where the trouble was. No name on the stamp of course —just "Thoroughly Shrunk." When will buyers see to it that good cloth is not spoilt by bad shrinking?



The real guarantee is the stamp of

**Jennens, Welch & Co.**
**Limited**
**London—Huddersfield & Bradford**

The world's premier firm of cloth workers, shrinkers, finishers, etc., are also the proprietors of the renowned JENNWEL Waterproof, Rubberless Finish, applied to Tweeds, Serges, Coverts, Fancy Worsteds, Costume Cloths, etc.

## JENNENS, WELCH & CO., LIMITED

**SPRINGWOOD WORKS, HUDDERSFIELD**



To relieve retailers of the burden of the increased Sales Tax demanded by the recent Budget, a reduction has been made in the prices of

# "Viyella" (Reg'd)

## Unshrinkable Flannel

The attention of the trade is called to this effort to meet existing conditions and to maintain dealers' profits.

Hollins DAY & NIGHT WEAR

*The Mark of Fine Merchandise*

A cordial invitation is extended to all interested retailers to visit the Exhibit of Wm. Hollins & Co., Ltd., which will be held in Section 64, Manufacturers' Building, Canadian National Exhibition, from August 26th to September 9th.

## WM. HOLLINS & CO., LTD.

(OF ENGLAND)

62 Front Street W., Toronto

Wm. Hollins & Co., Inc., 45 E. 17th Street, New York




***The VELVETEENS*** that give real pleasure and complete satisfaction in wear are those dyed by J. & J. M. Worrall, Ltd., the Premier Velveteen Dyers of the World. Whatever the make—or the color—you should always ask for a guarantee that the cloths are in Worrall's Fast-to-Rubbing Dyes.

**J. & J. M. WORRALL, LIMITED, MANCHESTER,**

are not merchants. All inquiries for velveteens in their dyes should be sent through the usual wholesale channels.

# Increase Your Summer Business

*by featuring*

**Horrockses**

## Fine Cottons

Your customers are still making Dresses and Petticoats, Camisoles and Nighties for Summer wear — and naturally think of Horrockses' "Diaphalene," Nainsook, Cambric, India Long Cloth and other sheer, dainty Horrockses' fabrics. How is your stock? May we serve you?

## JOHN E. RITCHIE

**CANADIAN AGENT**
591 St. Catherine St. West, Montreal.
**Branches:** Toronto and Vancouver.
**UNITED STATES AGENTS**
**Wright & Graham Co.,**
110 Franklin St., New York City.
**Made by**
**HORROCKSES, CREWDSON & CO., LIMITED**
**Cotton Spinners and Manufacturers,**
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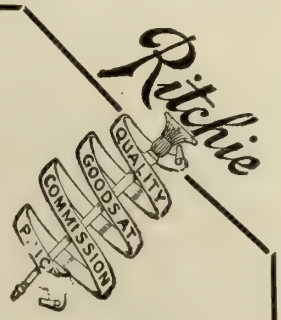
SILK AGENTS AND IMPORTERS
28 & 29, CHEAPSIDE,
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POLO LININGS
FACINGS, SILK LININGS AND COLLAR VELVETS
CAP POLOS

**Canadian Representative:**
**JAS. C. ALLAN, 14 Front St. East, Toronto**

## For Immediate Delivery

We have for immediate delivery an attractive stock of White and Brown Embroidery Linen, Damask Cloths and Napkins.
Orders for these lines should be placed immediately. Import prices upon request.




If your name is not on our mailing list we would be glad to add it if you will write us.

**JOHN E. RITCHIE**
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# *The Smart Woman's Choice*

Canton Crepe,
Crepes Georgette,
Crepes de Chine,
Liberty Satins,
Ninons,
Foulards,
Chiffons and
Printed Novelties on
Georgette and Ninons,
Silk Dress Nets

Our new commercial year is just starting and during the month of July we will carry in our Toronto stock a complete assortment of the latest Paris shades in Crepe de Chine, Georgette, Ninons and all fancy materials which are now in favor in the great centres of the world.




Les Successeurs de

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*Wires "Hoyle, Longwood-Yorks."*
*Codes:-Marconi, Bentley's.*

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". . . In the first place we find that SUNSET has been a most satisfactory line to handle, for the reason that SUNSET DYES are well known, and give perfect satisfaction to the Consumer. This makes repeat orders for us!"

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*Manufactured by*

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*SUNSET—Costing more to manufacture—having more merit—giving better service—creating a better opinion from all who handle it—will maintain its standard, the highest—and its price 15c. will not be changed.*

# "I Will Give You $1 for that Copy"

So said a Toronto business man to one of our representatives who showed him a copy of one of last year's issues of THE FINANCIAL POST.

Recently another subscriber offered $2 a copy for several back numbers of THE POST required to complete a file. Because THE POST supplies much information that is to be had **in no other publication** many of its readers keep it on file for reference.

The City Treasurer of a large Western city had a special table built in his office to carry a complete file of THE FINANCIAL POST to which he refers nearly every day. There are many others like him who find THE POST valuable beyond the first reading.

It is because THE FINANCIAL POST is valued by its readers, is closely studied and is in many cases retained for reference that it offers the advertiser so much of those important qualities that advertising experts call **"reader attention"** and **"reader interest."**

***The leading investors, business men, bankers, financiers, public officials in every community of Canada read THE POST. THE FINANCIAL POST gives the advertiser***

***"QUANTITY of QUALITY"***

# The Vogue in Paris and New York

## What Fashion Centres Are Decreeing in Accessories—Feathers Seen In Profusion—Some New Styles in Girdles—Seventy-Two Inch Necklace for Fall—More Extensive Use of Lace for Lingerie —Attractive Woollen Laces

DESPITE the short lives of most of those "sweet nothings" commonly called dress accessories, their coming and going is none the less important to the retailer who wants the patronage of well-dressed women. Parisian dressmakers rely as much on these little additions to their creations as they do on the creations themselves. In New York it is the same and Canadian fancy goods houses inform us, that each season brings forth more of our merchants who want the dainty things that find their way from both Paris and New York.

The dress accessories are, this season numerous and just as quickly as they multiply, they vanish. Manufacturers who in more prosperous times did not find it necessary to tempt the fancy to any great extent, are now devoting all their energies to making the feminine world buy whether it will or not.

### Feathers Everywhere

The smart thing in Paris is the handbag trimmed with ostrich feathers: sometimes the ostrich is combined with beads and other times it is alone. Tortoise shell clasps are still very good on these bags.

Girdles are used extensivvely on the continent at the moment but they are of a slightly different type from those of last year. One shipment which New York has lately received from Germany, is of woven materials, mostly metallic thread. France has created several striking types in which jet plays a very important part. One girdle or, in this case, waistband, has two jet-rings held together with a filigree band of old silver. Another girdle which is anything but a girdle since it does not encircle the waist but hangs in a long end from the hip, has two large jet discs encircled by steel beads from which hangs a jet bead fringe. Most of the Parisian girdles feature steel beads, black square beads and old silver along with jet. Color is used to brighten the black but is not to any extent seen alone. Rhinestones are noticed on several combinations with either steel or jet.

There are many ornaments now on the market made up of the same materials as that used in girdles. Decorative motifs with long bead fringes pendant from one side are especially favored in Paris. Fringe of beads or opalescent bugles is seen a great deal. Then there are the odd clasps and ornaments that resemble clasps. Some are in the form of two rings of jet or rhinestones; cameo carvings are very popular on these clasps and on buttons as well.

The small fan is due for prominence this season according to Paris. It may be of black gauze or of white. In New York the one of white gauze is being particularly featured for wear with evening gowns of the flapper type.

Large fans this season will be dome-shaped for the most part and they will again favor ostrich. While single stick fans are shown those of the folding style are largely in the majority. In handles, the natural wood has as its only rival the white one.

Imported earrings show extensive use of combination filigree link chain with either pearls or small colored beads. Some have tassels suggesting a shower of pearls.

In necklaces, the double chain is favored. Smoky crystal, and onyx are shown extensively in these. In European markets, importing houses who have sent buyers over recently, say that there is a vogue for jewelry of cut and polished tin. Coral is also spoken of as coming into prominence. Many French houses are making up novelities in Japanese coral.

The 72-inch necklace is decreed as the Fall mode. In these all sorts of opaque and transparent stones are seen. Some of these stones are semi-precious and others are imitations, strung on knotted cords. A few of the stones which New York is already showing are: amethyst, jade, onyx, coral, lapis, cornelian and crystal. Glass beads with tassel extensions are also in the series. There are a great many 24-inch necklaces shown even though the very long ones are considered the dernier mot.

It is said that Parisian women are wearing numerous bracelets reaching from the wrist half way to the elbow. Some of these are heavy while others are merely dainty bits of novelry.

### What Paris Says About Laces

Information comes from Paris that lace is being used more than last year for lingerie and for negligee. The narrower widths, that is from 1/2 to 5 inches are best for this. The laces made for delicate copies, very often, of real laces. Never since machines were introduced into lace-making, have such good imitations been made, experts declare.

Malines lace is being used for negligees and Valenciennes in numerous varieties for lingerie. Both cream and white are good with a little stronger leaning toward the latter. Irish lace is also growing in importance for underthings.

Woolen laces are still a matter of conjecture although there is scarcely a veiling house in New York or Toronto which is not plentifully stocked with them. These laces are most attractive in their combinations of light and heavy materials with bright and dull finish.

Real lace is again being used in handkerchiefs. Corners of the daintiest workmanship are combined with lace borders and sheer linen to make these.

## Simple Experiment Trebled Sales: Maybe This Applies To You

**Do you handle electric washers? And, if so, where do you keep them?**

**A certain department store in Toronto, handling electric washers, kept them with their electrical goods on one of the upper floors of their store. They believed they were not selling enough electric washers, so they moved them down in the basement with the other washing machines.**

**There was an immediate response to the change. It was discovered that sales became almost three times as heavy as when they were with the electrical goods on one of the upper floors. There were two reasons for this: First, people did not care about going upstairs to look at the washers. But the second reason is, perhaps, the more significant one. Electrical goods are, in a measure, seasonal; that is, there are certain times of the year when sales in this department are most active. That is not the case with basement merchandise. The hardware department is said to be one of the best all-year-round departments in the store—it carries merchandise for every season of the year. Washing machines are usually kept near the hardware department. And the hardware department is usually in the basement.**

**Hence, the moving of the electrical washing machines to the basement proved to be a good business-getter for that line of merchandise.**

**It is well, at times, to give careful study to the arrangement of your merchandise to see if it is in the most logical place in the store for quick sales.**

# Much Attention to Miladi's Feet

## Manufacturers Endeavoring to Create New Styles in Hosiery and Footwear—Some Leading Shades in Hosiery—Predicts Big Silk Glove Year in 1923—New Ribbon Novelties—Other Novelties in Beads and Jewelry

MILADI'S feet will receive more than usual attention this Fall and Winter it is rumored, since Canadian manufacturers have done their utmost to contrive new ideas in the way of hosiery and footwear with which to beguile reluctant purses. Although scarcely an accessory in the accepted sense of the word, the new overshoe is certain to create a furore when once it is placed on the market next Winter, resembling as it does a Russian boot, trimmed with fur and devoid of clumsy fastenings which made the old style overshoe ridiculous. When once the flapper and her older sister behold this new fad in the way of foot coverings for snowy weather, their erstwhile favorite, the unbuckled overshoe will be forgotten. Several American manufacturers are endeavouring to create a fad for this style of Russian boot in street styles as well, and have even brought out a gaiter with the fur top extending out from the leg.

A Montreal manufacturer of fine silk and wool hosiery has issued an announcement to the trade this month in which it is predicted that the most desirable shades in fall hosiery will be black, brown, pongee, camel and fawn, along with the brown heather and lovat mixtures. These shades will be especially smart in silk and wool hose in the finer qualities and many of these will be adorned with clock embroideries in the proportion of 60 per cent. plain to 40 per cent. clocked. It is expected that travelers will leave for their respective territories about August first with all the latest ideas in gloves, hosiery and silk underwear. One of the new items in the hosiery range will be a fine gauge seamless wool stocking with extra fine elastic top, especially designed to meet the needs of women of stout proportions who desire to wear a fancy heather mixture wool hose with a roomy top, an article hitherto somewhat scarce on the market.

### Ribbons Show Marked Demand

Ribbons are staging a remarkable come back, due to the demand for millinery purposes. Among the many interesting novelties which will be shown later on will be narrow gros grain ribbons bordered with chenille in contrasting color; metal ribbons with a velvet edge and steel ribbons with a colored silk corded edge. Fancy velvet ribbons will be largely used to form entire hats and brims next winter, among the varieties used being some reversible effects with one side velvet with the reverse ribbed.

Although too early as yet to talk of next Spring's glove styles, nevertheless Montreal manufacturers are prepared to outline the probable trend of demand. Comment is made in several quarters upon the popularity of the silk glove and its serious rivalry over the fine kid style formerly so much favoured by women even in Summer. Silk gloves, in all lengths are therefore regarded as the leader as far as 1923 styles are concerned and travelers report that orders are placed right on into the Fall for immediate selling, showing that cold weather is no deterrent to the wearing of this style. Many new trimming elaborations are predicted for next Season in silks, and fancy shades will receive special attention.

Where kid and leather gloves are concerned, the outstanding feature is the stiffening of the raw skin markets, especially in fine kids. These pelts are steady just now but cannot possibly go lower. French suedes, which again are coming into marked favour, are also as low as they will be, and the usual cape and mocha gauntlet styles will in all probability show an increase as time goes on. There is an absolute shortage of fine woollen gloves, especially in angora, and English manufacturers cannot accept any more orders at present. Just as in all other commodities requiring the use of wool, the recent advance has become felt in gloves for next Winter. Taking the situation as a whole, however, a Montreal manufacturer informed Dry Goods Review that confidence is returning now and business is fully five or six times greater than it was last year at this time, yet it is not nearly back to pre-war levels. Travelers will go out in August and September next with Spring samples and Fall sorting and the situation should be clearly determined in the course of the next six weeks.

### Novelties Just Received

Cotton beads are a novelty received not long ago from Paris by a Montreal importer who states that the millinery and dress trades are enthusiastic about these unique trimmings. The beads come in all pastel shades and are quite small and very durable. They are sold by the packet only and are said to be less expensive than the American variety.

There is a new line of elastic suspenders just introduced to the market called the Lady Betty garter, which is made of the very best materials and in length adapted for both ladies and children, but which will retail at the very moderate cost of 25 cents a pair. This should undoubtedly prove of interest to Canadian stores which have experienced difficulty in obtaining a good suspender even to retail at 40 cents.

### Novelty Jewellery Remains for Fall

There is no likelihood of the vogue for novelty jewellery dying out for a long time yet, owing to the fact that the present style of frocks with a plain unbroken front practically demands something in the nature of a necklace or chain to complete it and modify its severity. Thus, all sorts of colorful beads will continue in demand, and the newest novelty will be the double neck chain in 72 inch length. The so-called "tin-cut" and polished beads will lead in favour and opaque effects will make a strong bid for popularity over colors. Oblong colored glass beads strung on colored cords will be shortly shown on this side, being extremely popular in Paris at present.

Dangling ear rings will remain in style another season at least, and a good deal of black onyx is predicted as being smart in drops and pendants for the more elaborate and showy designs. Bracelets also are due for a prolonged season ahead and fashion will decree the use of as many as four or five on one arm in place of the single ornament at present worn.

### NEW METHOD OF SIGNALLING FLOOR WALKERS

**A new lighting system tried out some time ago and now in use at L. Bamberger & Co., Newark, N.J., eliminates the need for salespeople to call out the name of a floorman when they desire to attract his attention.**

**Small green lights are installed at intervals throughout the various floors in the store and when these are lit it means that the floorman is wanted by a salesperson. There are two lights on some fixtures. If the light on the right is lit, it signifies that a salesperson in the aisle to the right is seeking the floorman and if the light at the left is illuminated it notifies the floorman that a salesperson in the left aisle wants him.**

The annual meeting of the Kingston, Ont., Business Men's Association was held on July 3. The following officers were elected: President, W. Y. Mills (re-elected); 1st vice-president, Mr. H. Moore; 2nd vice-president, Mr. E. Walsh; 3rd vice-president, Mr. Bert Abernethey; secretary Mr. Gordon Smith; treasurer, Mr. Frank Kinnear.

# A Foreword on Fall Accessories

## Fancy Handbags Smaller, But Plain Leather Bags About the Same Size—Velvet Will Be Featured—Darker Colors in Narrow Belts—Return of Hat Pins—Some New French Veils and Veilings—Radium Laces in 36 Inch Widths—Metallic Girdles

HANDBAGS for the coming fall will be somewhat smaller where fancy styles are concerned, but plain leather bags will remain about the same, owing to their practical nature, according to information gathered from Montreal manufacturers. The leading leathers will be beaver calf, velvet calf, crocodile calf, real Morocco, pinseal, Persians and cowhide seal and ooze in combination, Russian calf and brocaded leathers. The envelope style with deep flap snapping to the body of the bag still continues to please the fastidious woman but there are a number of interesting shirred or gathered pouch bags developed in supple leathers slung on a leather strap which are altogether new and decidedly smart.

Fabric bags are still in excellent demand, particularly plain moire silks and a few corded silks. Velvet will be a feature of the showing of winter models by this Montreal firm who predict the return of this former favorite owing to the widespread use of velvet for dress materials. A few elaborate evening bags of French silk with a metallic finish and equipped with a gilt filigree clasp are offered, designed in the open end effect.

**Leather Vanity Cases Attract Buyers**

Among the novelities shown in anticipation of fall business are ladies' pocket vanity purses of grey brocaded leather, measuring only a few inches in size but compact enough to hold a mirror, puff and pocket for small change. The "pochette" or oblong purse hung on an arm strap is decidedly popular at present, especially the style with a change purse attached to a fine chain. Two-tone leather combinations are new in all styles of bags, especially those which combine two types of leather as well. One striking model is finished with 14k gold ornaments, while another boasts a mirror which covers an entire side of the bag with a note book and pencil tucked away beneath in readiness for the busy woman's memoranda. Small mirrors are finished with a tab of the bag lining by which they can be withdrawn from their pocket, while larger varieties are attached permanently to extension flaps in plain leather bags.

In connection with a discussion on hand bags it is worth while knowing that some decidedly worth while bargains in French beaded bags are available which can be retailed at profit at $5 apiece. These are really beautiful and are the surplus of a famous manufacturer's stock.

**Narrow Belts Strong for Fall**

Narrow leather belts are a good proposition for the coming fall, it is announced, in darker colors than those which are the rage at present, but it should be recalled that for the next 60 days there is plenty of opportunity of selling all white and colored belts. Cheap merchandise of inferior quality is off the market in this class of goods and it is now possible to procure the finest kid and patent leather for the price formerly paid for oilcloth, etc.

**"Stratnoid"—The New Metal**

Hat pins have come back with the return of the large hat this summer and the demand for various lengths is sure to be registered in a few weeks. To meet the demand for something new yet practical and inexpensive, a Montreal wholesale house has imported hat pins from Europe, made in the new metal called "Stratnoid" which is guaranteed to be stronger than silver and untarnishable. The pins are shown in a variety of pretty shapes, all of which are small and inconspicuous and they are guaranteed for 10 years, yet they may be retailed at 15 cents apiece with profit. The same metal is used to make artistic thimbles and picture frames the latter novelty coming in two sizes, to sell at 25 and 50 cents retail.

**Metallic Threads Trim Veils**

Although veils and veilings are quiet as yet, interest is being shown in some extremely lovely French goods just received in Montreal by a representative of one of the best known French manufacturers. Dry Goods Review was informed that metallic threads on fine black mesh will be one of the high lights of fall business as well as the made up bordered veils showing a Spanish pattern up three sides. A Valenciennes pattern finished with a fine picot edge was applied to a cobwebby mesh of decidedly irregular design, most becoming of all features. Chenille dots in rather large size were lavishly employed in bordered effects on the usual regular medium sized mesh. Heavy chain stitch is sometimes cleverly combined with these dots, which also come in a range of high colors in addition to all black. Little circular veils, exquisitely embroidered in fine gilt threads are designed to hang demurely over the brims of small fall hats. All these models are 46 inches in length and are intended to drape softly over the new large hats.

**Radium Lace is Demanded**

Another Montreal wholesale house is championing the cause of radium laces for this season in black, navy, pearl, jade and copper tones in 36 inch widths. A representative informed Dry Goods Review that orders already received from the largest firms throughout Canada show that lace is still the thoroughly approved choice of fashion and will be combined with charmeuse satin in preference to the duller crepe weaves which are not so effective as a satin finished material to set off the lace. A good deal of tinsel lace is selling too, and nearly every day an order comes in enquiring for "metallic" novelities of some sort. There is a new lace designed for flouncings which is said to be a mixture of silk and wool, the latter forming hand made flowers on a silk warp. This will be obtainable in solid and assorted colors and should prove an interesting novelty. These goods are on the way and are expected in Montreal this month.

**Metallic Girdles Adorn Fall Frocks**

Despite the rumours that metal girdles are passee, it is stated on good authority that these goods are more popular than ever and are being shown in both London and Paris and by all the leading couturieres. A shipment of some particularly lovely metallic girdles is expected in Montreal which will be priced to sell between $5 and $10 apiece retail, showing that this type of merchandise has not degenerated into the cheap class as yet. All the dress manufacturers are showing many lovely conceits upon their fall frocks, both of crepes and cloths as well.

Spanish combs in all sorts of bright colors in addition to white and black are to be worn next winter, it is predicted, especially by the younger set. It is rumored that these carved combs will be shown in such colors as red, blue, amber and crystal.

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### TO ERECT BRAZIL FAIR BUILDING

It has been announced that a contract has been awarded to Dwight P. Robinson & Co., New York, for the construction of a building to accommodate American commercial exhibits at the Brazilian Centennial Exposition to be held in Rio de Janeiro beginning September 7th. The building, which will be the "unofficial" exhibit building, will be constructed of American materials as far as possible. It will be purely a commercial proposition, having no direct connection with the exhibition plans of the American government under the appropriation of $1,000,000 made by Congress recently.

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J. B. Coyne, K. C., has been elected a director of R. J. Whitla and Co., Ltd., Winnipeg, and appointed secretary of the company.

# Many Patent Leather Bags For Fall

## Output Depends Somewhat on Supply of Suitable Leather—Vogue for Belts Has Been Good for Retailers—Many Feather and Ribbon Novelties – Some Mills Sold up to Christmas on Gloves

IF SUFFICIENT leather can be obtained, there is no doubt that patent will be one of the best sellers this fall in handbags. Both the Sally bag and the English avenue models favor patent. The new boar leather which is usually a roughly-grained cowhide is finding a good market. Sheepskin in the Brazilian grain is another favorite.

There are some lovely matinee bags being shown in Toronto, several of them being of the Spanish pebble leather. Both Pandoras and beauty boxes are asked for in recent orders. It is said that beaver brown will be good all fall particularly in the soft bags.

The vogue for belts has brought a splendid harvest to retailers who specialize in novelties. In the race for first place, both kid and patent are spoken of as winners. White is one of the best shades in kid while black favors patent. Belt-makers say that the wide patent belt is much stronger than the narrow one of last year. Even the craze for rubber belts seems not to have hurt the trade in leather ones. Manufacturers are counting on rubber, however, for next year's bathing suit business as they say this year saw only the beginning of it. They are now featuring rubber in all the bright shades.

Travelers are starting out now with some new models in collar boxes and writing cases for Christmas. There is also a new type of music case being shown. The music is doubled once and then slipped into a pocket instead of be-being folded in the case.

### Feather and Ribbon Novelties

The last word from Paris on the feather craze is the Persian effect. Three or more colors are used in forming charming bodice and hat ornaments of ostrich in these shades.

Then there are powder puffs encased in satin bags which have white, pink or blue ostrich plumes.

Speaking of powder puffs and such gift lines, Canadian manufacturers are making a special effort to please the trade in these novelties. There are all sorts of charming sachet bags, flower ornaments and pin cushions resembling beautiful flowers to be bought now. One retailer informed Dry Goods Review recently that he found these little ribbon and silk lines absolutely necessary as business-getters and keepers. Apart from the profit obtained, they are one of the best ground-floor attractions he has.

Many stores are showing counters with ribbon tied in lengths of several yards. They say that an aisle table of these bunches draws attention to counters where business is slow. Some stores are now buying one of every novelty in ribbon that they can get and placing it up as a sample of what can be done with ribbons.



*Here are two of many new ribbon dainties which should attract attention. The powder bag in the hand of the model is made over a metal frame so that it will not lose its shape. It comes in all the lingerie shades and has a circle of ribbon flowers along its upper edge. The garter has an ingenious powder-box which is handy when the lady goes a-walking. The snap permits the box to be worn on any style of garter and once fastened it stays until wanted. It is so light in weight and close-fitting that it cannot be noticed. Adapted for dances and occasions when it is practically impossible to carry a powder holder. Shown by Ribbon Art, Royal Bank Bldg., College & Spadina, Toronto.*

Representatives of silk glove and hosiery mills say that there are several mills which have received 65 per cent. of their fall orders and two are sold up until Christmas. This has encouraged them so much that they have begun working on their gloves for next spring.

Once again the gauntlet and cuff glove is the best in both kid and silk. The kid favor cuffs of a contrasting shade, often white, while the silk seem to be of one color with trimming in another. The lace effects featured in New York have not yet been stressed here but the fringe is very good. Applique is used as trimming for many of the fall gloves.

As to color, there is a great deal of talk about the browns, particularly chippendale, Rembrandt and otter. Grey is good in the suede and white seems to be coming back into its own again.

# Dent Griffin, Limited, is Organized; Make Gloves and Kindred Lines

## Factory Situated at St. Catharines, Ontario—Joint Officers With Dent, Allcroft & Co., Ltd., (Canada) —B. S. Griffin, Formerly With St. Catharines Silk Mills, is Vice-President and Managing Director— To Specialize on Dents' Silk Gloves

INCREASING popularity of the silk glove is further evidenced by the fact that a new Canadian company has been organized whose operations should be of considerable interest and assistance to the trade in general.

Dent Griffin, Limited, as its name suggests, will produce in Canada Dent's silk gloves, followed by other kindred lines manufactured from glove silk cloths. This company is located at St. Catharines, Ontario, where the entire process from the weaving of the raw silk to the marketing of the product will be undertaken.

Samples of goods for delivery for the spring season of 1923 will be shown in the regular way by travellers of Dent, Allcroft & Company (Canada), Limited, with prices quoted f. o. b. St. Catharines and all goods will be shipped direct from the factory. This method has been decided upon in order to give the trade the advantage of the best possible prices and in order to eliminate the double cost of handling which in these days of keen competition is an important consideration.

H. P. Pearce, president of Dent, Allcroft & Co. (Canada) Limited, is also the president of the new company with B. S. Griffin occupying the position of vice-president and managing director.

R. K. Gibson, vice-president of Dent, Allcroft & Co., (Canada), Limited, joins the board of the new company as director and will be in charge of sales and distribution.

J. E. Peters, secretary of Dent, Allcroft & Co., (Canada), Limited, becomes secretary of Dent, Griffin, Limited and A. G. Watson, also of the Dent Company becomes treasurer. Mr. Watson will reside in St. Catharines and take charge of the credit and accounting departments.

B. S. Griffin is well-known in St. Catharines where he was, until recently, acting in the capacity of vice-president and manager of production of the St. Catharines Silk Mills and produced the first silk gloves made in a Canadian factory. He has been associated with the silk glove industry well over twenty years and is thoroughly experienced in all its branches, coming to Canada with an excellent record for success in this direction earned in the United States, while in charge of the Amsterdam factory of Fownes Bros. & Company which was organized by him and brought to the forefront in its reputation for quality production in silk gloves.

A. G. Griffin, brother of B. S. Griffin, who was also associated with the Amsterdam factory is likewise a director of the new company and will supervise certain operations.

### Links with Dyeing Firm

The Guaranty Silk Dyeing and Finishing Company, Limited, whose premises adjoint the building occupied by Dent, Griffin Limited, by a special arrangement between the two concerns will link its plant with the weaving and glove plants in order to assure perfection in the shades and finishes of Dent Griffin production.

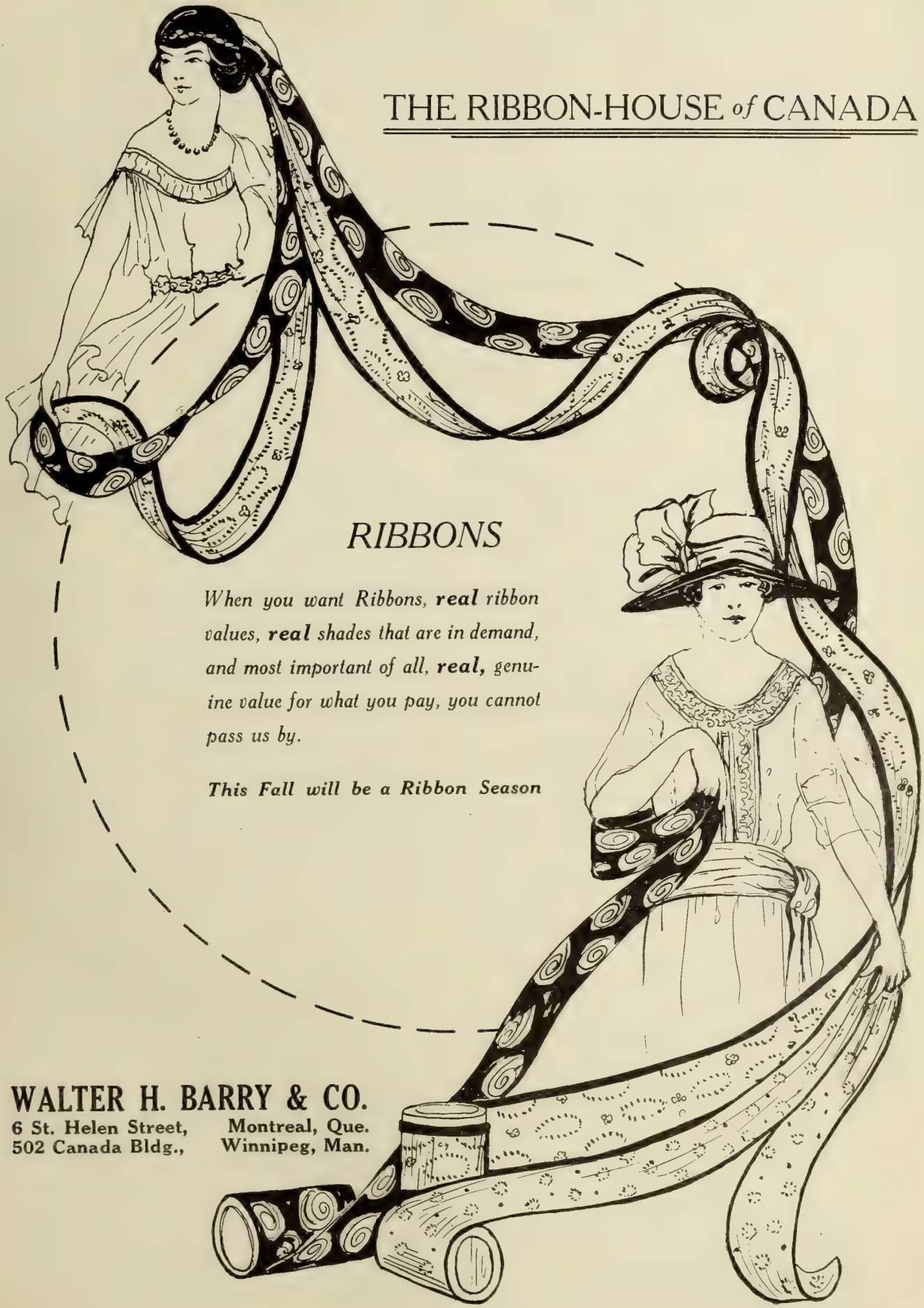
The Guaranty Silk Dyeing & Finishing Co., Ltd., was organized in the autumn of last year since when it has attained a commendable reputation for its perfection and accuracy in producing fine shades. The plant is operated by experts with technical knowledge, specializing in the dyeing and finishing of piece goods, broad silks, tricolettes, hosiery in the garment, etc. All the latest improvements in weaving and glove making machinery will be in use at the new factory and will include one type of machinery for which application for patent has been made.



*A Formal Display of Evening Silks*

*This striking arrangement of three pieces of shimmering satin against an original painting as a background, is remarkably well executed, the only relief being attained by the use of metallic brocade in a harmonizing shade to the satin. The position of the wax figure and the balance of the floral decorations make this window a notable piece of work.*

*Arranged by J. H. Roy, Display Manager of the Paquet Company of Quebec.*



THE RIBBON-HOUSE *of* CANADA

*RIBBONS*

*When you want Ribbons,* ***real*** *ribbon values,* ***real*** *shades that are in demand, and most important of all,* ***real,*** *genuine value for what you pay, you cannot pass us by.*

***This Fall will be a Ribbon Season***

**WALTER H. BARRY & CO.**

**6 St. Helen Street, Montreal, Que.**
**502 Canada Bldg., Winnipeg, Man.**

The *"Frenchmaide"* Line Makes Business *"Fine"*

Frenchmaide KIMONAS AND UNDERGARMENTS

DAINTY
EXCLUSIVE
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# Undergarments Negligees Kimonas and Bathrobes in silk and cotton

Our initial Fall line of Novelties and Staples are now on display.

Many new ideas in styles and materials that makes this the most complete and original showing it has been our privilege to offer you.

***"Most smart shops feature Frenchmaide Undies"***

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## The Lingerie Company

Manufacturers

80-82 Wellington St., W. Toronto

*Showroom at*

**Montreal, Que.**
23 Merchants Bank Bldg.,
364 University St.
E. Scroggie, Rep.





*Specialists in Newest Colors*
*Silk and Cotton Crepe*

## KIMONAS

Ask for cotton crepe

*Porch Aprons and Bungalow Dresses*

of new creations in rich and clever oriental color combinations. Let us reserve your Fall requirement now. Padded Silk Vests, Gowns and Jackets, Children's Silk Comforters and Jackets in full assortment for immediate shipment.

## The Mikado Company

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TORONTO
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## Could *you* retire in 20 years?

Perhaps you don't want to—but all the same it is a very pleasant feeling to have enough gilt-edged securities tucked away that if business does get troublesome you haven't the slightest worry.

The big point is this—profit is not profit until it is safely invested and bearing interest. There is so much of the average merchant's earnings that are frittered away in non-essentials, when he might create an estate separate from his business load.

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## FINE GLOVES

We have a complete line for men, women and children and are in a position to make immediate shipments of orders for gloves of

Silk
Lisle Thread
Chamoisette
Leather

## KNIT GOODS

In addition to a full line of staples in Sweaters, Children's Suits and other Knit Goods, we have a number of novelties that are going to be strong sellers this Fall. Get a line on these when you send us your sorting order.

## Acme Glove Works, Limited
MONTREAL




ULTRA SUPER

SILK GLOVES




DENT ALLCROFT & CO. (CANADA) LIMITED

DENT GRIFFIN LIMITED

# A REAL ORGANIZATION

## OF SILK GLOVE MANUFACTURERS

operating a completely new manufactory located at St. Catharines, Ont., and trading under the style of

## DENT GRIFFIN LIMITED

has been instituted in order to provide our valued customers and the trade generally with

**Dent's Ultra-Super**
Double Tipped Silk Gloves

with an entirely new equipment embracing all that is latest and best in improvements. The new factory will produce merchandise of the real Dent standard.

## THE SILK GLOVE PAR EXCELLENCE

In the exquisite beauty of texture, quality, style, and finish, you will at once detect the life long experience and skill of technical experts.

DUE ANNOUNCEMENT WILL BE MADE OF THE DATE

when our travellers will have pleasure in submitting our sample range of silk gloves for delivery.

## SPRING SEASON 1923

Make a note to hold your orders until you have made your critical inspection. The great buying public need no reminding to

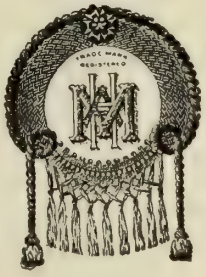
## *Insist on Dent's*

but your selling will be made easier by timely advertising direct to the consumer.

# DENT ALLCROFT & CO. (CANADA) LIMITED

MONTREAL, QUEBEC

# MOULTON TRIMMINGS



## Distinctive Merchandise of Highest Quality

Moulton Trimmings for Fall show all the new and smart effects in Fringes, Tassels, Fancy Braids, Yard Trimmings, Cords, Girdles, Drops, Ornaments, Military Braids and Soutache.

Many Novelty Designs that will interest you are being shown.

Make sure you see our Fall range.

We ask our patrons to kindly remember that our goods are **made to order** and that the demand for our lines is very large and Dominion wide; therefore, please ORDER EARLY.

## THE MOULTON Manufacturing Co., Ltd.

**4 Inspector St. - Montreal**



# Another Leader



No. 230

## *La Déesse* Combinette

This delightful combination of brassiere and corset will commend itself to all corset buyers.

The one-piece front panel, the ample elastic gores and the hip reducers make a strong appeal to women who appreciate comfort, refinement and style.

Tailored in good quality, figured pink coutil, and priced to allow a good margin of profit.

Order your "Combinette" stock from our nearest branch.

E.T. Corset Co. Limited
St. Hyacinthe, Que.

General Sales Office:
Coronation Building, Montreal

*Western Sales Office* Canada Bldg. Winnipeg

*Ontario Sales Office* York Building Toronto

# Interesting Range of Fall Samples

## Manufacturers Say That More Attention is Being Given to Figures—Uncorseted Fad Leads to More Confining Styles—Special Attention to Stout Women—Price Range to Meet Popular Demand—Flesh Colored Type Still Popular

WITH an unusually interesting range of Fall samples just completed, corset manufacturers of Quebec and Montreal are anticipating a more than ordinarily successful season when once placing gets under way. More than one manufacturer, however, comments upon the tendency to delay ordering which grows more marked each season with the retail trade and points out that unless placing is done in the usual volume this month, a shortage will occur.

In special interviews accorded to a staff member of Dry Goods Review, two corset manufacturers in the Province of Quebec outlined the situation as it is likely to shape itself in the course of the next month or so. In most points both these authorities are unanimous, the only diversity of opinion having regard to differences in their respective products.

### More Attention to Figures

"Women are now giving more attention to their figures," it was declared, "and the outstanding point about the new corset models is the slight increase in boning which characterizes the styles for 1922-23. There are two logical explanations for this tendency towards greater support, one attributable to the trend of apparel styles towards more fitted effects while the other is undoubtedly due to the fact that enlarged and sagging muscles caused by over indulgence in the uncorseted fad must now be reduced and overcome by a return to more confining styles.

"The average woman demands corsets of light weight construction, sufficiently boned to allow for essential support and low in the bust, and the trend is positively in the direction of comfort, yet greater support is wanted along symmetrical lines which reproduce natural curves and permit the utmost freedom of movement.

### Models for Stout Women

"One of the outstanding features of the coming Season's new Fall range of corsets is the increasing attention that is shown to models for stout women. In the past it has been customary to develop corsets for larger women in somewhat heavier fabrics with a maximum of attachments, re-inforcements and seams in order to hold down the unwieldy flesh to more harmonious lines. Very few such types will be featured during the coming Fall and the larger woman will be more than adequately cared for in the matter of light, flexible but essentially strong models which will not encase her figure like a rigid sheath. On the contrary, owing to the improved manner in which elastic webbing is inserted, the much desired flat back and front effect is achieved with distinct success. The skirt of the new models intended for well developed figures is somewhat longer than is the case with average figure models and there is a perceptible rise at the back of the corset top, so that it reaches a height of two to three inches above the normal waist line where the flesh tends to bulge over, although the low and medium bust line in front still prevails."

### New Hip Treatment

Elastic topped models are shown in the same proportion as last season, but there is probably more webbing used in the form of panels of entire gores. A new treatment of the usual hip insert of webbing is to overlay it at the top by a pointed V of the corset fabric firmly stitched down to the centre of the section so that it cannot stretch or bulge outwards. An additional feature of this type of corset of special interest to women with heavy diaphragms is the double front section, with a front belt fitted with double suspenders adjustable to any length and made of heavy pure elastic webbing. Such a model as this which represents the highest type of workmanship and style in sizes up to the largest outsize, is priced at $33 a dozen but others by the same make of equally fine design for large women can be had as low as $18 a dozen.

The inevitable question which always comes up when the subject of corsets is under discussion refers to the combination brassiere-corset and its statue in the regular field. One opinion given by a Quebec manufacturer inclines to the belief that the sale of such garment in this country has not reached any great proportion and as the promotion of such a type of garment cannot in the long run be helpful to the industry, few of the better manufacturers have felt inclined to stress it. One firm has held



*The sportswoman will find this sports model corset with full elastic side panels exceedingly comfortable. It is developed in strong white coutil at front and back to give necessary support.*
*Shown by courtesy of E. T. Corset Co., Ltd., St. Hyacinthe.*

off the production of such a line until June and will shortly introduce a new range for hot weather wear. They anticipate that with the first snap of really cold weather the demand for corset-brassieres will lessen.

Another firm commented on this line as follows, "We showed this garment last season in a short length, practically more brassiere than corset in effect, but the demand this season is for a much longer garment, extending all the way down to the depth of an ordinary corset although quite unboned. The trend of demand shows us that the short and unconfining garment is no longer wanted except for a bathing corset."

### Price Range

In reply to a query as to the price range for the coming season one maker reports "no change" and comments on the advantageous values now obtainable. Another firm quote their price range as varying between $8.50 to $42 a dozen and point out that the favorite retail price is apparently for a corset $2.50, $3.50 and $5. The consumer purchasing ability at this time has receded, it was explained, and popular priced corsetry is the mainstay of every retail department, with very few exceptions. Nevertheless, the popular priced lines have reproduced the best style features this season so that economy entails no sacrifice in appearance.

The all white corset does not show any signs of supplanting the flesh colored type, which still prevails in popularity, particularly in the new style of "wrap around" corsets, which are a development of the girdle idea. These "wrap arounds" are devoid of lacings and hook up in the usual manner in front, but have a wide elastic panel inset at the back to provide the necessary stretch. Some of these models are very dainty in appearance having their side sections made of over-lapping rows of fancy braid trimming with a highly mercerized finish, while plainer styles have sides made of five rows of strong tape running horizontally and overlapping without stitching. One elastic section is now considered sufficient in this type of corset, where formerly three were used at the sides and back. These models may also be obtained in sizes up to 36 instead of merely the smaller numbers, and it is probable that with judicious advertising the "wrap around" will become an accepted part of the feminine wardrobe for every day wear.

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The plant being erected at Drummondville, Que., by the National Silk Dyeing Company of Paterson, New Jersey, will be operated by the newly incorporated Dominion Dyeing & Finishing Company, Limited. The plant will cover about 80,000 square feet, and will be modern in every particular. From 100 to 200 hands will be employed at the outset. The company will dye silk and artificial silk in the skein, and will dye and finish silk and silk-mixed goods in the piece.



*A new combination corset and brassiere developed in pink figured coutil with dainty shoulder straps, smartly tailored in long shirted effect to give the flattening effect decreed by fashion.*
*Shown by courtesy of E. T. Corset Co., Ltd., St. Hyacinthe.*



*Model of pink silk brocade with several new features designed for comfort, including a back panel of elastic which does away with lacings, and a hook front concealed by a close fitting flap which prevents wearing.*
*Shown by courtesy of E. T. Corset Co., Ltd., St. Hyacinthe.*



# Corsets That Women are Asking For

There is a demand for corsets that fit perfectly, wear well, and give efficient service. This demand has turned with ever increasing force to

## *Warner's Rust-Proof* Corsets—

*(MADE IN CANADA)*

This season we are showing a larger and more varied line. The good staple "bread and butter" numbers are stronger than ever, and in addition there are all the new features brought out this season for the latest fashions of dress. Whatever your type of trade, you will find Warner styles to meet it properly, from $12 per dozen to $48, back lace, front lace, or elastic girdles.

### EVERY PAIR IS GUARANTEED

Every Warner Corset, Corselette, or Brassiere, is sold by us with an unreserved guarantee not to rust, break, or tear.

The Corselette, originated and first brought out by us, has been meeting with much favor, and there are large sales for it for bathing, athletics, house work, and lounging. It is a combination of the corset and bandeau, made in bust sizes 30 to 44, and models from $12 to $30 per dozen.

Warner Bandeaux and Brassieres are also winning hosts of friends by their splendid fitting qualities, and are made in a variety of fabrics and patterns from $4.25 to $21 per dozen.

Now is the time to prepare for the better business prospects for this Fall, and the Warner line will help your corset section. Your stocks should be complete by September 1st. Would you not like to see samples?



## THE WARNER BROTHERS COMPANY

**Canadian Factory and Sales Office - 356 St. Antoine St., Montreal, P.Q.**


P.C's Sell Fast
AND why not? There's a model for every purpose—for sports, evening wear, and every other occasion. There's a shape to suit every figure, and the prices of all P.C. corsets are astonishingly moderate.
Parisian Corset Manufacturing Co. Limited
Montreal QUEBEC Toronto
16
"P.C." Corsets
RUST PROOF
GUARANTEED

# New Interest in Wool Underwear

## Lower Prices Increase Retailer's Interest—Big Demand for Opera Vests in Wool—Different Styles for Different Localities—Fancy Hosiery Strong for Fall—Many Stores Are Opening Up An Infant's Department

THERE is every reason to believe that wool will return to its old position in the underwear trade next winter. The reduction in price which it has undergone in the last few months is responsible for the interest which merchants are showing. One manufacturer says that this revival is the best proof one could have that the public like woollen underwear. For several seasons now, travellers and retailers have tried to impress woollen houses that both women and men want only silk or cotton and when they use wool at all, they prefer union underwear. The new interest which has been aroused with the decrease in cost of wool, proves beyond a doubt that price was the dominant factor before. There the some lines in which the mills are already far behind in delivery.

### The Vogue in Underwear

One of the big surprises is the demand for opera vests in wool. Retailers are ordering these no-sleeve or ribbon strap vests quite freely. Travellers say that they are now wanted for wear with all costumes, including street and afternoon dresses. As long as the bateau neck is worn, and Paris is still showing it, these vests should be good. When required for evening wear alone, cotton or silk was always best but day in and day out Winter wear requires the wool.

In Quebec there is an increasing demand for long-sleeve vests but in Ontario and even throughout the west, travellers can dispose of the no-sleeve or the short sleeve more easily. The same applies to ankle-length drawers. The all-year-round demand for silk hose has resulted in a strong call for the knee-length. All of the heavy underwear lines however stress tight knees.

### Two-Piece Sets Still Good

Though many manufacturers are turning out some very attractive combination suits, they say that the separate pieces are by no means on the wane. This applies to both cotton and woollen underwear.

New York is at the moment showing loose knees extensively. Mills in this country say there is no danger expected for the bloomer business from that source. Most of the Canadian underwear manufacturers are showing cotton underwear along step-in and loose lines but they say that the tight knee is essential for Canadian trade in winter wear. Though women in this country have managed to endure the cold without protection for the legs, they cannot wear the loose knee all winter.



*THE SPORTSWOMAN*

*who dons this smart three piece knitted set will typify the latest conceits in outdoor apparel. The entire set of hat, scarf and sweater are knitted from Corticelli Sylvergleam, the hat being edged with French angora, while the stripes in the scarf are done in Belding's Artsyl Sweater yarn. Shown by courtesy of Belding-Corticelli, Limited, of Montreal.*

If there is any change at all in the style of drawers for next winter it will be in the body of the garment rather than the knee. One or two samples show a tighter fitting line than is seen in the bloomer.

### Light Underwear for Next Winter

The increase in demand for wool for next winter has had little effect on Summer weight underwear. Two manufacturers in Ontario informed Dry Goods Review that business in all-year light weight lines is bigger than ever this Summer.

In the regular vest which has the built-up rather than the strap shoulder, one mill is trying to turn out a garment which will not show at the sides of the V. The designer has therefore widened the V both back and front so that it is now more oval in shape than last year. Those who have tried it out, say the strap does not slip from the shoulder as a result of this widening.

Canadian undergarment makers are paying more attention to detail this year. They are placing very neat straps of lingerie braid on their vests and using a good grade of lace. Most of them are making vests with silk tops. These silk tops are, as a rule, imported in the piece and attached in factories here to either wool or cotton.

In sports bloomers for wear as underskirts, there are many new color combinations for Fall. Periwinkle and black, smoke and purple, navy and honeydew are very good in both all-wool and in Italian silk. One manufacturer is placing a petal cuff on his samples. This can be worn down or turned back according to the length of the skirt—a very great convenience in a season which shows a promise of varying lengths.

### What's What in Hosiery

The trend for Fall seems to be toward fancy hosiery. Silk and wool two-tones will be good. The all-wool heather mixtures will, of course, sell, but as to what colors will be wanted, manufacturers are in doubt. Fabric houses say that homespuns will be in quieter shades than in the Spring. If this is so, the hosiery will be more subdued.

There will no doubt be a great deal of all-cotton hose in heather next Winter because of its wearing qualities. To offset this, several mills are making a wool hose with cotton heel and toe.

### Infants' Wear a Big Factor in Canada

With more stores in this country opening up regular departments for children's clothing each season, there are new mills being established all over the country. Most of these mills can be kept busy with children's lines alone and some make only a few of the infants' requirements. One Toronto mill says that it is more profitable for them to devote all their time to children's sweaters instead of women's as formerly. Though the infants' styles follow the trend of women's rather carefully, they do not suffer to the same extent in bad seasons. There are certain times when women's sweaters cannot be sold at a third of their cost as many manufacturers and retailers have found out in the last few years. Babies' lines keep to a fairly uniform price and are all-year sellers.

The gift idea has been a great boon to infants' knitted lines. Bootees, mitts and bonnets sell in enormous quantities. One manufacturer claims that he made 20,000 gross of infants' hose last year.

Retailers who separate their infants' lines from other departments say that they can get better prices in this section.

# Slipover Enjoys Great Popularity

## Is Strong in New York and Philadelphia and Shares Honors With Tuxedo in Buffalo and Toronto—Scarf Increases Use of Slipover —Bright Showing of Sleeveless Sports Jackets in Toronto— Knickers for Sports Wear

THERE has been a tremendous sale of slipover sweaters in the last month. Dry Goods Review has received reports from the following cities in regard to this style:

New York and Atlantic City—slipovers stressed almost exclusively.

Philadelphia—demand very strong particularly for light weight wool variety.

Buffalo—younger girls wearing slipover but a steady demand for Tuxedo as well.

Toronto—both slipover and Tuxedo selling, the former moving beyond all earlier expectations.

This is a very encouraging report for retailers who have stocked heavily in these lines. There is no doubt that the vogue will last throughout the Summer whether the weather is cool or warm because sweaters now belong to that indefinable class of women's apparel which is considered necessary as warm weather equipment but is chosen in preference to dresses, for cool days.

The New York flapper is wearing the slipover on the streets with sports skirt and sports hat. She is not particular whether her sweater has the round or the V neck so long as it has a belt in the Balkan style. Usually there is a scarf to cover her shouders in Russian or Indian colors. The scarf is tucked neatly under the belt of the sweater. One Toronto manufactu who has just made a flying trip to Atlantic City says that the scarf has increased the usefulness of the slip-over almost three-fold. In other years this sweater could only be worn by very slim women and even they have some difficulty with it. Now the clever arrangement of the scarf gives the appearance of a waist-line V-neck which the very stoutest women can wear well.

### More About Slip-overs

These slip-overs are good in both silk and wool, the latter being preferably of fine Iceland wool. The fact that those of artificial silk run from $5.00 to $8.00 and that wool ones are sold at from $1.98 to $3.50, makes the latter a little the better seller. The price factor influences the trend of business this Summer to such an extent that there is every expectation that wool will have more sales throughout the Summer.

White is particularly liked and the light shades come next. Besides Iceland wools, Shetland and chiffon are in favor.

In the scarfs of which we spoke above, bright shades are best.

The good sellers are combinations of the following colors: French blue, silver grey, champagne and yellow, black and white, jade.

### Black and White for Sports Wear

The past month shows that with the passing of vivid colorings and to some extent, the pastel shades, women want a color with white of which they are not tired. Black seems to be far the best. One retailer says that the vogue for black trimmings on footwear has done a great deal to popularize black in other clothing. Black and white shoes which are taking the place of the all-white shoe of other seasons, look much better when worn with stockings having black clocks and with hat, skirt and sweater, cleverly sprinkled with white

Sleeveless sports jackets of black are being shown by the smartest shops in Toronto with skirts and blouses of white. Then there is the all black Tuxedo, which, particularly in silk, is about the dressiest sports garment a woman can wear with a crepe skirt of white.

Though Tuxedos are not shown as extensively as in other seasons in some cities, they are selling very well in others. It is worthy of note that in Buffalo, N. Y. where conditions are said to be better than in many other American cities, Tuxedos are selling very well. In Canada, orders are fairly good from all directions. This should prove encouraging to buyers. The price of Tuxedos averages about twice that of slip-overs and if a comparison were made of the districts where each is having a good run, the resulting figures might prove interesting for those who like to study economic conditions.

Of course, there are at least a score of grades in which the Tuxedo is selling. Some stores in Buffalo are offering them in white and the pale shades at $3.98. These are of the poorest grade artificial silk, loosely woven and not very shapely. Several stores are showing them for $6.95 to $9.50. Pure silk Tuxedos still hover at the $35 mark in Buffalo and even at $45 in some Toronto stores. The outstanding colors are golf green, tan, navy, black, white and jockey red.

Blazers will remain in the hands of the more exclusive shops for this season, it is expected. A great number are selling, however, particularly the red, black and navy in combination with flannel skirts. Sleeveless blazers with organdie blouses are good too, most stores offering these for $5.

### Knickers or Breeches?

So far Toronto women are choosing knickers for sports wear of all kinds except riding, which requires breeches. Nearly every golf course has half a dozen devotees and the stores report a fair number of sales for summer camps. On good authority word has come from New York that many women there prefer breeches for general use. The reason given is that the blouse at the knees of the knickers is found to be less satisfactory than the snug knees of the breeches and the latter fill the same requirements as the others. If, however, the breeches do find their way into Canada, it will not likely be until next season.

A sudden revival for the good old middy blouse has taken place in some centres. Some are of silk and others of cotton. Those which are a combination of middy and smock are liked the best and are even more popular than the regular smock. Knicker suits are shown with middies for camping and rough wear.

## Island Display Helped Hosiery

*The hosiery department has been one of the most active departments in dry goods lines during the last year. Women have not needed a great deal of urging to search out this department.*

*Yet, according to a little plan worked out by Murray Sons, Ltd., of Hamilton, it is possible to increase even the heavy hosiery sales of the last year. Almost in the centre of their store there was a partition that did not serve any very useful purpose and took up some valuable space. They decided to knock it down and use the space for display. In this space which had to be passed by nearly every person who came into the store they placed a hosiery table. It was always up to the minute so far as neat and attractive arrangement of merchandise was concerned and it whetted the appetite of Hamiltonian ladies for up to the minute hosiery.*

*The result—from December to the end of January they increased their hosiery sales ONE HUNDRED PER CENT.*

# Is Tailoring On Large Scale

## So Says Manager of Monarch Knitting Mills With Regard to Sweater Industry—Interesting Points With Regard to Manufacturing of Use to Salesmen—Operations Described

"THE sweater industry to-day is tailoring on a large scale," says the manager of the Monarch Knitting Company at Dunnville, Ont. "All our ladies' sweaters have a certain amount of pattern work done on them. This is absolutely necessary in order to make well-fitted garments such as women require to-day. Sweaters are worn just as coats and suits were in other seasons and therefore require perfect workmanship."

Though a great many lines made are knitted on circular machines, most of them are not dependent on the machines alone for shaping. Even such small articles as children's toques require a certain amount of cutting. Scarfs are made by knitting the silk or wool into lengths of many yards and then cutting up into separate pieces. Some of the best grades of fibre silk sweaters are made this way also. The circular cloth formed by these machines is cut up on regular patterns by experienced tailors.

Flat machines are used for some of the best sweaters. They turn out the knitted fabric in lengths which are more easily handled by the cutters. Their production, however, is not nearly so great. A circular machine can make fabric sufficient for 10 dozen sweaters while a flat one is knitting enough material for only 2½.

### Interesting Features in Knitting

Even the finishing of small sweaters for children requires cutting. Though the body of the sweater is in one piece and knitted on a circular machine, the fabric is cut so that several sizes can be made. The outer edges are used in making the lapels for the Tuxedo or coat.

Men's pullover sweaters are not cut. They depend on the machines for shaping.

The making of buttonholes is now done by machinery. Power machines make the stitching and then cut the hole. Even the buttons are put on by specially constructed machines which hold the button in a vise while it is being sewn.

### Why Stripes Are Expensive

Sweaters, scarfs, hose and all garments which have stripes are necessarily more expensive than the same things in plain materials because their production is very much slower. The making of the pattern takes longer and the slowing up of the machines for every change of color makes the output considerably less in this type of garment. Sweaters which are so prominent this year in the Indian, Navajo and Russian shades are comparatively expensive because of the time they require.

### Variegated Dyeing

The Dunnville factory makes its own woollen and union yarns but imports its silk yarns. These come in skeins from England and are dyed and spooled here.

When a silk sweater is required in variegated shades, the yarn is dyed in the skein. This is done by hand. Boards are clamped at cer ain intervals on the silk and the section between the boards dipped into the dye. One skein may have as many as six or eight colors in it.

Drying by means of fanning as well as heat is used in this mill. Machines which revolve in a heated room are laden with the yarn. This method makes the yarn "loftier" than it is when subjected to heat or air alone.

# Important Changes In Personnel

### Clinton Knitting Co. Ltd. Elect New Officers—Pioneers in Welfare Work

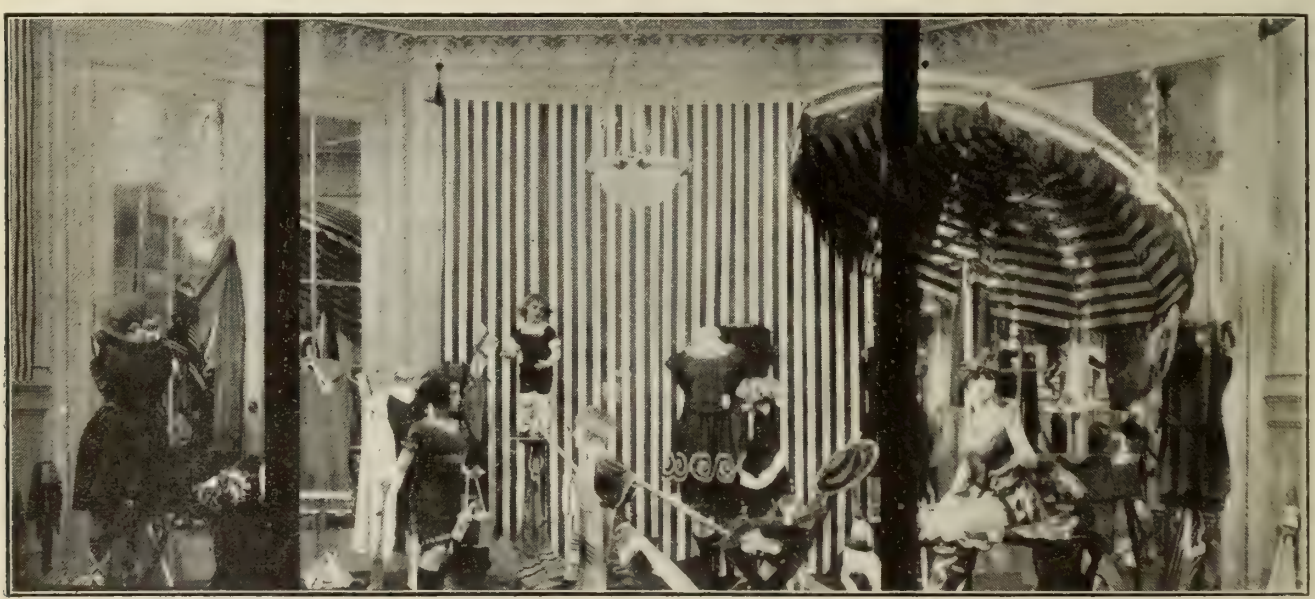
Important changes have just been made in the personnel of the Clinton Knitting Co. Limited. The controlling interest in this business has been purchased by Messrs. H. G. Harper, and E. A. Vincent, of London, and Lieut.-Colonel H. B. Combe, of Clinton. H. G. Harper and A. E. Vincent are already well known to the trade, having been heads of departments and important factors in the R. C. Struthers & Co. Wholesale Dry Goods, of London. Lieut.-Colonel Combe has been with the Company since its inception, except for the three years he served with the Canadian forces overseas.

### Officers

The new officers of the Company are:—H. G. Harper, president; Lt.-Col. H. B. Combe, vice-president; A. E. Vincent, managing director.

The Clinton Knitting Co. commenced operations in 1903, were incorporated in 1905; and in 1906 they built their present factory. Their history is known as the "Wearwell Brand." During the years of their expansion subsidiary

(Continued on next page)



*Under a gigantic sun umbrella was displayed a variety of bathing accessories by Henry Morgan & Co., of Montreal. Green and white awning formed the background and a mirror banked in grass formed the floor. Toy swans were posed on the mirror and paddles, sand toys, beach chairs, etc., were effectively used.*

# Makes Boosters Out of Kickers

## Handling Complaints Wisely is Splendid Advertising—Store Always Gets the Worst End of the Deal When There is a Dissatisfied Customer—How Exchanges Might be Reduced—Make Adjustments With a Smile

*The accompanying lecture was given to department managers in one of the large Ottawa stores. It contains many valuable suggestions for salespeople as to methods of making adjustments and, at the same time, making friends.*

DEPARTMENT managers are liable to lose valuable opportunities for the best possible sort of advertising by carelessness, or worse, by their method of handling complaints, of exchanging goods or refunding the cash. We have heard managers say, again and again, "Oh, she's an old grouch, always kicking about something, I wish she would never come in the store again," and that is the spirit in which some complaints are handled.

Now we all know that the person who makes a complaint is usually a great gossip. The world is full of these kind of people, and although we may not like them, we can't kill them, and we can't make them quit talking, but we can direct the sort of talking they are going to do, about this store.

### Store Gets Worst of It

We know that if we give scant courtesy to their complaints, no matter how unreasonable they are, our store is going to get the worst of it in that person's conversation for months to come; so it will pay us to make an investment this morning by studying this vital problem of exchanging goods and cheerfully refunding the cash, and outlining a uniform policy and rules for all departments regarding this subject.

Marshall Field said, "the customer is always right," because he didn't want this bad talk to go around when he would not be there to prove that the talker was a liar, so he paid to get the other kind of talk going, the kind which is free advertising.

Supposing you are imposed upon very frequently. Is it better to have them think you are "easy" than to say that your department is a trap? The woman who gets the best of a store is always the sort of woman who brags about it, and the more she brags about it, the more good she is doing your store.

### Say it With a Smile

When the complaint comes, you are facing a condition and not a theory, and when you decide to accede to the customer's demands, for goodness sake do it with kind words and a smile. Don't spoil it all by having a grouch of your own, do it quickly, don't wait a month or a day, don't let the kicker get out of the store to say a word against the store. Remember she's a talker, so give her something mighty good to say, so as to bring back all the money you invest in her that day in exchanging the goods or refunding the cash.

Now the store's policy should be to satisfy every customer. Because good will is the chief asset of any store, and good will is the sensitive plant of business it suffers from the slightest touch. Even an untruth does enormous damage, for you can never catch a lie. When bad things are constantly being said about your store, the loss to the concern may be greater than we expect.

The store which by its policy and management, can please its customers, and so handle complaints as to get nice things constantly said about it, has in good will a growing asset that has a cash value of many thousand dollars.

### Reduce Exchanges

How can we reduce exchanging of goods? One of the most hopeful ways to cure this evil is by teaching salespeople to sell their goods intelligently. In this way the goods will stay sold. If thorough selling is taught, and foolish selling is eliminated, there will be much bigger profits at the end of the year and customers will be better satisfied with your store service.

Never allow your salespeople to force a customer into keeping something she doesn't want, or to make her feel that the store couldn't have possibly given her better service than it did. Seize upon every kicker thankfully, as the opportunity to create another booster for your business. If you act with this vital thought in your mind, your business will grow bigger and more profitable.

If you leave this important matter in poor hands, you may begin to wonder why your trade is falling off, and the public go to other stores that do not seem to you to be as good as this one.

# Three Piece Sets Are Featured

### Will Help Yarn Sales—Leaflet Instructions Instead of Booklets

Art goods departments are finding that the new form of knitting and crochet instructions, namely, in leaflet form in place of booklets, are preferable from every standpoint to the former way. When the books of instructions on making sweaters, etc., are prepared, the length of time required to collect the directions, photograph the many models, and attend to the printing and distributing results in many of the styles represented becoming out of date before reaching the hands of consumers. Consequently, the plan of issuing leaflets as soon as each one is prepared has much to commend it and these should be distributed and shown by all art needlework departments this Summer. Books will be issued to cover the staple lines of knitted goods, the leaflets being confined more to novelty ideas.

### Three Piece Sets Aid Yarn Sales

Among the newest ideas brought out this month by a Montreal manufacturer of wools and crochet silks, etc., are three piece knitted sets, comprising sweater, sports hat and scarf to match. These sets feature either the tuxedo or pullover style of sweater and are developed in the popular gossamer wool and artsyl cable yarn as well as various silky wools which are so much favoured this Summer. Angora is cleverly combined with plain wools in developing some of these sets, one of which calls for detailed comment, being knitted of firtree green wool in a pullover effect designed on Norfolk lines. The smart little hat to match is trimmed with angora. Yellow gossamer wool is beautifully combined with white silk cable yarn, while a rainbow effect is realistically carried out in a myriad of lovely colors running horizontally on a scarf.

Roman stripes are knitted into a colorful scarf which boasts jade as its predominating color, while a cunning liitle cape for a child is knitted out of shell pink wool with white angora. A corn color pull over sweater is charmingly trimmed with lavender which color is used to outline the scalloped edge and form the acorn drops which are used as a trimming.

Although the announcement has been made that fine wools have shown an advance this firm states that there will be no increase in the prices of knitting wools in balls for this Fall at least.

## IMPORTANT CHANGES

(Continued from previous page)

plants have been operated at Wingham and Owen Sound but the policy of the new firm will be to close all branch factories and install the equipment in the Clinton Mills so that economy in manufacturing costs may be effected. A new modern and up-to-date dye plant has been installed and the company will now do their own bleaching and dyeing in colors.

### Welfare Work

The Clinton Knitting Co. were pioneers in welfare work and early equipped the Girls' Club Rooms, which is the upper flat in the Combe Block, as an assembly room for dancing and concert purposes, reading and writing rooms, a complete kitchen for banquets and suppers. These Club members are limited to the employees of the Company.

S. K. Cooper has opened a dry goods' store at Long Branch, Ont.

# CELTIC

## HOSIERY

FOR

## AUTUMN

Pure silk hose in new and distinctive hand embroidered clock designs are being shown in our Fall range.

Also fine Cashmere Hose in all the new and popular colorings, with and without clocks.

*Selling Agents:*

**HARVEY BROS. & SEMPLE, LTD.**
224 Empire Bldg., TORONTO; 313 Fort St., WINNIPEG; 325 Howe St., VANCOUVER.

**THE CELTIC KNITTING CO., LIMITED**
**14 Turgeon St. Montreal**





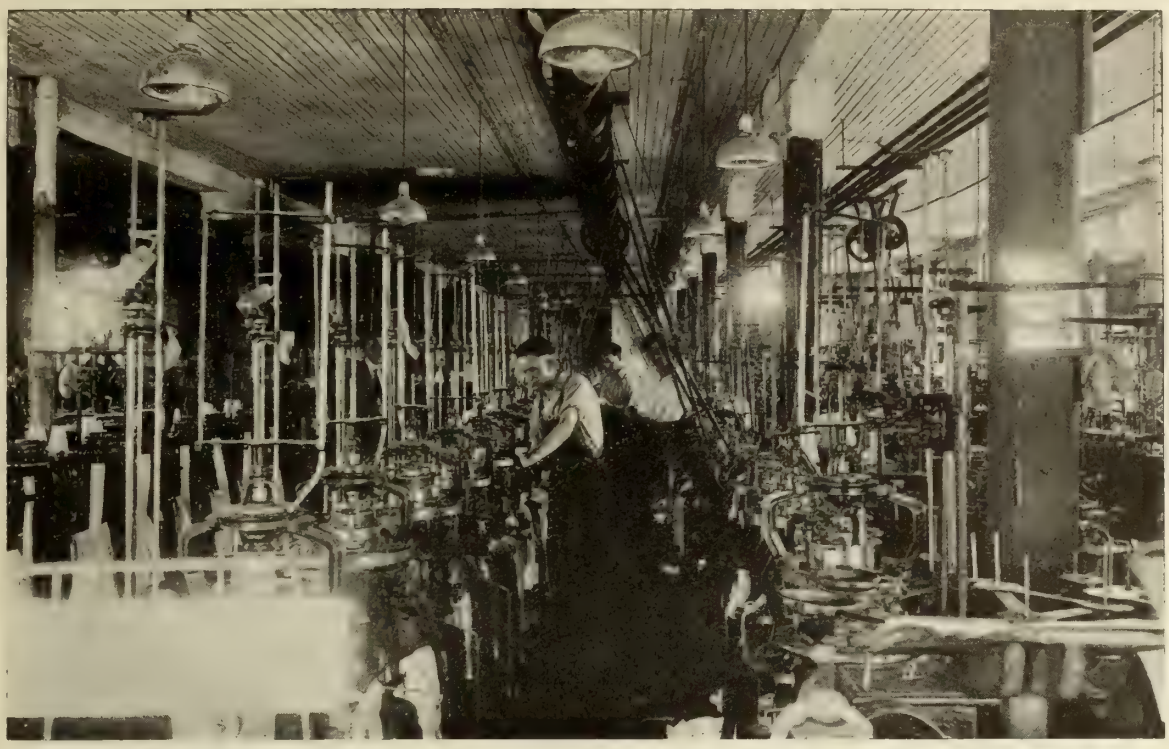
KNITTED to impart to the garment an elasticity that will stand the most strenuous bending and stretching.

Atlantic Underwear is sold to dealers at a price that allows a generous profit on each garment.

ATLANTIC UNSHRINKABLE

**The UNDERWEAR *that Overwears***

ATLANTIC UNDERWEAR Limited
Moncton, N.B.
E. H. Walsh & Company 46
Montreal & Toronto
Selling Agents for Quebec, Ontario and Western Provinces



***This mill runs to full capacity on "Wearwell" Hosiery and the secret lies in the merchandise it produces. Its beauty and strength brings the customer back.***

Wearwell TRADE MARK

**Ladies' Novelty Hose**

Comes in a wide Rib in the following colors: Brown, Cardinal, Gray and Black. Splendid line for Fall business.

**Heather Hose**

We are specializing in this very popular line and the range will convince you.

**Mercerized Hose**

We carry a full range of plain and garter top.




**For Boys**

Our Wearwell Scout Stockings for Boys are well known to the trade. 1/1 Ribbed.

CLIN KNIT TRADE MARK

**Girls' 1/1 Ribbed Hose**

Also novelty lines in all the wanted shades.

**Men's Half Hose**

Plated Cashmere Silk and Wool. Many other lines to choose from.

All lines of Hosiery made in our mills are

GUARANTEED

***We are Represented in all the Leading Centres from Coast to Coast***

# The Clinton Knitting Co., Limited

## Clinton - Ontario

UNSHRINKABLE "PESCO" FINISH

Trade Mark

# Pesco

## "Scotch Knit" and all that Scotch Knit implies--that is Pesco Underwear.



A product—based on knowledge and experience—knitted stitch by stitch to the standards set by the stockingers of old—partaking of the character of the Scottish people in the thoroughness and honesty of its workmanship—built up bit by bit through conscientious effort to the premier position it enjoys to-day!

Undoubtedly the brand of SUPREME quality for high grade trades. The proved best brand in the home market, and the most attractive imported line for the Canadian dealer catering for people who love good clothes.

**We invite your enquiries**

## Peter Scott & Co., Ltd.

**Hawick, Scotland**

London, (England),
Carey House, Carey Lane,
E.C. 2

**Canadian Agents for Pesco Underwear.**
(Pure Wool, and Silk and Wool, for Ladies, Gentlemen and Children, and in shapes for the Canadian market.)

**Messrs. C. and A. G. Clark**
35 Wellington Street West,
Toronto, Ont.

**Messrs. Hanley & Mackay Co.,**
Hammond Building, Winnipeg.

**Mr. R. C. Poyser**
418 King's Hall Building, St. Catherine Street W.
Montreal

**Mr. J. J. Mackay**
804 Bower Building
Vancouver, B. C.

PURE WOOL
TRADE MARK
REGISTERED

# O.V. BRAND
## PURE WOOL UNDERWEAR
*For Men and Boys*

Give your customers O. V. Brand, the guaranteed underwear for the outdoor worker. Quality garments at moderate prices. The first choice for 15 years.

SOLD THROUGH
WHOLESALE TRADE

## BATES & INNES LIMITED
**Carleton Place, Ont.**

*Agents :*

H. J. FOX, 152 Bay Street, Toronto
C. E. WINKS, 44 Aiken Bldg., Winnipeg
W. R. MILLER, 807 Mercantile Bldg., Vancouver.

**General Sales Office:** 35 St. Nicholas St., Montreal.

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THE COMMONWEALTH HOSIERY

*Established over a Century-and-a-half*

## WM. GIBSON & SON LIMITED

*Hosiery and Underwear Manufacturer*

Head Office and Warehouse:
THURLAND STREET, NOTTINGHAM, ENG.
Telegraphic Address: "Wigibson, Nottingham"

**Factories:—**

**Lincoln Street, Nottingham. Cromford Street, Nottingham. Castle Donington.**

Gent's, Ladies' and Children's Underwear in Cotton, Lisle, Union Mixture and All Wool, in weights to suit all climates.

Plain and Fancy, Striped and Embroidered Hose and Half Hose, Seamless and Fashioned.

***Registered Brands :***
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**Allan & Macpherson, 31-33 Melinda St. Toronto**

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## JEM KNIT GOODS

*Made in Canada*

**For Infants and Children**

You can't go wrong on the price and our reputation backs our merchandise.

What was true of our Spring line is also true of our Fall and Winter range.

Satisfy your customers with JEM Knit Goods.

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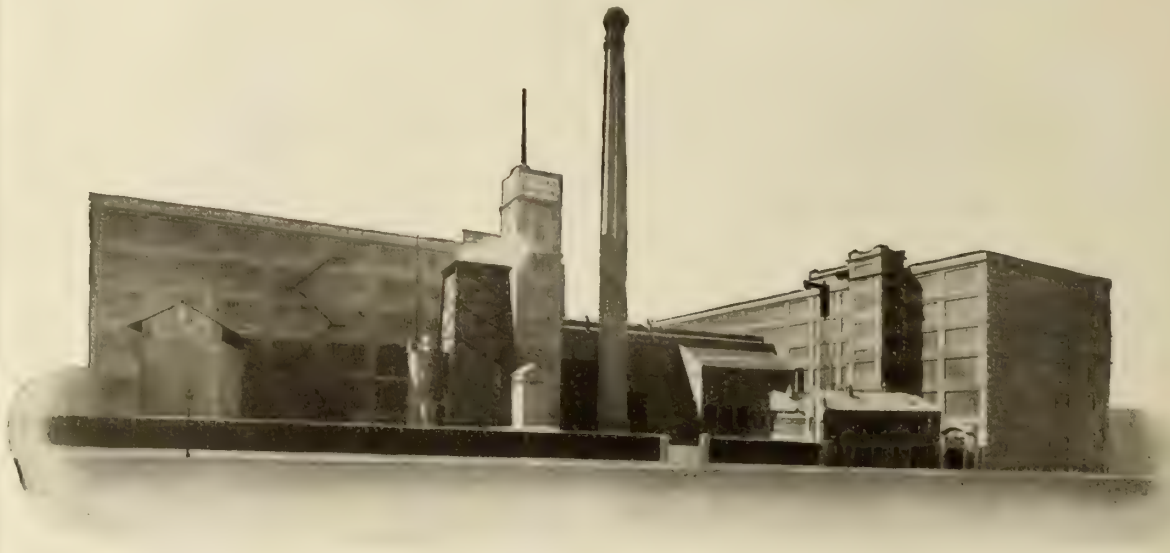
CANADA'S BEST JEM KNIT GOODS J.M. ROBERTSON KNITTING CO.

## J. M. Robertson Knitting Co. Limited

35 BRITAIN STREET, TORONTO

Sales Rooms, 66 Wellington St. West

*Telegraphic Address*: "Vicuna" Bradford
*Codes*: A.B.C. (5th Edition)
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Merino, Crossbred and English Topmaker.

STANDARD QUALITIES.

Cashmere and Camel's Hair
Tops, Noils and Cardings.

# Joseph Dawson

Cashmere Works
BRADFORD



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This high quality pure cashmere wool hose will make an immediate appeal to every woman. High spliced at the heel, sole and toe, this hose is knit to fit the ankle snugly. The wide elastic top insures comfort and freedom. Plain and Heather mixtures.

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A large variety of colors to choose from.

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Made of pure Australian worsted yarn, the suit includes Overalls, Sweater and Cap. Made in the following colors: white, gray, cardinal, tan, scarlet.

## A. Burritt & Co.

**Mitchell, Ont.**

**Established 1875**

Manufacturers of Sweaters, Pure Camel Hair Men's Seamless Gloves, Fullovers, Toques, Boys' and Men's Ribbed Worsted Hosiery.



*It doesn't take a long Sales Talk to Sell*

# Burritt Knit Coats

This light weight coat made in heather and plain shades from pure worsted yarn is the most popular men's coat on the market to-day.

The coat is specially reinforced at the shoulders and pockets and is wonderfully elastic in fit.

## Sizes 32-42

Don't delay—send your order to-day and get your share of the business in your locality.

## A. Burritt & Co.

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**Established 1875**

Manufacturers of Sweaters, Pure Camel Hair Men's Seamless Gloves, Fullovers, Toques, Boys' and Men's Ribbed Worsted Hosiery.

# MOODIE'S *Peerless* UNDERWEAR

*For Women---Children---Infants*

Dainty and Luxurious

**this Peerless Underwear**

Your customers will enjoy the daintiness and luxury of this high quality underwear. It is exquisitely soft, shapely, and perfect fitting. Highly durable and popularly priced.

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**C. & A. G. Clark**, 35 Wellington St. W., Toronto, Ont.

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**PEERLESS UNDERWEAR**
**Company, Limited**
**Controlled by**
**J. R. MOODIE & SONS**
HAMILTON, ONT.

**Mackinaw**
**Tweed**
**Flannel**
**by the yard or in Clothing**




LOOK FOR THE TRADE MARK

**Overcoating,**
**Suiting,**
**Travelling Rugs**
**Blankets**

*"It is not what we pay for an article, but what we get for what we pay that governs the measure of our satisfaction."*

**Bird's** Mackinaws and Tweeds are worn in practically every lumber camp of any size in Canada. This is because the men have demanded the very best value for their money, and for thirty years have found it in Clothes made from **Bird's Cloth.**

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Sell your customers **Bird's Yarn** and it will be the only Yarn they will want. **Our name is on every skein.**

*If you cannot get these goods from your wholesaler, write us,*

## The Bird Woollen Mill Co., Ltd.
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# Made for Women who want the Best

The well-dressed woman demands two qualities in Knit Undergarments—Proper Fit—Wear—which demands the employment of the best yarns and the greatest care in cutting.

You are assured of these qualities when buying our lines.

Vests with straps of washable Lingerie Braid daintily finished. Vests finished with attractive lace closely resembling a hand-crocheted lace. Combinations finished with Torchon lace, very rich and durable. Bloomers finished with lace and ribbon rosettes.

***See Our Spring 1923 Line.***

THE OXFORD KNITTING COMPANY, LIMITED

Woodstock, Ontario

*Representatives:*

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# Carry Circle-Bar Hosiery and You Attract the Best Trade

The "difference" between Circle-Bar and other lines of hosiery makes the former the favorite with men of discriminating taste. They like the more tapering toe, the deeper heel and the narrowed ankle (which provide better fit and greater comfort), and the unvarying excellence of quality of Circle-Bar.

The best and latest fashions for men's hosiery are seen in our new weaves and color effects in silk, wool, mercerized lisle and cotton.

## The Circle-Bar Knitting Co., Limited

**Head Office - Kincardine**

MILLS AT KINCARDINE AND OWEN SOUND

CIRCLE BAR REGISTERED HOSIERY

## LADIES' AND CHILDREN'S UNDERWEAR

We still have a full assortment of summer lines, with which to handle your sorting orders.

And in Fall weights we have an attractive range. We would be glad to book your order for what delivery you prefer.

## LADIES' SWEATERS

are in strong demand to-day. We are showing a nice line of these, in the latest models.

## VASSIE & CO., LIMITED

Wholesale Dry Goods & Woollen Merchants

ST. JOHN ... NEW BRUNSWICK

## J.F. CARNALL & Co.

REDCROSS ST. LEICESTER, ENGLAND.

MANUFACTURERS OF

SEAMLESS HOSE,
½ HOSE & ¾ HOSE.

PLAIN & RIBBED,
FINE & COARSE MAKES.

MEN'S SELF, & FANCY
MIXTURE, HOSE & HALF HOSE.

LADIES' SPORT HOSE.

GENTS' EMBROIDERED
HALF HOSE.



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# The Dods Knit Family




**Light-Weight Merino and Natural Wool,** for men and women, boys and girls. Two-piece and combination.

**Dods Scotch Knit** for men and boys; warranted 100% pure wool. Two-piece or combination.

**Dods Elastic Knit** for men. The best underwear of its kind—especially for farm folk and workers outdoors in Canadian winter weather.

**Dods Wear for Children.** Kiddies' Cotton Vests; Kiddies' Bloomers—knitted cotton—white. Kiddies' Sleepers, fleece-lined, jaeger and white. Children's fleece-lined Waists—white or jaeger.

**Dods-Knit Fleece** for men and boys—two-piece and combination—jaeger, violet random, cream, olive stripe. For women and girls, two-piece or combination, white, cream and jaeger; also with fleece bloomers.

HERE'S the underwear "that mother always buys"—depending on which member of the family she is shopping for.

Dods-Knit Underwear is one of the solid staples in the Canadian trade, and some of these lines hold the largest sale in Canada.

Famous in the trade, trade-marked and advertised in the newspapers, Dods-Knit Underwear is going to be a bigger factor than ever.

But, however much we advertise to the general public, however well the people become acquainted with the Dods-Knit line of underwear they have been buying for years without knowing the name—we are still going to do business through the wholesaler only.

Retailers—get in touch with your wholesalers and get ready for a big Dods-Knit season. Big advertising is on the way. If you have not handled Dods-Knit before, write us direct and we'll have great pleasure in directing you to the wholesaler carrying Dods-Knit goods in your territory.

MADE IN CANADA TRADE MARK DODS - KNIT

***Selling Agents***

**Ontario & Western Provinces: R. Reade Davis,** Manchester Building, 33 Melinda Street, Toronto, Ontario.

**Quebec and Maritime Provinces: William C. Forster,** 128 Bleury Street, Montreal, Quebec.

## The Dods Knitting Company Limited

## Orangeville - Ontario



# We are Always Looking for New Methods

To promote and improve the quality and manufacture of Children's Woollens is what we are always looking for. We know that mothers want the best at a reasonable cost.

## Priscilla Brand
### Knit Goods *for* Kiddies

If you are looking for woollen goods that are known for high quality and which make sales with the best customers make sure you get the real Priscilla Quality.

**The attractive prices we are able to quote will prove of interest to you.**

**Henry Davis & Company Limited**
**259 Spadina Ave., - Toronto**

*Representatives*— MONTREAL: H. B. Taylor, 315 Mappin Bldg., Montreal. Quebec.
WINNIPEG: George G. Smith, 403 Canada Bldg., Winnipeg, Manitoba.
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PRISCILLA MADE IN CANADA QUALITY

# "Craftana"

Registered No 262 005




THE HALL-MARK OF

**Maximum Comfort and Durability at Minimum Cost.**

**FIRST IN THE FIELD AND STILL LEADING.**

Manufactured on THE GRADUATED PRINCIPLE, and Commencing with TWO THREADS in the TOP, it increases in WEAR-RESISTING PROPERTIES as it descends.

Thus THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR, and the HEEL and TOE FIVE, making it essentially

**A HALF HOSE FOR HARD WEAR.**

**ABSOLUTELY SEAMLESS PERFECT IN FIT GUARANTEED UNSHRINKABLE**

THE ACME OF PERFECTION IN FOOTWEAR.

**To be had from any of the Leading Wholesale Dry Goods Houses**

# Hosiery Specials for Fall

## LAVOIE'S DOUBLE KNEE SPORT STOCKINGS

For Ladies, Girls and Boys. Place your orders early on this line—the best seller on the market today—an advantage of two fold stockings for wear and warmth.

**Patent Designs Registered**

## COLORED HOSIERY FOR LADIES and CHILDREN

**HEATHERS wide ribbed**

***Write for samples and prices***

## Lavoie Knitters

**PETERBOROUGH, ONTARIO**

**Selling Agents: RICKERT AND McLAUGHLIN, 275 Craig Street West, Montreal**

*It's easy to BELIEVE What We Can See!*

Your Customers can see Jersey Quality

*Quality that will Re-Sell*

JERSEY'S for Men and Boys — KNITTED SUITS for Children

ALL WOOL

It is easier to sell Jerseys and Knitted Suits that will make a satisfied customer when that customer can SEE the quality and not just take someone's word for it.

**GOODS BOUGHT RIGHT ARE HALF SOLD**
**Hundreds of merchants in Canada have proven this.**

*New Shades*
For September delivery— IN LOVATS and HEATHERS.

# JERSEY'S, LIMITED

455 KING ST. WEST - TORONTO

Telegraphic Address "LLAMA, LEICESTER,"
5th and 6th Edition A.B.C. Code Used.

OLD JOHN



Registered Trade Mark No. 156702

## WILLS & HUTCHINSON

Manufacturers of Hosiery

Deacon Street, Leicester, England

**LADIES'** Plain and Ribbed Hose in Black and Colours.
**LADIES'** Fancy Sports Hose.
**CHILDREN'S** Ribbed Hose, made with our patent sixfold knees and spliced ankles.
**KIDDIES'** ¾ Hose Fancy T. O. Tops.
**MEN'S** Plain and Fancy Half Hose in all Colours.
**SPECIALITIES:** "Old John" Unshrinkable Hose, in both Ribs and Plains. Goods of this finish bear our "Old John" trade mark, which is a guarantee of their comfort and durability.

Agent for CANADA

**R. Reade Davis, 31 Melinda Street, Toronto**




Evans & Co. Limited — 247 St. Paul W., Montreal

Turnbulls

GUARANTEED UNSHRINKABLE CEETEE PURE WOOL

PERFECT Turnbulls FITTING

THE BEST INSURANCE OF HIGH CLASS UNDERWEAR TRADE

APPRECIATED BY THOSE WHO WEAR THE BEST

MADE BY Turnbulls OF GALT, CANADA

# Metallized Effects in Profusion

## Montreal's Forecast in Fall Millinery—Paris Sponsors Lavish Use of Ribbons—Americans Take Keen Interest in Stiff Blocked Hat With High Crown—Osprey Effects Seen—Paris House Makes Display in Montreal

MONTREAL wholesale millinery openings are set for August 28th next and at this early date there is little to report in the way of actual models, most of the available information being more in the way of prediction than actual fact. Designers are just back after their New York trips and report that unusual interest is being manifested by American buyers in rather stiff blocked shapes with high crowns, which type of millinery is decreed by Paris and is certain to be sponsored on this side by the time that retail Fall openings become the rule. The following paragraphs sum up comprehensively the trend as seen and accepted by Montreal designers.

### Lavish Use of Ribbons

Panne velvet will occupy a prominent position in the line-up of Fall millinery fabrics, the material being employed softly and in slightly crushed effect in facing brims, so as to take away from the severity of the plain brim which is trying slowly to return to favour.

There seems to be little doubt in the minds of millinery designers that ribbons have started on a promising career. Paris houses have used them lavishly and recent imports show models made entirely of ribbon or else very elaborately trimmed with it. A returning importer thinks that the ribbon craze will last over till next Spring from the reports current in Paris.

Tricorne and irregular brim models will return to favor for Fall emphasizing the use of Canton crepes in great profusion as facings. Fine velvet will be much seen later on, and as the season advances it is thought the insistant demand for black will modify into a preference for brown tones. At present, pearl grey is smartly combined with black to trim little toques and slashed brim hats.

Felt is likewise in the spotlight, combined with velvet or crepe in a contrasting shade. Clipped ribbon rosettes form a smart trim against the severity of the felt chapeau.

There is a preponderance of metallized effects in the showing of trimmings for Fall and every designer seems agreed that the metallic trimming especially will be one of the chief items of interest for the new season, although there are many who lay just as much stress on the hat entirely made of metallic fabric. The touch of tinsel has been a factor of interest in past season's, but it has not been used to a great extent as at the present time. The vogue which prevailed last Spring for metal cloth hats in small size adapted for dancing will be repeated for the Fall season and all sorts of metal cloth, in tissues, blistered fabrics, aluminum cloths and fancy weaves will be employed, and in some cases hats will be veiled with an over covering of fine tulle or chiffon to suit the preference of those who find the metal alone too trying.

"Biot" will again be used on Fall millinery as well as ostrich in various styles of "fancy." Comment is heard that the upstanding trimming will return next Fall, particularly in front of the hat, but according to designers, the demand for present selling is for the down drooping effect.

Advices from New York indicate that the favorite fabric for Fall hats is an embossed lacquered brocade on heavy slipper satin which can be used in either plain or draped effects equally well. Black is selling best as regards colors and the inclination towards the use of high lustre fabric and blistered effects is most noticeable. Deep brown is also spoken of highly but black leads.

Tuck-A-Dunt is the name given to a cired satin that carries a blistered pattern through its weave. It is a lighter satin than the lacquered and is especially effective when draped.

Giberine velvet will be used by the most exclusive designers in place of the real uncut velvet which is so perishable and the former will give the popular two-tone effect just the same as the uncut velvet.

Black slipper satin is finding a large call just now, especially because some of the newest Paris models show the use of slipper satin in matrons' toques, the satin being lavishly used to form large flowers.

An exhibition shipment of millinery trimmings from the famous Berger establishment of Paris, the largest of its kind in the world, arrived in Montreal this month and was the subject of much interested comment among those who were privileged to examine the many wonderful samples. Flowers and plumage were the main features but there were also a number of fruits and fancies of decidedly novel inspiration. One of the most popular flowers in the collection was the nasturtium, seldom if even seen on this side, yet created out of velvet in the familiar tawny shades or in cire effect, together with the accompanying round, shiny leaves, a strikingly realistic effect. Honeysuckle, pansies and daisies were each realistically and cleverly made of entirely new materials, while wheat was represented by sheaves of dyed horsehair, tufted with puffs of crepe de chine.

### Real Birds in "Nest" Effect

All sorts of osprey effects were shown, including many varieties of fine heron, but the piece de resistence was the "bird's nest" trimming, made of the heads and plumage of five tiny perfect birds of the humming bird variety, all joined together in a circle with their little beaks lifted upwards, representing a family of young birds in the nest. The same idea was carried in half circle effect.

Quills and wings in paddle and sword effects were developed in very vivid shades including poinsettia red and jade while a long fluffy plume was actually turned inside out and sewed up like a bag so that the tips of its flues were turned inwards. Many quills were finished with imitation bird's heads especially those of parrots, and were shown in both flat and full head effect.

Metallic flowers and leaves formed a large part of the showing as well as all kinds of large blossoms with trailing petals, designed to hang down over the edge of the hat. Willow ostrich plumes were shown in goodly number as well as novelties made of flannel to represent quills.

## Baby Day Brought Many Good Sales

**A certain firm has been in the habit of holding an annual Baby Day. One year they determined to surpass all other efforts and here is the way they did it.**

**They announced that a number of valuable prizes would be given away absolutely free to babies under one year of age who were weighed at their store on Baby Day. The prizes were: $10 for the heaviest baby; $10 outfit for the lightest baby; an $8.25 outfit for the next heaviest baby and the same for the next lightest baby. They gave ten prizes of coats and dresses to the ten average babies. Every pair of twins under one year of age weighed on that day received a dollar each; while to triplets went a special prize of $25. Every baby weighed received a handsome doll. The firm offered to make a dozen fine cabinet photos of any child weighed for less than half the regular price, giving two proofs to select from.**

**The whole plan was liberally advertised and it proved to be a big day's business for the firm.**



*One of the new tricorne hats which, because of its soft edge, is becoming to any face. It is of black velvet and the coque feathers are in the natural shade. Hat shown by G. Goulding & Sons, Toronto. Sketched by our artist in their oriental showrooms.*

# Millinery Ideas That Produced Good Business

Here are some ideas which have been tried out in millinery shops and millinery departments and which are recommended by the promotors as real business getters:

A Toronto woman who has a small ready-to-wear hat shop on Yonge St., offers a sport veil with every hat she sells. The veiling she keeps for this purpose costs her about fifty cents a length and is particularly attractive to prospective purchasers because it is of the "complexion veiling type."

The shades she stresses are white and grey, which, she informs her patrons, will allow them to dispense with powder. The present season of all-white silk hats and felt sports shapes is one in which the veil has its greatest opportunity.

A department store in Detroit keeps a record of the price at which a hat was sold during a certain season, as well as the name of the woman who bought it. The manager says that in this way he can send the correct information on new stock, the next season. The woman who pays a certain price at one purchase is very likely to want a hat at the same figure the next time she buys. This store believes that the names of even their poorest customers who buy hats from the end-of-season tables are valuable. Neat cards, advising such people of real bargains are sent out regularly.

### Hosiery Helps

A rather unusual innovation in the way of millinery was seen in a Toronto shop recently. The milliner had added hosiery, which she said, is the best single extra line that can be carried. It requires less attention, in fact can be sold while trying on hats. Moreover hosiery is bought as an extra as well as being a splendid in-between season and Saturday night line.

### Demonstration

Attention was brought to the millinery department in a large American house by having girls wear hats with veils. The argument is that a great many more women would use veils if they knew how to adjust them properly. The girl who demonstrated one type of veil sold that at the counter and so on, the object being to show every veil in the house. Little Chantilly nose veils, those which sell by the yard at a few cents and the most elaborate draped veils all come in for publicity. The total sales during the week in which this feature took place, were more than double those of the previous week.

### Selling Baby Bonnets

The proprietor of a millinery shop in a small Ontario town, says that baby bonets sell well in her store. She began by adding a section for children which soon attracted so much attention that bonnets were put in. Women who want hats for their three or six-year olds are just as likely to need headgear for their wee ones at home.

The complete range offered in this shop enables the proprietor to use the attractive slogan in the newspaper and in her window, "Everything in feminine millinery from the cradle to the grave." She specializes also in wedding veils and in mourning hats.

### The Seasonal Fur Shop

A furrier who has been in business in Toronto for many years informed Dry Goods Review recently, that he has never done as well in furs as he has since he added millinery. This applies particularly to the late Spring and Summer.

Previously, he says, there was a large percentage of women who would not come into his store because of their natural reluctance in even looking at a line they considered far beyond their means. Now after trying on hats, they can often be induced to look at furs, particularly coats. When it is explained that if they order in the Summer, they will have their coats paid for by Fall, they begin to see light.

The millinery section is not taken charge of by the furrier but by a woman who has been in business for many years. She is given a commission on every piece of fur which she is instrumental in selling and is therefore as much interested in sales as the fur man.

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Nicholas Garland, one of the pioneer dry goods men of this country celebrated his 81st birthday in Toronto recently. At an early age he began working in a store at a salary of $30 a year. Today he is recognized as one of the greatest authorities on mercantile lines in Canada.

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Another firm is making a child's tray which attracted the attention of visitors. It has a little trough which prevents the spoiling of the tablecloth if something is spilt on the tray and it fastens to the edge of the table.

# Increases Sales by Frequent Visits to Market After Three Days Hats Marked Down

## Wm. E. Hengerer Co. of Buffalo Aim At Turning Stock Once a Month—Salesgirls Cultivate Their Own Customers—Keep Moderately-Priced and Cheap Hats Continually on Display and Expensive Ones Shown in Moderation—Methods of Advertising

"IF A MILLINER can make sufficient trips to a buying centre to get all the hats she needs there, I believe she is better off without a designing room," is the rather startling assertion of Mrs. Julia H. Clark, buyer and merchandising manager of the Wm. E. Hengerer Co., of Buffalo. She is herself a designer of many years experience as well as a saleswoman and buyer.

When she was placed in charge of the department in this store, her first request was that the regular designing and workroom be done away with leaving only a small workroom for orders. This experiment has proved a distinct success.



The buying centre where Mrs. Clark goes, is of course New York, because Buffalo women follow this market very closely, in fact more carefully than those in larger cities farther west. She does not see, however, why stores in other places cannot obtain their merchandise from their nearest centres in the same way.

This buyer says that her system of dispensing with a workroom would not hold if she made trips only every five or six weeks. Even four weeks is too long between visits to New York. Every ten days, or at most every two weeks she goes down and gets almost overnight delivery on the merchandise she orders.

"A buyer must shop more in New York than anywhere else," says Mrs. Clarke. "With me it is not a case of buying what I need or what I know will sell. I get my price on every hat I order and for this reason it is essential that I know every worth-while house in the metropolis.

"This is my method: On Monday I shop, on Tuesday I wire my advertising matter to our advertising man, on Wednesday the merchandise is delivered in Buffalo and on Saturday it is sold.

"I am never caught with New York goods for three reasons, first, I make sure New York women are wearing it before I buy, secondly, I have shopped before buying or in other words got the best price, and thirdly, I mark for turnover. Our aim in this department is to turn stock once a month so we mark closely and often. A hat which does not go after being out three days, is marked down: if it does not then sell it is marked lower still, for with ou system of buying often, one cannot afford to hold for long prices. 'Take your first loss right away,' is our motto."

### Orders Short but Often

Mrs. Clark stressed the point that it is rarely wise to buy for longer than one week's selling, even if a buyer is sure that a certain hat will last. As an instance of this she mentioned a line of sports' hats of which she sold 400 at $4 each in a month. Her first order was for only one hundred; this she repeated the following week and again each of the next two weeks. It is always advisable to take this precaution in millinery she believes, where the aim is to turn stock completely every month. It is usually unwise to stock more than a week ahead and under no account would she advise longer than two weeks.

Though she buys so cautiously, she begins to promote a month ahead so that when her merchandise arrives, Buffalo women are ready to receive it. Sample hats are of course one of the best means of promoting.

In this store, instead of the card or letter system of following up customers Mrs. Clark says that she has found it advisable to allow each saleswoman to keep a check on her own patrons. This personal touch appeals to both customers and clerks. When certain hats arrive, the salesgirls watch for styles which they know will suit their pet customers. They then call these women up and inform them that such hats have just reached their store. Probably ninety per cent. of these women drop in to see the saleswoman who is interested in them.

The effect on the girls themselves is splendid. It stimulates in them the desire to make good.

### End-of-Season Workrooms

Although, as explained above, during the regular season, the workrooms are devoted to special orders and to slight alterations, Mrs. Clark finds it necessary before each season's stock-taking, to have a workroom where left-over shapes, ribbons, flowers and trimmings of all sorts can be made up. At such times, she gets extra help by taking girls from the wholesale houses, where work is often quiet at such times. These, along with her regular trimmers make over and add to the hats in stock, so that the end-of-season losses are comparatively small.

Our informant thinks that the medium-priced and cheaper hats should be kept well on display all the time. The most expensive models should be shown in moderation. For these, she has fitting rooms adjoining the exclusive section, so that women may sit down alone and try on hats that are brought to them. Women will buy much quicker when seated so that others will not distract them.

"Do you order many hats from Paris?" asked Dry Goods Review. "I always have a certain percentage of French hats in stock," was the answer, "but I find that these imported models must be very carefully bought and handled, if they are to serve as anything but attractions to the department. One must always remember that hats which sell in Paris will not always go in Buffalo or even in New York for that matter. I stock French hats very cautiously for this reason and I watch them from day to day. If they do not sell easily, I mark them down just like the rest."

(Continued on next page)

# Millinery Forecast for Coming Months as Seen by a Toronto Foreign Buyer

THIS IS THE forecast of millinery styles for the next few months which was given Dry Goods Review by a Toronto foreign buyer.

July 15 to Aug. 15—Felt sport hats and garden hats in Tusco and leghorn with flower trim.

August 15 to Sept. 15—Silk sport hats followed by feather hats.

Sept. 15 to Oct. 15—Large irregular hats with soft brims and rolling fronts.

October and following months—The large irregular hats will continue but tightly fitting turbans will be introduced as well. Both of these types will feature metal—the latter cannot be stressed too strongly.

The materials for next fall will be: panne velvet, hatters' plush, quilted silks, blistered silks, duvetyn, suede, ribbed plush and ribbed velvet. Metal tissues and metal brocades will be very prominent in millinery as well as in dress fabrics and dress trimmings. It is thought that the tissues will be best until the fur coat season begins as they are lighter in appearance and weight than the brocades.

Trimmings—Jet will be strong again as well as Bohemian and Russian ornaments particularly medallions. Square beads introduced last season will be good. Lace in coarse fishnet and spiderweb patterns.

Quantities of ostrich will be used. Cockades or pompoms of hackel, ostrich and almost every kind of feather. Even ribbon will be made into these cockades, the centre being carefully bunched and the ends pointed. For early fall wear, coque will be best perhaps in bronze, brown and white, though the last shade will be limited as it is hard to get. Biot feathers will be seen although to what extent is still somewhat uncertain.

The summer felts of the latest models are showing peacock and pheasant tails. All of these will continue throughout the winter. Peacock of the burnt variety is promised in place of the aigrette which is prohibited in this country.

There is an imitation of the bird of paradise feather on the market to satisfy the craving many women have for that forbidden bird. Both the burnt peacock and the imitation paradise are feathers which should bring good fall trade. Coque in bright and blending shades will be featured again. In fact as regards feathers, there is no doubt they show every promise of a big run in America. Paris has stressed them for two seasons now and they are now overdue in this country.

In flowers, those of velvet will be best. Feather flowers will be good too. Metal ribbons and metal threads alone and combined with Chantilly lace are a certainty. All kinds of pin trimmings are promised.

Colors—In the metal lines there are aluminum, steel, copper, antique metal and white silver. The antique metal or dull gold will be stronger than the gold of last season. Red is promised again; one or two designers are looking for a bigger demand than in the spring while others think it will be about the same.

A blue which is between a royal and a copper shade and is called French flag blue will be good.

Blonde or rust brown will probably be the most popular shade of all.

Orange and flame will be good early in the season but they will not last it is predicted.

Black will be good during all the late winter months.

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### INCREASES SALES BY

(Continued from previous page)

In plain view of customers at the trimming counters in the Hengerer millinery department, hangs the following sign: "Hats trimmed without charge when shapes and trimming are purchased here." Mrs. Clark says that this has done a great deal to put the department before the eyes of women of their city. Many women buy a shape with the intention of trimming it themselves. When they see this sign they are glad to purchase their trimmings there as well, if they can have these and the lining placed on them free of charge.

Of course, trimmings arranged free of charge are only done in the simplest manner, so that the cost of the labor is never very great. The big leghorn season this year, has been a boon to this department.

#### Wedding and Communion Veils

The Hengerer store has earned quite a reputation for its wedding veils and for veils for children making their first communion. Previous to each of these seasons, Mrs. Clark says she inserts an advertisement in pages devoted to reading matter in the Buffalo papers. This is put into small box panels in the corners along with an attractive drawing of some kind.

**A most welcome sign that business is improving is shown by the purchase of an old meal mill by the C. Turnbull Co. at Galt, Ont. It will be incorporated immediately in the big plant and will provide 8000 feet additional floor space.**

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Only two types of feathers from foreign birds are permitted to be imported into this country. These are ostrich and English pheasant. The numerous other feathers which will be seen this season in millinery, are either from domestic birds or are imitations of foreign ones which are prohibited. A great many feathers from birds which we have in Canada but which are not plentiful enough, are also imported. This applies particularly to certain fowl.

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**Lawrence J. Williams, manager of the Hudson Bay Co., at Sioux Lookout, Ont., was drowned on June 21 in Pelican Lake.**

**The Belgium Glove and Hosiery Co. which operates two stores in Toronto has opened another at Hamilton, Ont.**

The proprietor of the Camrose fox farm in Alberta, realized approximately $3,000 from 12 foxes.

*Very recent news from Paris brings the information that ribbons are having a place of much importance. This is particularly true of the very narrow ones ranging from an eighth to three-quarters of an inch. These are principally novelty ribbons, some of which show an embroidery of chenille on a grosgrain surface. Others have metal edges, many being of half metal and half color.*

*Everything that has a touch of chenille from embroideries of cloths will be good. Pins are still worn as ornaments; they may be of single or double head but they are usually short.*

*Skirts are worn so much longer now that the hats show more extensive brims. It is thought by Canadian buyers that this will introduce a larger hat into this country for the Fall than is usual at the beginning of the season.*

*Crinkled velvet is seen more and more in Paris, even the little sports hats being made of points of velvet placed in contrasting ways. New two-toned velvets are also being brought out. They have ribbons in matching colors. A range of rich shades is seen in these. Only a few panne velvets have appeared so far but designers are looking forward to a long run in this material.*

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Harry Cohen has bought the ready-to-wear store in Hamilton, Ont. known as the Model Cloak and Suit Co. He is also proprietor of a store in Dundas.



# Fall Millinery!

## Model Hats

### and Novelties

Ready for early buyers
from tenth August

*Inspection cordially invited*

# G. GOULDING & SONS

## 55 Wellington Street West, Toronto

WINNIPEG
66 King Street

OTTAWA
236-237 Jackson Bldg.

HAMILTON
28½ John Street N.




STYLE
*and*
QUALITY
ASSURED

# *Announcing Fiskhats for Fall*

The fall showing has many novelties and surprises—original creations of the Fisk designing staff.

We extend a cordial invitation to visit the initial showings

**Beginning July 10th**

and continuing throughout the market season.

If unable to visit our Chicago display you will find a complete display at

**411 Fifth Avenue, New York**

D. B. FISK & CO.
*Creators of Correct Millinery*
225 North Wabash Avenue, Chicago




*The Constant Seller*
CANADIAN BEAUTY
REAL HAIR NETS
*with attractive display.*

SPANISH ALLOVER LACE
RADIUM LACE
LINEN LACE
VEILS and VEILINGS
*and the season's*
NOVELTIES.
BLACK JET FRINGE
SILK FRINGE
TASSELS
BRAIDS
HANDKERCHIEFS

*Mail Orders will be Promptly Attended to.*

THE H. G. TOD CO., Limited
78 BAY ST. TORONTO

# Straight Lines in Coats and Capes

## Reports on Fall Selling Indicate Caution With Feeling That Good Business Will Develop—Wide Variety in Sleeve Treatment—Collars Vary from Chin-Chin to Huge Collars Extending Over Shoulder

FORECASTING the season's style trend in furs, is to write about coats and capes, as it appears that all interest is centered in these. Such is the information that Toronto manufacturers give Dry Goods Review. Never before has the trade in this country shown such a collection, the variety of which runs from the ordinary staple garment of muskrat to the most elaborate wrap of fine Canadian mink.

Travellers have completed their rounds and reports are encouraging. The tendency on the part of the merchant is to buy very sparingly for early delivery with promise of greater volume as the season opens.

### Points of Difference for Next Winter

It seems to be a fact that Hudson seal will have several strong rivals this season. Perhaps this is the best thing that could happen for all concerned, because apart from the difficulty in producing fine and well-made garments, the muskrat supply suitable for that purpose is very short this year, a feature that will make itself felt later. More than one furrier is willing to give it as his opinion that prices are certain to advance after the first stocks are sold.

After reviewing a number of the fur collections, certain details stand out to our representative as different from those of former years. Coats are going to be longer and everything has been employed in their making and designing to accentuate the straight-line effect.

### Sleeves and Collars

The variety in sleeve treatments is particularly noteworthy; there are cape sleeves, elephant ear sleeves and Jenny sleeves as well as the more ordinary type of Raglan and kimono. Capes and wraps developed in mink, squirrel, moleskin and Kolinsky are usually made without sleeves. A marked feature in these novel garments is the clever treatment of the skins employed, depicting zig-zag, horizontal, panel and scalloped effects.

Next in importance to sleeves is collars. The chin-chin from the medium-sized one to the huge collar extending over the shoulder when open, finds favor in the highest-priced wraps. The crush collar gathered in folds to the lapels is just as popular as it was last year, while the shawl in its many sizes and shapes is expected to continue in popularity in the medium-priced and more staple models.

### Present Indications Good

All indications point to a good season. With the prospects of fine crops of which Westerners seem fairly sure, there should be solid business done in furs. Prices are just about the same as they were at the beginning of last season. It remains to be seen whether or not they will remain so. One prominent fur manufacturer gives it as his opinion that prices will show an upward tendency as soon as the demand warrants it because there is no great surplus of good skins on the open market.



*HEADQUARTERS OF THE TRAPPERS*

*was the description given this interesting window display by its originator, J. H. Roy, Display Manager of the Paquet Company of Quebec. The entire three sides were hung with pelts while a pictorial background depicted several young fox. A bob sled was effectively used as a stand for the coats shown. Such a window as this would stimulate interest in the August fur sale.*

Persian lamb, Hudson seal, muskrat and raccoon are the furs that the manufacturers have concentrated on for volume in this year's business. It is difficult to say just yet, which one of the class will head it. Whatever may be the feeling in regard to Hudson seal, it is the opinion of most fur men that it will hold its own the whole season through. Very attractive wraps and capes have been developed in seal combined with squirrel, moleskin and Kolinsky and emphasizing the bordered line in skirt, collar and cuffs. They are beautiful to look at but the Canadian public is so staple in its ideas that many merchants are afraid to stock these models to any extent.

For contrasting trimmings, grey squirrel is bidding fair to outdo skunk and the only feature that will make the latter supreme is its wonderful wearing qualities. Kolinsky, opossum and fine natural raccoon alike, are usual on Hudson seal and Persian lamb.

The keenest interest seems to be centred in raccoon, especially for sports and automobile wear. Towards the middle of last season, these coats made their debut on the streets and became so popular that retailers and manufacturers were sold up almost immediately.

There seems no other way to make up raccoon than that employed last season, viz.: a straight line about forty or forty-five inches long with three or four stripes for border and shawl collar and cuffs. Enquiries for these coats have continued strong all through the inter-season and this is a sure indication that they will be a favorite when the season opens.

Natural muskrat coats are going to be a volume builder this year from present indications. More attention has been paid to general details of lining and finishing this season than has heretofore been done in the manufacture of this fur. It is going to answer the demand for a low-priced garment that will give good measure of service. Lengths vary from 34 to 42 and in all cases the border prevails.



*TWO FUR CREATIONS FOR THIS WINTER*

*A very clever arrangement of squirrel skins is shown in this beautiful model on the left. The cape, sleeves and panel back with border are noteworthy features.*

*The coat on the right shows that skunk will still be a leader for trimming Persian lamb. It is especially rich with this model. Note the attractive lines of the coat itself.*

*Furs shown by E. HERMAN & CO., 61 Gerrard St., West, Toronto.*



*THE NEW MANDARIN SLEEVE*
*is featured in this semi-fancy coat of Hudson seal and mole, also developed with squirrel or beaver. The square point collar can be worn in three ways, while the double furred sash is essentially practical. Shown by Boulter Waugh Co., Montreal.*

*A STRIKING MODEL*
*The cape-wrap shown herewith is developed in finest Hudson seal with 22 inch reversed self-border which gives a high luster and sheen to the fur. The "three way" collar has the latest square front effect which can be worn as a chin or choker collar. The half sleeves are of double fur and can be reversed inwards for evening wear. The lining has a border effect of brocade combined with plain satin. Length 42 inches. Shown by Boulter Waugh Limited, Montreal.*



*THE NEW CAPE-COAT DESIGN*

*is cleverly developed in fine quality French seal collared in Siberian grey squirrel in crushed effect. The over-cape and back are lined in black silk, while the inside lining is of Zingari crepe. Either silk or fur sleeves can be had in this model which is a "two purpose" garment, equally adapted for day or evening wear. Length measures 43 in. Shown by Boulter Waugh, Limited, of Montreal.*





*TUXEDO COLLAR*

*The feature of this new Hudson seal coat wrap is the Tuxedo collar which forms a muff effect in front. The skirt flares smartly at the back providing unusual width. Tango pussy-willow lines this model. Shown by Boulter Waugh Ltd., Montreal.*

# Hudson Seal Cape Wrap—A Leader

## This Model Will be a Strong Feature of the Fall Showings—Has Oval Silhouette—Average Coat Length From 36 to 40 Inches, While Wraps are From 42 to 45 Inches—The New Convertible Armholes—Persian Lamb for Staples

A MONTREAL wholesale manufacturing furrier informed Dry Goods Review this month that orders received in the course of the past few weeks have been surprisingly good and exceed the hopes that had been entertained regarding a successful Fall selling season in coats and wraps. Representatives of leading retail stores all over Canada have been visiting the Montreal show rooms of this firm and have purchased generously, proving that they have confidence in the purchasing power of the public where fine goods are concerned. On the other hand, it was said, that orders placed with travelers have not been up to normal and it is thought by this firm that buyers recognize the wisdom of visiting the larger centres personally when advance buying comes under consideration. Possibly Montreal's growing reputation as a fur buying centre may be traced to the variety of hospitality and entertainment which the city holds out for the enjoyment of its guests, but in any case, the influx of fur buyers is steadily growing more numerous as Fall and the August sales come nearer.

### "Cape-Wraps" and "Cape-Coats"

The fur garment which will hold place as a style leader next Winter is undoubtedly the Hudson seal "cape wrap" which must be carefully differentiated from the "coat wrap," the other new type of fur garment decreed for 1923. A fur designer demonstrated both these new styles to Dry Goods Review emphasizing the point that the smartest fur garments will be of one pelt only rather than combinations of two as in the past. Hence, the Hudson seal cape or coat wrap will be unrelieved by the somewhat overdone Alaska sable and will depend for its distinction upon expert workmanship in the handling and treatment of skins together with an even greater attention in cut and styling, so that the fur garment of next Winter will be judged and compared on its own merits and no longer by the amount of elaboration of trimming which has unfortunately tended to cheapen and lower the quality of even the best fur coats, in the past.

The "cape wrap" is characterized as having an oval silhouette, which means that lines will be straight without any ripple, and though the hem line may appear to be narrower than the upper skirt portion, in actual fact it is somewhat wider, only the sleeve arrangement and arm openings give a full effect above the waist line which heightens the oval effect. This silhouette has been described as "egg shaped" and from back or front this phrase rather aptly conveys the oval idea.

### Longer Lengths Favored

Montreal designers say that the average coat length will be from 36 to 40 inches, while for wraps, 42 to 45 inches will be preferred. The "cape wrap" will be mainly distinguishable by its convertible armholes, fitted with flaps which can be worn forward in daytime snapped together to form a sleeve effect or pushed inwards for evening wear to show the full length of the wearer's kid gloves. The collar on such wraps as this is particularly striking, being convertible in three different forms, either lifted up in choker effect, fastened loosely in half open style, or left perfectly open on the shoulders like a small cape. In all these cape wraps the linings are exceedingly elaborate, in many cases, being in double effect, plain above and heavily brocaded below, plentifully elaborated by hand stitchery and finished in every case with the latest style of pocket, namely a satin pouch bag, gathered on ribbon ties finished with seal pompoms and stitched firmly into place at the waist line. Pouch pockets are much more useful as well as ornamental than the ordinary flat variety and are featured in addition to the usual finger tip pockets at either side of the fronts.

The coat wrap has a half sleeve which does not quite reach the wrist. In one striking model of Hudson seal, the neck is finished with a wide collar in a tuxedo stole effect which folds over into a muff in front and into which the hands can be slipped. Button tabs in front can be fastened together to hold the wrap without need of exposing the hands to the cold.

### Fur Contrasts Used Sparingly

In all of these Hudson seal wraps as well as some of the staple coats the sole trimming is the intricate and skillfully worked border and striping which is lavishly employed on the skirts and collars. Triple reversed borders are rather the rule than the excepton, even on muskrat and other practical fur coats. In staple coats of Hudson seal, a favorite type of girdle is the 4 strand silk cord effect caught with silver clasps and allowed to hang down in front. Belts are also much used, showing in front and running underneath across the back. Pockets are as popular as ever, generally tucked away under deep panels and borders which are carried up on the skirt. The turnback cuff is preferred on this style of garment, and the cape collar which rolls up luxuriously about the face is by far the most wanted style.

### Persian Lamb For Staples

Favored trimmings are mole and squirrel, with Alaska sable preferred on Persian lamb, which by the way, is almost as popular as Hudson seal for staple coats. Persian lamb is being made up into "chicken" styles this season for the first time and is selling well. French seal appears in several very smart garments which will have a strong appeal to the woman who wants an inexpensive two-in-one garment adaptable for day or evening wear. One such style was a cape wrap comprising a three-quarter cape made over a silk foundation faced at the hem with the seal to form an irregular line. The deep collar was of squirrel, and quaint little sleeves of silk cuffed with seal or else entirely of fur were provided for extra warmth, making this garment a really smart and fashionable style. Every buyer who has seen this sample has placed orders and it is thought that the all purpose fur wrap will replace the tailored or staple garment as the winter advances.

### Sports Coats Of Natural Pelts

Muskrat and raccoon are exceedingly popular in sports and staple models, especially blended Carolina muskrat with a 5 strand border. Racoon is developed in youthful coats beautifully styled and appropriate for formal wear with 3 strand borders, showing the exquisite color shading of the silver coon skins. These are strictly plain in effect with full length skirts. Blended Australian wallaby is a new pelt to be developed in smart staple coats to replace cheap qualities of raccoon.

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Members of the firm and staff of Goudies' Limited, Kitchener, Ont., celebrated their first Wednesday half-holiday this year with a picnic.

The Danforth Business Men's Association of Toronto have organized a Bowling League with teams representing the following interests; dry goods, real estate, motor garages, confectionery and butchers, hardware and electric goods, bankers, amusements and sporting goods, professional men.

H. Engel opened a new store at Whitby, Ont., recently. This is now his second dry goods' house, the first being at Oshawa, Ont.



*PERSIAN LAMB*

*A MOLE WRAP*

*in 40 inch length with a wide sweep measuring 87 inches around and lined with extra fine brocaded silk. The fashionable scarf collar is tipped with tassels and can be worn in several ways. A back yoke runs down as far as the waist line and the outer cape section is stitched to the front panels to form armholes. A five row border of reversed skins finishes the lower edge.—Shown by courtesy of Gnaedinger Sons, Ltd., Montreal.*

*PERSIAN LAMB*

*forms the entire fabric of this unusual coat, featuring the latest large sleeve effect. The cuffs are formed by a jet button finish to correspond with the fastenings of the garment. A heavy cord girdle provides a convertible effect, either fitted at back or loose and the collar is developed in a new gathered effect which can be worn in several becoming ways. The length of coat is 40 inches. Sweep 67 inches. Lining consists of richly colored silk heavily hand embroidered in the prevailing fashion across the bottom.—Shown by courtesy of Gnaedinger Sons, Ltd., Montreal.*



*A MOLE WRAP*

# Big Addition to New York Store

**Gimbel Bros. Take Over Big Store Occupied by Saks and Co.—Occupation in 1924**

Gimbel Bros. of New York will take over within a year as an addition to their present facilities, the nine-story building now occupied by Saks and Co. just across Thirty-third street from the present Gimbel establishment. They will obtain occupancy in the Spring of 1924 by which time Saks and Co. will be in their new building on Fifth Avenue, between Forty-ninth and Fiftieth streets. A twenty-year lease has been signed which carries with it an aggregate rental of approximately $8,000,000.

In making the announcement of the large transactions, Isaac Gimbel said:

"Perhaps the greatest thing accomplished by the acquirement of the new property, will be the thing that Gimbel Brothers have always striven for and are now able to realize—that is, that joint operating expenses can be brought down to such a level that it will be possible to offer the community prices commensurately lower than present operating expenses demand. It is estimated that with the huge volume made possible by the space expansion operating costs will be so lowered as to establish the lowest possible price level for goods of established quality.

"Gimbel Brothers will not take possession of the property acquired until the spring of 1924, but steps will be immediately taken to prepare for the expansion of the business," said Mr. Gimbel.

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At the recent convention in Toronto of the Canadian Association of Cleaners and Dyers, the following officers were elected: President, W. E. Mann, Hamilton; vice-president, C. Allen, Montreal; executive committee, R. S. Stockwell, G. Langley and F. Collinson, all of Toronto; managing secretary, W. S. Hulbig.

# Applique Work and Rick-Rack Braids

## These Will be Leading Features of Needlework Department—Brisk Demand for Children's Dresses—Some of the New Lingerie Models Described—Varied Showing of Christmas Goods—Living Room Sets in Ripple Cloth.

JULY is the month eagerly awaited by art needlework departments all over the country, for the trend of the coming season's selling is then determined with the showing of made up samples by a leading Montreal manufacturer. A staff member of Dry Goods Review was privileged to view the advance showing of these products which include flat stamped goods and made up novelties as well as many interesting new designs in knitted and crocheted goods.

Taking the range as a whole, it is evident that the vogue for appliqué work will be an outstanding characteristic together with the use of novelty rick-rack braid, both of which lend themselves charmingly to the development of most kinds of needlework. The designs of the stamped goods as well as of the made up goods surpass anything shown by this company, there being a marked absence of cheap looking and inartistic models. A representative of the firm commented on the fact that the demand for children's dresses is greater than ever in both playtime and party frocks. In the former class black sateen is a novelty altogether charming in effect, being relieved by vivid patches of appliqué in the form of odd pockets and animal motifs. Rompers, creepers and bloomer dresses are all provided in the range which is said to be fully as large as that shown for Spring, showing that children are now wearing lighter clothing in Winter than formerly. The materials used in the party frocks are all of the finest imported Swiss mulls and muslins, and the frocks run all the way in size from 6 months to 6 years. Considerable use is made of wash satin ribbons in delicate shades to form sashes, rosettes, streamers, etc., on all these little dresses and a study of the made up models will reveal the fact that ribbon possibilities are by no means exhausted as yet.

Play aprons, which represent a large rabbit who wears a demure puritan collar and whose ears fold back to form shoulder straps, are sure to prove a joy to every kiddie, while Kate Greenaway girls also simulate aprons, developed in pink or blue linen. In trimmig these novelty goods rick-rack braid is applied by means of French knots, quickly and effectively, and provides a neat finish to all long edges.

### New Lingerie Models

Lingerie, both silk and of cotton materials, is plentifully represented in made up models which require little work to complete. The finest domestic materials are utilized in developing these exquisite sets which reflect the latest trend of fashion in the matter of simple tailored effects. Hemstitching is cleverly employed to form scrolls, wreaths, bowknots and other festoons in combination with solid work, and is a close imitation of fine "entre-deux," with no appearance of machine work visible. The long armhole, both in simple strap and draped style are introduced for the first time in art needlework models, and many unusual effects are gained by the clever use of inset colored motifs of organdy. The waist line is simulated by the use of rows of hemstitching and the gowns, chemises, etc., are usually completed by the additions of dainty sprays, scallops, etc. White is the predominant color in all these models, although here and there a flesh tinted garment appears, but white is considered to be most practical and durable in embroidered goods, requiring no tinting to retain the original shade. Three-piece sets, of step-in, vest and nightgown are included, some of which are made of heavy Habutai and Shantung silks with the new bateau neck line finished by hemstitching, caught together by ribbon bows.



*Hemstitched colored organdy inserts form the exquisite decoration upon this fine white nainsook nightdress which embodies the new sleeve line. Delicate sprays of hand embroidery can be quickly added by the needlewoman who can also add pastil tinted bows at either side. Shown in the full range of Belding-Corticelli, Limited, Montreal.*

Porch frocks, which are really glorified aprons quite suitable for street wear in some cases, are cleverly developed in unbleached muslin, cotton crepe and linen, while the ubiquitous black sateen is irresistibly charming when appliquéd smartly with realistic fruits. Rick-rack braid and other new trimmings accompany these frocks which are offered in practically every becoming color, and which are completed by the addition of a fetching cap also embroidered or appliquéd to match its apron.

Small, sheer dotted Swiss tea aprons call for the addition of delicate sprays of handwork and feature panels of colored organdie and crisp ribbon ties. The same dainty effect is also seen in muslin breakfast saques combining white and pastel colors which are quickly embroidered in various simple motifs.

### Christmas Novelty Goods Are Varied

With shorter evenings drawing in, thoughts of Christmas fancy work are inevitably awakened by the sight of a new array of novelty goods including an umbrella case, shoe case, hot water bottle cover, cutlery and silverware cases, centre piece roll, clothes pin bag and kitchen holders for protecting the hands. Such an array of new ideas will surely prove a solution to the problem of what to give the bride, since the handwork on each article is of the simplest and most easily accomplished variety, chiefly outline stitchery with some solid work. Children's bibs with tray cloth to match are fascinating with rabbits scattered here and there, their tails being made of woolly balls. Laundry bags, bridge table covers and bedspreads are offered in entirely new designs which are sure to be popular. The bridge table covers come in white linen, black sateen and green felt and feature appliqué and wool embroidery, etc., in the newest conventional designs. Bedroom sets comprising 3 pieces are a novelty, again providing opportunity to use appliqué and rick rack braid. Sheerer and daintier sets of scarf, pillow and pin cushion are developed in dotted Swiss hemstitched on to sheer white muslin and edged with finest val lace.

(Continued on page 106)



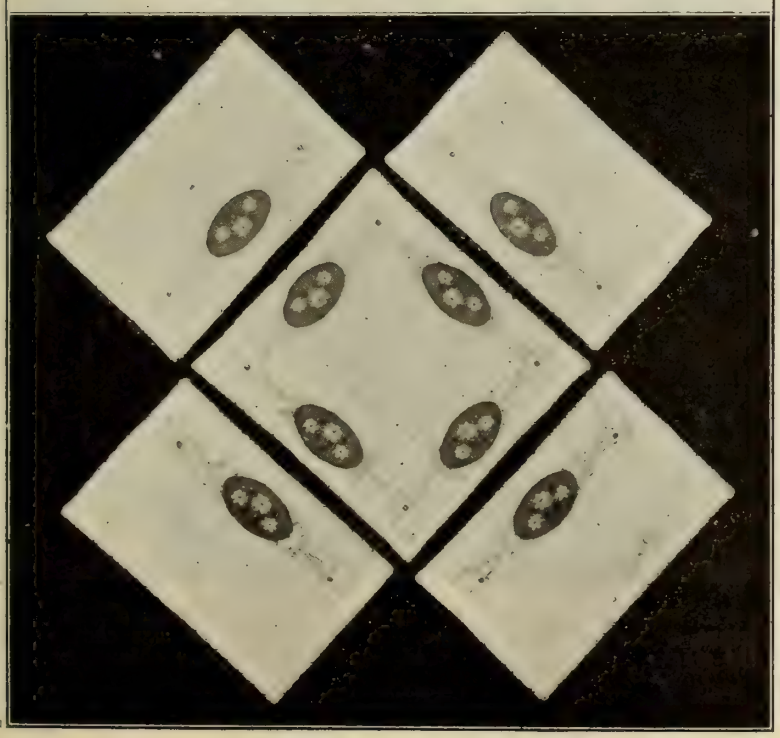
*CANNA COLORED BENGALINE*

*Forms the covering of this stunning cushion designed for drawing room or living room. A conventional design is strikingly carried out in the Artsyl Rope with silver threads. Rich tassels are used at the upper corners in an unusual effect, and the pillow can be matched by a scarf, if desired. Shown by Belding-Corticelle, Limited, of Montreal.*



*THE SQUARE EFFECT*

*In luncheon sets as typified in this beautiful model developed in white Premier cloth with colored medallion appliques is fashion's decree. A realistic daisy design can be quickly worked on the applique while the edges are finished in crochet in a simple but effective design. Shown in the fall range of Belding-Corticelli, Limited, of Montreal.*



*LIVING ROOM SETS*

*Comprising three pieces are very much in vogue now, especially in warm autumn colors, upon the ever-popular pure linen in tan shades. The mountain ash berry design here shown is one of the most artistic yet seen and is effectively worked in Artsyl Rope with silver thread to lend added brilliance. Shown by Belding-Corticelli Limited of Montreal.*



*Three imported boudoir lamps of white glass. They are hand-decorated in six different patterns and colors. The shades fit closely and the stands are in one piece. The lamps are 11 in. high and quite inexpensive. Shown by Nerlich & Co., Toronto.*

When finished with colored embroidery nothing prettier can be imagined. In other novelty pillow covers a new type of hand work has been introduced, namely, an appliqué which is fastened down at one side only to simulate flower petals or the skirt of a picturesque maiden, under which cotton padding is placed to give a raised appearance. Unbleached muslin is due for considerable vogue as a foundation for bedroom spreads on which large and striking patterns are developed in double appliqué and embroidery in heavy pearl cotton, finished with cotton fringe in the same cream shade.

**Lunch Sets In Oblongs Replace Old Style**

These spreads can be matched with curtains, runners, etc, to form sets if desired by the purchaser. Unbleached muslin forms very striking lunch sets also, in which a 54 inch cloth is supplemented by serviettes all worked in appliqué and rick-rack. The newest style of lunch set is however developed in white crash in the oblong effect, the centre piece being quoted separately and additional mats being sold as wanted. Doylies to match are quoted by the dozen. Three piece buffet sets are now sold to replace straight runners and are finished in bright colored art silk and edged with heavy lace. Blue is an unusually popular color in all embroideries intended for use in the dining room, but with the Christmas season in view, some poinsettia and rowan berry patterns are being featured on tan linen that are certain to result in a large demand.

Living room sets are especially attractive developed in the new "ripple cloth" as well as "Berkshire cloth" and are easily worked in a heavy silk embroidery with metallic threads on an ecru or tan ground. Huge roses measuring fully 6 inches across with a loose appliquéd petal are strikingly effective on centrepieces or pillows. There is also a new elongated table centre somewhat reminiscent of French period designs which is developed in rich Venetian cloth, appliquéd in bright colored taffeta, outlined with metallic thread. A French tinsel edge completes the quaint round pillow which also matches the cover. Prim little daisies in empire design are the sole embroidery used on another bedroom set of rose colored gros grain. In connection with appliqué embroidery it is emphasized by the firm that all extra appliqué pieces included with embroidery goods are now children's garments next Fall.

The homespun bag is now made up on oval hoops with realistic wool crochet flowers clustered on the sides, and the latter decoration is also to be used on practically anything from millinery to children's garments next Fall.

Package goods have gone out entirely where art needlework is concerned and the new way of displaying the goods openly so customers may study how the work is done, is proving entirely satisfactory.

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Employees of Murray Sons, Hamilton, Ont., entertained the officers of the firm at Wabasso Park, on June 14. It was the occasion of the 40th anniversary of the marriage of J. L. Murray their president and the 11th anniversary of that of his son, G. S. Murray.



*Baby week at the Bryson-Graham store in Ottawa was given a good send-off by this striking window display which emphasized the familiar stork and the tall grass, emblematical of nature. In the foreground was shown a beautiful booklet given free by the store during the week. Display by Fred Ashfield, Display Manager.*

# Sales Were Effected by Suggestion

## A Negative Suggestion Will Never Bring a Positive Response—How a Live Sales Girl Sold Toilet Articles—Suggest Something Definite to Your Customer After Her Main Purchase Has Been Made—Substitution Not Always An Evil

ONE OF the most interesting opportunities in salesmanship, namely, selling by suggestion is frequently overlooked by otherwise capable sales clerks who perhaps have not fully grasped the significance of the power of suggestion as related to the art of selling.

In order to be successful, the sales clerk who sells by suggestion must depend to a great extent upon his or her ability to stimulate a customer's imagination, for without this aid, all the suggestions in the world will avail nothing. It is the inherent qualities of the goods which must be emphasized, such as its usefulness, beauty, novelty, smartness, etc., rather than the idea of buying something, which has no defintie and personal appeal. The majority of sales are closed by such phrases as these:

1. "Anything else to-day?"
2. "Is that all?"
3. "Nothing else you need?"
4. "What else?" and so on.

All of these questions do not cause the customer to visualize anything in her mind and she habitually answers "No, that is all," or else, "That is all I I can think of just now." The effect, moreover, of such queries put in a negative form as "You don't want anything else, do you?" tend sub-consciously to make the customer reply in the negative as well, just as the query "Shall I send this parcel?" invariably leads to acquiescence on the part of the purchaser who might otherwise have carried the parcel home.

### Stimulate Customer's Imagination

This power of suggestion, therefore, is not only the most important aid of the salesperson but it is perhaps the most neglected side of retail selling, and consequently the following hints on starting and continuing sales by the aid of stimulating the customer's imagination may be found helpful by many who find difficulty in getting satisfactory results.

In regard to starting sales by means of suggestion, a concrete cast may be quoted which proves the truth of the contention that imagination sells goods. A woman was recently noticed by a clerk at the toilet goods counter, standing in an attitude of weariness, evidently waiting for a friend who was very late in arriving. From time to time, she looked over the goods displayed on the counter but with an unseeing eye, her mind evidently intent on her friend. An observant sales girl watched her for a few minutes and then offered her a chair which had been set in a quiet corner of the section. The woman accepted it gratefully saying that she was tired with the delay and the heat of the afternoon. She chatted with the sales girl who was busy re-arranging toilet articles on the counters and remarked on the attractiveness of the display. This girl was swift to see her chance, and she enquired, "Have you seen the new instantaneous nail polish yet? It is really the greatest time saver." Following up her question she showed her own polished and beautifully manicured nails and offered a sample of the polish. The woman was interested and accepted the sample, enquiring the price of the regular size. On finding that it was inexpensive and small enough to slip in her bag, she purchased the polish, and evidently inspired by the well kept nails of the sales girl, she bethought herself of emery boards. The sales clerk, warming up to her task of interesting the woman in how to care properly for her nails, mentioned a new cuticle remover as being helpful. The customer thereupon became thoroughly interested and on being shown several new nail preparations decided to invest in a complete outfit for the home manicure, the sales slip for which reached a total of $2.85.

In this case, the sale was not only started but continued by the power of suggestion, which quickened the imagination of the customer by implanting in her mind the desire to have well cared for nails, the mark of good grooming. Furthermore, by presenting an attractive combination of goods, there was no need to ask the usually futile question, "Will there be anything else?"

### Avoid Forcing Sales

In the majority of cases, customers come to a store for a specific thing and ask for it. The sale is made and the sales clerk apparently does not think it worth while to suggest anything further. The fundamental idea that should be kept in mind by everyone who sells merchandise is the fact that goods must not be urged on a customer, so that she buys against her will and judgment, but rather customers should be agreeably led to purchase, by simple and natural ways, those things which would not otherwise have been bought at all. The important thing to bear in mind therefore, is the difference between suggestion and compulsion.

### Promote Sales in Other Sections

When making a sale, and it is apparenly impossible to interest a customer in goods carried in the department, it is advisable to keep in mind the merchandise of other parts of the store, for often goods closely related to a purchase will be bought, if suggested in the right way. For example, a customer visited a knit-goods section in order to buy a bathing suit to take on her vacation. There was nothing else in this section which appealed to her as she already was provided with a beach cape, bathing cap and stockings, but the sales clerk asked her if she had thought of buying one of the new rubber-lined bags in which to carry her suit and she suggested the purchase of a new style of bathing shoes, carried in the footwear department. Both these purchases were made.

### Substitution Often Necessary

Much has been said against the evil of substitution, as it is called, but there are many legitimate cases when a sales person is well advised to recommend the trial of something else in place of the article asked for, either because it is out of date or obviously unsuited for the customer. Many salespeople overlook the fact that customers are seldom posted on what is new, and it is to their advantage to present the newest goods courteously, with an explanation of why the goods asked for are not advisable. In the case where goods desired are out of stock, however, no effort should be made to substitute others, but the name and address of the customer should be taken, so that the purchase may be sent at the earliest possible moment, either C. O. D. or charged.

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The Canadian Western Woollen Mills of Vancouver, B. C., which at present is making fine wool blankets, is planning to begin the manufacture of tweeds, mackinaw cloths and overcoatings.

Announcement is made that A. Gendron of Montreal has purchased the dry goods store of Alphonse Ethier on Ontario Street, which he will manage in addition to his other dry goods stores on St. James Street and Mount Royal Avenue.

An experiment is being tried out in Montreal by the wholesale dry goods and allied trades by closing all the warehouses at 12.30 to 1.45 p.m. so that all employees can take their lunch at the same time. It is claimed that much better and more efficient service can be given to customers under this practice. Several houses adopted the system some time ago, and have found it a good success, as it increases the service to retailers and especially to buyers from outside points.

## Ribbon Novelties

Produced by ourselves are recognized by dealers for individuality in hand tinting and distinctive design, and buyers associate new and dainty creations with—

## Ribbon Art

This season our line is more varied and attractive than ever, and we shall maintain the high standard which has produced satisfactory results.

Send for a selection now to the value of $25.00 or $50.00 and we feel certain you will be pleased and place an additional order for Fall and Christmas trade.

**RIBBON ART**
269 College Street, Toronto.

**We Maintain Our Standard of Excellence**



THE STAG.

## Super India Shrunk Tape

**Manufactured by**
**George H. Wheatcroft & Co.**
**Wirksworth - England**

This tape is well-known to the discriminating CLOTHIERS, who use it, for its strength and durability.

All widths and qualities in stock.

Lowest prices quoted for direct importation.

Does Not Stretch




Will Not Shrink

**Walter Williams & Co., Limited**

MONTREAL 508 Read Bldg.
QUEBEC 533 St. Valier St.
TORONTO 20 Wellington Street W.
VANCOUVER 217 Crown Bldg.



MESH BAGS
WHITING & DAVIS CO.
TRADE MARK REG. U.S. AND CAN.

# *Whiting & Davis Mesh Bags*

## Keep Your Stock Complete

*It's the Variety and Beauty of the New "ENVELOPE" Styles that Sell Them*

Don't miss a sale on this big mesh bag "hit" because you are sold out on the most popular numbers.

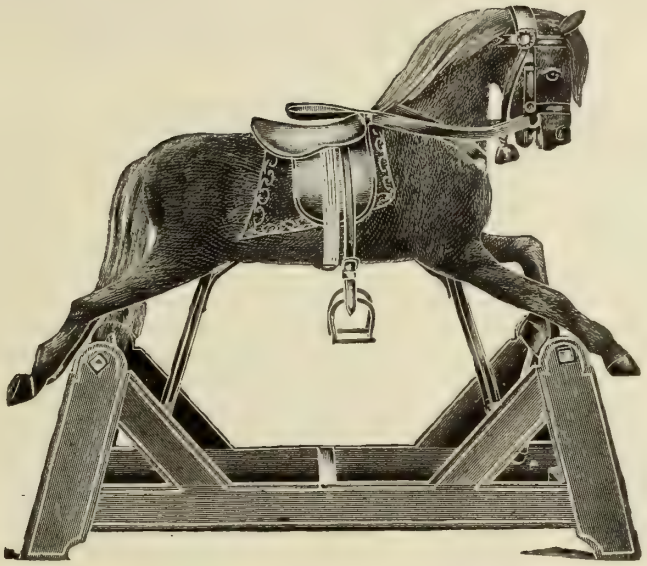
You will have repeated requests for these new "envelope" designs because women see them and want them.

Abvertising is also creating a demand for this innovation in mesh bags.

Look over your assortment and fill in. Remember the *new* numbers will help move the old.

FREE! ELECTRO! If you will use electro of the bag illustrated it will be sent *free* on request.

Whiting & Davis Company
*(L. W. Cooke, Manager.)*
Sherbrooke - Quebec



# TOYS--DOLLS
# FANCY GOODS

Are the most profitable lines to handle for Christmas trade.

A well assorted stock of Toys and Dolls, displayed early in the holiday season prepares you for the never-failing demand for children's gifts.

We show the largest, most varied and most attractive range of Christmas goods in Canada.

*If our representative does not call on you, write us.*

## NERLICH & CO.

**146-148 FRONT ST. WEST, TORONTO**

# Sells Five Cent Articles At A Profit

## Return to Conditions That Have Not Obtained for Eight Years —Overhead Expense Has Been Cut to Make Prices Easier— Demand for Finer Quality Knitting Yarns—Wholesalers Cannot Account for Big Demand in Elastics

NOTIONS and smallwares have undergone considerable development and improvement during the course of the past few months, according to the statement made to Dry Goods Review this month by a Montreal wholesaler. The outstanding feature of these lines is the return of the five cent items which can be sold at profit, a transaction practically impossible to accomplish in the past 8 years. A great deal of credit is due to certain wholesale firms who have done away with expensive modes of packing and shipping these small goods and who have substituted quantity assortments in plain cartons in place of the limited amounts in fancy boxes formerly ordered. By dint of this plan, this firm has succeeded in reducing the price of fancy cuff links and other small novelty jewelry from 50 cents per article to 15 cents. Similarly, if retailers will accept shipment of a carton containing about twelve dozen different styles of fancy jewelry displayed on cards, a dozen pins to a card, and containing one gross of fancy jewelry to the carton, the contents can be retailed at 15 cents apiece with good profit, which until now has not been even remotely possible. Such articles are barpins, lingerie clasps and beauty pins have been ordered sparingly by Canadian retailers who, nevertheless, have been repeating on these lines pretty steadily all along, and it is not thought that anyone will take exception to this new method of shipping. By the old method of buying sparingly, prices are artificially raised, and it is hoped that retailers will avail themselves of this innovation.

### "Notions for a Nickel"

Among the lines which have participated in the drop in prices, which has brought about the return of the nickel purchase, should be listed the best English needles, now priced to sell retail for five cents a package. Best quality metal thimbles displayed in a handsome glass counter case are also back under the same category. Dome fasteners have taken another drop lately and now can be sold retail with good profit at seven for a quarter. Silk threads are now down to 70 cents a dozen after a somewhat uncertain fluctuation, and 25 yard cards of artificial silk mending in all the new shades can be retailed at 5 cents a card. These are only some of the many lines which can be featured at the almost forgotten price of five cents and it would be interesting to see the response to a sale of notions at this figure.

### Order Knitting Wools Early

In knitting wools the trend is entirely for finer qualities and fancy silk mixed varieties, both of which are going very well. Retailers, however, are not placing orders for Fall and appear to be relying on the wholesaler to hold the stock in readiness for their needs later. Neither the wholesaler nor the makers are making efforts to supply the trade, however, and unless orders are received at once, there will be few complete assortments of fine knitting wools next season. A ten per cent. advance in price has already been declared and Canadian manufacturers are likely to increase prices still more as they have been taking a loss for some time and are now looking for an opportunity to stabilize the market.

Artificial knitting and crochet silks are selling well still and to the regular range has been added a decided novelty called "crepe-cord" silk, which is fairly firm and cord-like in texture, working up easily into elaborate garments. Mending wools are now put up in balls in all the hosiery colors, including lovats and heathers in separate boxes. All the new greys and neutral colors are supplied in anticipation of a run of these colors in fall hosiery.

### Baby Rick-Racks Just Out

Rick racks and bias seam tapes are steadily growing in favor instead of diminishing. The newest addition to the rick rack family is a "baby rickrack" in size 13, suitable for edging fine handkerchiefs and which is supplied in all wanted colors in four yard lengths. Bias fold tapes now come in double fold effect in many new tints, including the fashionable colors. Other bias seam bindings have a tiny gingham check edge on plain colored grounds, and an embroidered thread elaboration carried along the edge to stimulate hand work.

### Fibre Silk Elastic is Durable

There has been an enormous demand for elastics of all sorts lately, for which wholesalers cannot account. Many lines are running short owing to this unprecedented call particularly sizes 6, 8 and 10 in hat elastics. Artificial silk is now used to make all types of wanted elastics and supersedes the spun silk type in quality but costs about the same. It is guaranteed to wear better than ordinary makes of elastic. Garter elastic, also in the frilled styles are much rolls in assorted pastel colors, 3 dozen to a box for making up round garters. One roll just makes one pair of the garters.

### Dainty Vanity Cases from New York

The vogue for bobbed hair has resulted in splendid business in curling tongs and wavers of all types, since bobbed hair must be kept constantly curled. Both single and double style tongs, and metal and lead curlers are wanted. Other lines of hair goods that are in good demand are the new transparent barettes for braids which have a glass like appearance but are made over a dark celluloid base. All kinds of side combs are in demand and shell pins in usual colors seem indispensable to everyone. A great variety of vanity cases is offered for the fall season, including a recent importation from New York of handsome crochet silk pocket vanities containing a mirror and puff, developed in dainty pastel colors. White French ivory also forms little circular vanities, with covers inset with reducing mirrors and containing a velours puff. Both these lines can be retailed at 25 cents with profit and represent excellent value.

The handmade leather button is still selling in heavy quantities, due to the popularity of mannish coats and a fine grade is obtainable around 54 cents a dozen wholesale. A great reduction has occurred in the price of tapes also and best qualities of English goods in 6 yard rolls can be had from sizes 1 to 7 to retail at five cents per roll. A heavily mercerized camisole tape is now shown in three colors, put up in 36 yard rolls for making shoulder straps, etc.

### Swiss Embroidery Silks are Fast Colors

There is quite a bit of Swiss embroidery silk now on the market which is cheaper and better than any shown prior to this, and all colors are guaranteed. There is a color range of 47 rich shades which should be found in every art goods department. Angora wool has again advanced and it is pointed out that the French makers are quoting their prices in Canadian currency, not in French exchange, making the price of this popular wool higher than for some time.

It is emphasized by a leading Montreal wholesale house that no German made goods are being included in their notion and smallwares stock for the coming season, but a plentiful supply of really high grade Japanese goods can be found at relatively the same price demanded for inferior German merchandise.

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### TO RE-VISIT CANADA

W. K. Nicholas who, prior to the war, visited Canada regularly on behalf of Fielding & Johnson of Leicester, England, will renew his acquaintance with the market this Autumn.

# Fashion Alters Trend of Notions

## Bobbed Hair, Large Hats, Corsetless Women and Flappers Have Prompted Fads and Fancies That Affect the Notions Department—Big Sales of Round Garters Recorded—The Dome Fastener and the Old-Fashioned Button

SMALLWARE men tell us that there was a time when they counted upon their notion lines, whether times were good or bad, whether this fad or fancy or that one held the centre of the fashion stage for its brief moments. Nowadays, however, these old reliables are just as subject to change as other things. Fads and fashions have had their bearing upon the notions counter and have, to a considerable extent, changed its very complexion. Bobbed hair, large hats, corsetless women and flappers --- these have changed in one respect or another the nature of the articles that sell over the notions counter. For a time, some of the well-known notions have suffered, but their day will undoubtedly come again when the current foibles have given way to something new.

Needles are selling in greater quantities than ever.

This means, of course, all needles from the knitting and crotchet types to hand and machine needles. There are firms now which manufacture needles for every kind of sewing-machine so that wholesale houses can stock complete lines of these independently of the large sewing machine firms which make their own needles.

English manufacturers are turning out needles which are better than any of the European products, one importer informs Dry Goods Review. These needles are a little higher in price but most retailers are willing to pay this difference, especially when they want the nickle-plated ones.

### Round Garters Gaining Prestige

A buyer for a general smallware house in Toronto says that he is depending on the round garter almost entirely this year. The corset has hurt the sale of the long one to an alarming extent. During the last two seasons the decrease in orders for these is even more marked because of the prominence which girdles and other cheap lines of corsets have had. It is no longer necessary for retailers to stock garters to take the place of worn ones as they did when women bought expensive corsets.

This change in attitude towards corsets has increased the call for round garters. Women who dispense with corsets altogether are in need of them and the flapper type which wears the rolled stocking uses them. Then there is the demand for children's garters of the round order to wear with socks. One manufacturer sold 110 dozen gross of these last year and from present indications will dispose of even more this Summer.

In women's garters, there are now in Toronto, round ones of a more elaborate type than formerly. These give women who do not want to go to the expense of buying hand-made ribbon ones with elastic inserts, the chance of obtaining something a little nicer than the plain ones. They are of all-elastic but they have a frilled edge, come in attractive colors and are nearly two inches wide. They retail at not more than 75c.

### Dome Fasteners

There is not the same call for plain buttons that there was hitherto. The dome fastener is being used on many types of garments and has, in a large measure replaced the large white buttons formerly used for underwear. This of course, does not refer to the fancy buttons for which there is still a very lively demand.

Pins, on the other hand, are selling in enormous quantities. The demand is no longer for the black and colored headed ones but for the plain steel pin of the better grade. There is some demand for the millinery pin sometimes called the lingerie pin. It is useful because it is a little longer than the common pin and because it has a colored head, usually one of the pastel shades being used. There is quite a run on these at present for decorative purposes.

### Tape Increasing in Demand

Tape is one line which has increased steadily in sales every year. The kind which is in common use, called India tape, not heard of until 1837; it now sells better than linen tape. It is said every civilized being wears it in some form or other.

The cotton from which India tape is produced is grown chiefly in America. It is then exported to England, principally Manchester, to be spun. The tape is made from the "cop" by a loom. The modern tape loom is the outcome of many inventions and improvements carried out as the result of a long series of experiments.

The making of tape requires almost as many processes as are used in making any other woven material. There is the reeling, the examining for flaws, calendering, wrapping, blocking, dyeing and bleaching. Then there is the labelling and boxing and, in tapes which require patterns or names, there is the process of printing. The two qualities of India tape in everyday use are of high or low grade as a result of the number of processes to which they are subjected and the skill with which this is done as well as the quality of cotton used.

### INCREASED TURNOVER

(Continued from page 40)

Linen tape is made in Ireland. Most houses carry only one grade of this because when linen tape is required, that made from the very best flax is the only one which will stand the strain.

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which a wide-awake merchant can convert from a loss into a profit only if he has before him a picture of what is taking place.

Two forms of reports are needed: (a) slow-selling merchandise; (b) quick-selling merchandise.

These will be considered separately because they relate to problems which are entirely distinct from each other.

(a) Slow-selling merchandise must be recognized immediately in order that the mark-down shall not be delayed beyond the proper moment and to ensure that future purchases of that class shall be made with more caution.

(b) Quick-selling merchandise should be emphasized in the minds of those who are responsible for buying and this can be done only through visualizing what has taken place by means of the actual figures and dates.

### If other business men find these facts necessary, should you not provide yourself with them also?

No particular importance need be attached to the precise form in which these reports are made so long as they are of a size to fit standard filing cabinets. They should display a short description of the merchandise, the name of the manufacturer, the quantity sold, the quantity unsold and the date when placed on sale. In the case of slow-selling merchandise the report should show the mark-down (if any has been made) and the sales since marking-down. Both of the reports should have a sufficient space for remarks.

In an establishment of any magnitude the best results can be ensured only by employing someone from the outside, whose duty shall be to study the existing practice and apply better methods wherever it can be shown that an improvement is likely to follow. In one instance very great results were secured through a young man who had never sold a dollar's worth of merchandise in his life and who had no merchandising experience of any sort. But he had an observant eye, an analytical mind and a diplomatic manner. Those who have been close to a business, who have seen it grow to large dimensions from a small beginning, usually are the last to believe that any improvement can be suggested which they would not themselves think of first, unless they have rare qualities of vision and imagination—unless they are bigger than their jobs.

Management begins with Man and distribution is Man from the top to the bottom. Thoughtless management helps no one, the management least of all. The more exact, the more progressive, the more scientific distribution can be made, the more everyone will be helped from and including the producer to the consumer.

Control-cards are a means.

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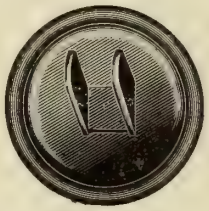
**The Orillia Worsted Co. are making an addition to their factory in Orillia, Ont. The new building will add a third to the present size.**

**Employees of the Canadian Textile and Weaving Co. of Guelph, Ont., held their first annual picnic this month at Puslinch Lake. One of the best features of the day was the method of transportation—by truck—which added much to making it a real picnic.**

# THE CLIPMOLD

*(Metal Button Mold)*

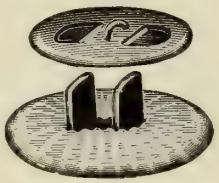


The two parts of the Clipmold



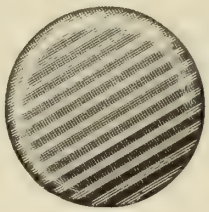
Clipmold ready for covering



Clipmold ready for slipping the back into place




Back showing clip pressed well down



The perfect button

The Clipmold method is the easiest way for making perfect covered buttons.

## BUTTONS LIMITED

### Birmingham, England

Manufacturers of Linen, Leather, Metal, Artificial and Buffalo Horn Buttons, Buckles, etc.

***Samples Furnished on Application***

*Sole Agents and Distributors for Canada*

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**MONTREAL** 137 McGill St.

## MORRIS & YEOMANS, Limited

### Redditch, England

***Established 1834***




**Manufacturers of the old-established**

"Lighthouse Brand"
NEEDLES
CROCHET HOOKS
SPIRAL ARM BANDS
KNITTING PINS
ETC., ETC.

*Sole Agents and Distributors for Canada*

## WILL. P. WHITE, Limited

**TORONTO** 284-286 King St. W.

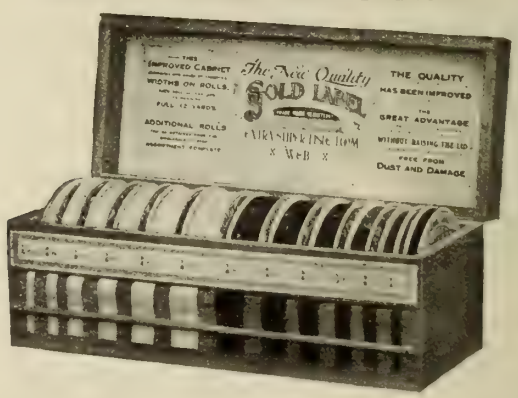
**MONTREAL** 137 McGill St.

Wholesale only supplied

## "GOLD LABEL"

**(Trade Mark Registered)**

**ELASTIC LOOM WEB CABINET**




Best Quality English Make. Keeps the webs free from dirt and prevents ravelling. Put up in polished oak cabinets. Cabinet contains 1 doz. each, black and white, in sizes ¼, ⅜, ½, ⅝, ¾ and ⅞ inches. Refills can be supplied at once.

Manufactured by
**Luke Turner & Co., Leicester, Eng.**

*Sole Agents and Distributors*

## WILL. P. WHITE, Limited

**TORONTO** 284-286 King St. W.

**MONTREAL** 137 McGill St.

Wholesale only supplied

### HAIR NETS
(Registered trade marks).

Queen Charlotte
Veilanet
Yoda Lane
The Joy
Coiffura Tidywear
Easifix

### WOOL MENDINGS
(Trade mark registered).

"Social" "Our Delight"

### SPECIAL BRAND HAIR PINS

Rhoda, Rhonda, Floral, Yoda Lane, Queen Charlotte, Hawthorn, Zaza, Camila, Peggy, Siren, Theresa, Idol, Ideal and Praeline.

### "DIAMOND"
(Trade mark registered).

Curling Irons
Embroidery Hoops
Safety Pins
Trouser and Mending Tissue




"Embro" and "Adjusto"
### EMBROIDERY HOOPS
Sizes 4, 5, 6, 7, with stand

### SPECIAL BRAND THIMBLES

Comfort, Golden Hour, Kindergarten, Celluloid, Steel, Aluminum.

### HEART TRADE MARK REGISTERED BRAND

Dress Beltings.
Bias Tapes, Twill Tapes, Spool Tapes, Feather Stitch Braids, Embroidery Trimmings, Boot Laces.

### BUTTONS

French Pearl Cabinets and boxed goods. Agate, Glass, Bone, Metal, Horn, Bachelor. Bull Dog Plush Buttons require no sewing.

### BOOT LACE CABINETS

Heart Brand, Goodasilk.

## *Harmony Forget-me-not Snaps*




Sizes 4/0 to 2, Black and White. Retail price 5 cents a card of 1 dozen. Also, can be had in bulk.




### THE PRESTO HAIR KURLER

Warranted to curl or wave hair quickly by slightly dampening the hair and wrapping around curler. Opens and closes automatically by pressing over the end. WILL NOT BREAK THE HAIR.

## SOLE AGENTS AND DISTRIBUTORS

**LUKE TURNER & CO., Leicester, Eng.** Elastic Webs, Braids, etc. "Gold Label," "Silver Label." (Trade Marks Registered).
**MORRIS & YEOMANS, LTD., Redditch, Eng.** "Lighthouse Brand" Needles, Crochet Hooks, Knitting Pins, Armbands, etc.
**BUTTONS LIMITED, Birmingham, Eng.** Covered, Leather, Linen, Horn and Metal Buttons, Buckles, etc.
**J. BONAS & SON, Derby, Eng.** Block, Average and Reel Tapes.
**T. W. BROUGHTON & CO., LTD., Birmingham, Eng.** Safety Pins, Hair Wavers, etc.
**ROSENWALD BROS., London, Eng.** "Coiffura Tidywear" Hair Nets, etc.
**HOWARD WALL, LIMITED, London, Eng.** Dean's Tape Measures.
**CITY LEATHER CO., Derby, Eng.** Leather Boot Laces.
**EDWIN EDRIDGE LTD., Birmingham, Eng.** Brass and Plated Pins.
**W. KLAAR, Gablonz, Czecho Slovakia,** Glass Buttons, Beads, Ornaments, etc.
**L. MORINS, Lyons, France,** Hair Nets.
**F. BAPTEROSSES & CIE., Paris, France,** Agate Buttons, Beads, etc.
**NARROW FABRIC CO., Reading, Pa.** "Nufashond" Ric Rac Braids, Trimmings, etc.
**STAR PIN CO., Derby Conn.,** Hair Pins, Brass and Plated Pins, etc.
**EMBRO MFG. CO., Canton, Ohio.** "Embro" and "Adjusto" Metal Embroidery Hoops.
**WALDES & CO., New York.** "Harmony" Forget-me-not Shape Snap Fasteners.
**PEERLESS NOVELTY CO., Grand Haven, Mich.** Curling Irons, Waving Irons, etc.
**HENRY MYER THREAD MFG. CO., Chicago, Ill.,** Threads.
**THE TAGIT CO., Rockford, Ill.** "Winwal" Button Moulds.
**JUSTRITE MFG. CO., Chicago, Ill.,** Patent Metal Tatting Shuttles.
**ORIGINAL ORNAMENT CO., Providence, R.I.,** Presto Hair Kurler.
**CANADA LABEL & WEBBING CO., Toronto.** Dress Beltings.
**CANADIAN OAKVILLE COMPANY, Hamilton, Ont.** Safety Pins.
**PARRY SOUND WOOD TURNERS, LTD., Parry Sound, Ont.,** Wood Button Moulds, all kinds.

**Wholesale and Manufacturers Only Supplied**

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**MONTREAL OFFICE**
**137 McGill St.**

**HEAD OFFICE**
**Toronto, 284-286 King St. W.**

# Nufashond

TRADE MARK REG. U.S. PAT. OFF.

Rick Rack
Edgetrim
Shoulder Strapping
Soutache Braid
Lingerie Braid

Elastics
Middy Laces
and Braids
Shoe Laces

## Notions of Quality

**The key note to rapid turnover**



Let the Nufashond Line increase profits in your Notions Department



*Distributed in Canada by*

## Will P. White Limited

**Toronto** **Montreal**




## Pure Irish Linen Thread

*Manufactured by*

Island Spinning Co., Ltd.
Lisburn, Ireland

*For all Merchandise requiring Linen Threads*

**Fountain Brand**

is absolutely the BEST. It will gain for you the reputation for RELIABLE goods.

May we send you quotations and samples?

Sole Agents for Canada—

**Walter Williams & Co., Ltd.**

MONTREAL TORONTO QUEBEC
508 Read Building 20 Wellington St.W. 533 St. Valier St.
VANCOUVER, 217 Crown Building

## THE "GEM" of NIAGARA

*The Brand Name for Quality Notions.*



### CREATING A DEMAND

For the Gem of Niagara brand fasteners, hooks and eyes, hook and eye tape, and safety pins by our persistent advertising in Good Housekeeping, McCall's Woman's Home Companion, Delineator and other publications—reaching from 10,000,000 to 12,000,000 women readers—will mean money to you.




If your jobber does not yet carry this line, write for nearest source of supply.

**The smart appearance of the "Gem of Niagara" line brightens up your notion counter.**

**Francis Mfg. Co.**
**Niagara Falls, N. Y.**
Famous for Fine Notions for Over Quarter Century.

JS Simpson Quality JS

# Knitting Needles Are the World's Best

**Knitting needles of vulcanite are necessary for good knitting** and enable more work to be accomplished.

They are made from the finest material obtainable to-day, and are the fruits of consistent experiment and development, giving to the trade a vulcanite knitting needle at the lowest possible price with best workmanship — an unexcelled finish, prompt service and complete satisfaction.

## We Are Knitting Needle Specialists

## Our Products are

Black Vulcanite Knitting Needles
Tan Vulcanite Knitting Needles
Simco Patent Knitting Needles in White, with steel centre.

*Quotations and Samples on Request*

Manufactured only by

## J. Simpson Co.

60 Pentonville Road
London N. 1. - England

***The all British Firm with the Quality Needle***

## Manufacturers' Agents

We want reliable Agents to cover the trade in various parts of Canada. Correspondence invited, stating qualifications.



## WM. E. WRIGHT SAYS:

"This bias trimming made up in checks is new.

"There is no prettier finish or trimming for any kind of plain goods than this bias check in a harmonizing or contrasting shade.

"The young folks all like it. Even the children like their clothes to look smart and severe.

"They don't want lace and embroidery and points and scallops any more.

"We cut this Fast Color checked percale in six colors and black—in a medium size check under Qual. 27A and a small check under Qual. 29A. For use with finer materials we have a small check in Fine Gingham in eight colors under Qual. 33A.

Yellow
Blue
Brown
Red
Green
Pink
Black




"Cabinet cartons 36 six-yard pieces assorted. Put one of these cabinets on your counter and see how it draws the attention of customers."

# WRIGHT'S BIAS FOLD TAPE

## Send for Color Card

Showing our full line of fast colored percales, also Wright's E-Z-Trim. You will find this card to be a great convenience in making up your orders. It shows our 12 plain and 6 striped colors of Tape and 6 colors of E-Z-Trim.

## WRIGHT'S BIAS LAMPSHADE TAPE

Something new and useful for the Notion Department. Sample card showing colors sent on request.

WM. E. WRIGHT & SONS COMPANY

*Manufacturers*



350-370 Scotland Road
Orange, N. J.




In U. S. Pat. Off.




## *"Fairy Queen"* the Queen of all Real Hair Nets

If you want to sell a reliable article, sell Fairy Queen invisible Hair Nets.

A real hair net with a full guarantee—"Any Fairy Queen Hair Net found imperfect on opening will be replaced free of charge if returned at once in original envelope."

Put up in attractive packages as shown above. Six colors, Dark Brown, Medium Brown, Light Brown, Auburn, Black and Blonde. Price, **$5.50** per gross.

## Toronto Exhibition, August 26th to September 9th.

When in Toronto at the Exhibition, we invite you to use our warehouse as a place to leave your grips, wraps and parcels. Also as a convenient place to meet your friends. Our representatives will be "at home" to do everything possible to make your visit pleasant. We are within a minute's walk of the Union Station. Just go East from the Station to the Walker House corner, then up York street for half a block.

# G. R. GREGG & COMPANY, LIMITED

50-52 YORK STREET,
TORONTO



FRANCE

PAULETTE

5¢

Silk Hair Net

FINEST MATERIAL

*Invisible* *Elastic*

# JULIEN GIGUET

**MANUFACTURER - LYON, FRANCE**

SOLE AGENTS FOR CANADA

## M. CHASSAGNE, LTEE.

45 ST. ALEXANDER ST., MONTREAL 110 WELLINGTON ST. WEST, TORONTO

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**Every Day a Selling Day FOR BUTTONS**

Button Sales LIMITED

With the advent of Fall comes Fall wardrobes and buttons will be in demand.

**HAVE THE NEW STYLES**

Our travellers are now out with the complete Fall line of novelty and staple buttons. Order now.

## Button Sales Limited

MANUFACTURERS AND IMPORTERS

66 WELLINGTON ST. W., TORONTO

Manufacturers and importers of Ivory, Pearl, Celluloid, Composition Buttons, etc.

---

## Every Sale You Miss a Competitor Makes

## Complete Your Stock of

KNITTING WOOLS ANGORA WOOL CLUNY AND MADEIRA LINENS
BABY GOODS—RATTLES BIBS DIAPERS
HAND-MADE JACKETS BOOTEES TOQUES
NOVELTIES IN STAMPED GOODS

*Our Men Are Now Out With Our Full Range For Fall*

## Hambly & Wilson Limited

**11 Wellington Street, W., Toronto**

# The Art of Showcard Writing

## Persistency is a Talisman to the Showcard Writer—Thick and Thin Capitals and Numerals—Gothic Capitals Condensed—Lower Case Roman Italic Modified—Capitalization—An Important Feature of Layout

By JALEXO

PERSISTENCY is the talisman to which the showcard student owes obedience—nothing much can be accomplished without keeping everlastingly at it. To the beginner, it seems to be some sort of natural magic that enables the expert showcard writer to bring out the hidden capabilities of letters and numerals and to give the appearance of neatness and symmetry to any card regardless of size and style. The perfection of the "finished artist" is within the reach of every student now following these lessons. Surely it is not beyond the limits of reasonable anticipation on the part of beginners to attain a measure of success within several months.




Thick and thin letters and numerals are executed in double stroke style. That is, it takes two strokes to do the thick parts of the characters. The thin strokes are done in a single stroke. In lettering the "O" for example, first make the outer circle and then the inner one, being careful to obtain some kind of balanced effect. The letter "A" contains four separate strokes. The first one slopes toward the left and is a single stroke, since it is done with one stroke of the brush flattened out, of course, to the desired width. The thick stroke comes after the first and requires two separate strokes—the outer one being done first. You can see that it is equal to two thicknesses of the other strokes in the letter. Then comes the crossbar, and it takes but a single stroke drawn from left to right. This is the principle which governs the thick and thin alphabet. The trick comes in forming the characters so that they show no awkward joints. The brush should be kept at the same width by frequent "patting;" so that the thin strokes will appear of uniform thickness. The letter "X" requires that the thick stroke be made first. In the letter "Z" the top horizontal stroke comes first, the slanting stroke next, and the finish off with the lower horizontal one.

### Condensed Gothic Capitals

In the plate illustrated herewith is shown an advanced method of constructing Gothic capitals. After considerable practice on the plate appearing in a previous article, the student, if he so desires, may try the quicker methods outlined here. It will be observed that in the circular letters, time is saved by making the entire curve of the "C" for example, in a single stroke. This can be applied to the other letters of similar construction. The letter "J" is shown executed in a single stroke. The student, however, is advised to keep on with the two-stroke system of this letter until whatever time he feels equal to the single stroke letter. In this Gothic plate, too, are shown two ways of finishing off the letters. The top line illustrates the squared-off finish and the bottom line shows the rounded finish. It lies with the showcard writer to use which style he sees best for his particular purposes. Both styles have a place in the expert's technique.

### Modified Roman Italics
Lower Case

This alphabet is easy to master. In the first place it is easier because it is italic. Italic letters are more easily constructed since they resemble handwrit-








ing in the nature of their parts and the angle at which they lie. In the second place, this alphabet is in single-stroke style and requires little, if any, finishing off at the ends, so with a well-kept brush, the student ought to be able to do these letters without "touching up" at the completion of strokes. This alphabet provides a quick and easy style for the small lettering on rapid sale cards.

### Capitalization

The indiscriminate use of capitals evidences a lack of practical arrangement. Note the showcard illustrated, reading "Like Friendship the gift of

jewelry lasts." The display words are capitalized, and the other words are in lower case. The point of emphasis is this; do not use a capital in one word which has no more significance than other words not capitalized. If the word "gift," for example, were to be given a capital "G" the other words "jewelry lasts" would also be deserving of capitals. Here is something for the most advanced experts to ponder over. Every day there are excellent showcards marred by an indiscriminate use of capitals. A good idea is to refrain from using capitals in small lettering designed for simple reading matter. The card illustrated is a typical specimen of how to use capitals correctly.

# Baby Week Events Bring Big Sales

**Suggested Plan of Carrying Out Baby Week—Advertising and Features**

Baby week is a very good event to stage for increasing sales not only in the infants' department but in other departments as well. If it is properly staged, it results in a vast number of people coming into your store during the course of the week and that is always good advertising and opens the doors to many a prospective sale. Sales begin when customers come into your store.

Usually, the first step taken is to link up with some local organization that takes an active interest in clinics for children. You can then announce that your store is the headquarters for a week's clinic being conducted by such-and-such an organization. This was recently done by Friedman-Spring's of Grand Rapids. A great deal of publicity was given to the event and each day's advertising carried the program for the following day.

**Features of the Week**

Here are some of the features of the Baby Week:

Nurses from the clinic were present from 10 a. m. to 5 p. m. daily weighing and measuring children.

A special card bearing the firm's name was presented to each mother setting forth the child's name, address, date of birth, height, weight and what the weight of the child should be.

A record of this was made for the store's files to add to their mailing list for future events in the children's section.

The following list of awards were given:

Balloons to every child weighed and measured.

Bright sand bucket and shovel to every red haired baby on a stipulated day.

Sand bucket and shovel to every twin that came in on a certain hour and a certain day.

Sand bucket and shovel to every child

(Continued on next page)

# Must First Sell Yourself

Cannot Sell Anything Till You Have First Done This—Customers Should Be Welcomed to Store—Big Business Men Were First Salesmen—Old Stock

WHAT SEEMS to be the matter with salesmen this year? Undoubtedly it is a fact that one of the principal obstacles that salesmen have to contend with to-day, is their lack of confidence.

It is impossible for a salesman to be a success unless he possesses self-control and unlimited confidence. One of the best methods to pursue in creating confidence, one hundred per cent., is, never try to sell anything until you have sold yourself from the top of your head to the sole of your foot, the idea that you have the best selling article ever manufactured.

Invariably it happens with a salesman, in trying to sell his prospective customer, he allows his customer to sell him in place of making the sale. Whereas, if the salesmen were thoroughly sold, and sold to such an extent that he actually believed he was doing his customer a personal favor in making the sale, his customer could not originate sufficient persuasive power to refrain from buying.

**Fear Spoils Salesmanship**

I have witnessed a great many salesmen the last quarter of a century allow their golden opportunities to glide by through being afraid. We all know that a good salesman is a hard worker, and the harder he works and the harder he thinks when he is selling, the greater remuneration he is going to obtain. I always figure, every time a salesman is turned down, he is that much closer to the goal of a big sale, but he must keep going.

**How Courage Won Out**

I remember one of the best sales I ever had the pleasure of making was in my younger days when I was employed in a big store in a large Eastern city. A very fine pair of horses drawing a beautiful vehicle drove up to the store and a very distinguished looking lady and gentleman entered. I heard the head salesman, who was near the door, say, "Here are some of the Four Hundred coming to wise themselves upon values." The gentleman expressed a desire to see some clothes and the head salesman called one of the chief clerks. In a very few minutes he made some kind of excuse and called me over, requesting that I show the gentleman some clothing. I could see that he was in doubt about these people buying any goods. In fact he was afraid of his ability to sell them, but it turned out that a five-year old school boy could have sold this man, as he bought two suits of clothes and an overcoat in twenty minutes, purchasing the very best goods we had in stock. The sale was being watched by quite a few salesmen as trade was not very good that day, and they all gave this professional salesman, (the super salesman, as we called him) the laugh for losing his nerve.

I could illustrate hundreds of sales being lost just through lack of confidence on the part of salesmen who have missed some excellent opportunities to make good sales. A successful salesman can never make any progress worth while where he does not show his appreciation to his prospective customer and prove that he welcomes their visit to his store. You must never allow a customer to feel that he is imposing upon you through attempting to buy, because he is entitled to service with lots of courtesy thrown in.

**Big Men Were Salesmen**

You have never seen a big business man who is not a clever salesman, because he has made a study of his business and he can talk intelligently upon the value of his merchandise, and he doesn't know what the word "fear" means.

It is the duty of the wholesale jobbers and manufacturers, when selling, to explain the merits of their goods to the retailer. We all know that is done in a general way, but they should be specific about each and every article which they sell to the retailer, and the retailer in turn should sell these goods to his clerks in the store. As you know, the retail sales people cannot tell a customer about the merits and values of their merchandise, excepting in a general way, but if they knew the reputation of the manufacturer who made the goods, the skilled workers employed in that factory and the quality, would not exaggerate, but simply be truthful and prove to the retail customer that they have confidence in this merchandise, also show in their salesmanship talk, through their explanation, that they are thoroughly sold on their line of merchandise, clerks would increase their sales fully 25 per cent.

**Don't Forget Old Merchandise**

One of the principal reasons why retail stocks in a good many stores consist of broken lines and unsalable merchandise is because of the clerks getting enthused about the new goods, and forgetting the other merchandise. If an article was all wool and well made when it arrived in the store, there is no reason in three or six months why that wool article has changed to cotton or become shoddy. There is no reason why in the short period of time, ninety days or six months that the styles become distasteful to the clerks.

# Regular Stunt Windows Dangerous

## Toronto Display Man Says That Windows Are to Sell Merchandise and Stunt Windows Don't Sell Merchandise—Stunt Windows Good for Newcomers—Not Enough Merchandise in Stunt Window to Make it of Practical Value—Hints On Display

"STUNT windows are good once in a while but as regular things they are dangerous," the window draper of one of Toronto's largest stores tells Dry Goods Review. "What do you mean by a stunt window?" we asked him. "One in which the object is to attract attention to the unusual," was his answer. "A store which has a regular window dresser who makes changes twice or three times a week can afford a stunt window every five or six weeks but not oftener," he went on to say. "I have been in charge of window dressing departments, the staffs of which have varied in size from one to twenty, for eighteen years and I have made a careful study of this type of window. I have found that windows which stop people who would not look in under ordinary conditions are rarely windows which get the notice of possible purchasers.

"Last year for example, I had a bride's window which alone brought people downtown. The bride stood at the bottom of the chancel steps leaning on the arm of her father. The background represented a Gothic church interior. Everything in the display was perfect from the charming gown and veil of the bride to the ray of sunlight streaming in over her hair. Yet do you know that with all the talk that was heard about town, the actual sales results were much smaller than those of this year when my bridal window was much more ordinary. This season's window had a bride surrounded by all her attendants. Each bridesmaid and flower girl wore a different type of dress. It certainly was not a clever or a striking window. Yet within a week we had sold every dress shown. The people who saw the second window were those who were looking for something of the kind. Those who were attracted by the first were of two kinds—the curious and the possible buyers. The former went away with their curiosity satisfied, the others passed on with no more distinct idea of what they really wanted than before.

### Why Spectacular Windows Fail

"The trouble with these windows is that to carry out a novel and clever idea, one can rarely show enough merchandise to make the display of practical value," says this man. "If you do try to combine the two you very often ruin the 'toute ensemble.' I very often have my assistants count the number of persons who look at certain windows during a given time. Invariably I find that the spectacular window gets more in actual number but that each gazer gives considerably less time. It is the amount of time that is spent by each individual in looking at a window which increases sales. A passing glance will not bring detail into the mind and eye of the observer and it is detail which sells.

"Particularly when a store is well known, I do not advocate stunt displays. A merchant who has just moved into a new location it might be advisable to start off with several of these but after he is known he should concentrate. If John Brown is a stranger, people will be induced, by seeing a crowd around a catchy window, to ask 'Who is John Brown?' but after he is established they want to know 'What is John Brown offering to-day?'

### His Ideas About Sale Windows

"When a special sale is offered, the more I can place in the window of the different styles offered, the better. I say this with no idea of suggesting crowding, which is always harmful. If there is space I believe it better to show a windowful of all gowns offered at a price rather than two or three. In fact if I cannot show several, I display only one.

"My reason for this method is this: When two or three or even four articles are shown the public is led to believe that such a number is the limit of the styles offered. If they do not like them they go away without further inquiries. On the other hand, when samples of the complete range are displayed and they are not satisfied, the store has at any rate not lost anything because it has nothing more to offer. In the psychology of salesmanship, the more the prospective customer sees, the greater the chance is of there being something which will please.

"That is why I would rather show one article than three for a sale. If I have not sufficient window space on a certain day to show a full line of hose for example, I place only one pair in the window along with one of each of the other sale lines. Customers know instinctively that this is only a suggestion and they come into the store to make inquiries.

### Sure Test of Drawing Power

"I make it a point to get departments to send me certain slow sellers for the windows. As soon as they are given me they are removed from the counters. When these lines are asked for solely because they are seen in the windows, I know my display is good; when they are not I immediately find out why.

"In stressing the use of merchandising windows in preference to stunt windows, I cannot emphasize too strongly the value of artistic backgrounds. No matter how mediocre the goods offered, the setting must be good. I spend as much time and money on furnishing these windows as I do on my spectacular ones. The trouble with many stores is, I believe, that merchants rely too much on the values they are giving in their merchandise. No matter what type of window is shown, it must be first striking, second artistic and third practical.

### The Trick of Selling One Article

"When you want to draw attention to one particular article, the opposite method of that used in sales windows should be adopted. What I mean is this: To sell a monkey, the best way would be to place it among a whole windowful of the same kind of merchandise—say suits exactly alike. The same applies to a suit. If you put it in with a windowful of monkeys as nearly alike as possible it would sell. Uniformity in the general display will draw much more attention to the particular than variety will."

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### BABY WEEK EVENTS BRINGS BIG SALES

(Continued from previous page)

whose name was Morris or Laura or who lived on Morris or Laura avenue.

Engraved sterling silver spoons for the children most correct in weight for height as taken from the records made during the week. A spoon for each classification—one to two years, two to three years, three to four years, four to five years, five to six years.

---

**A plant has been erected at Fergus, Ontario, by Dominion Dyestuffs, Limited, and a line of ten or twelve standard colors, including acid direct and chrome colors, is being made. Chemists with British and American experience in the dyestuffs industry are connected with the staff. The company took out a charter under which it was conceded an authorized capitalization of $150,000.**

### KENT-McCLAIN AGAIN
### P. McKendrick, Toronto

Mr. P. McKendrick, of Bloor Street West, Toronto, has recently added to his display equipment by the installation of additional garment wardrobes. These are finished in mahogany and were supplied by Kent-McClain Limited (Toronto Show Case Company).

## *Canada's Leading Display Fixture House*

## Another Talking Point—

Is quickly seen when your merchandise is well displayed, the sale is more quickly closed and the customer better satisfied.

Metal and Wood Display Fixtures

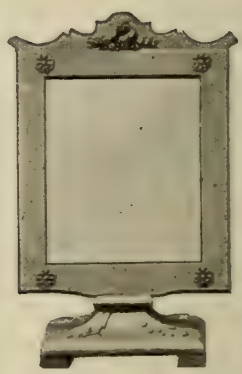


No. 1505



*A Beautiful Posed Wax Figure*

Garment Racks and Hangers



No. 4080

It will be to your advantage to have our latest catalogue. Write to-day and tell us your needs in the display line.

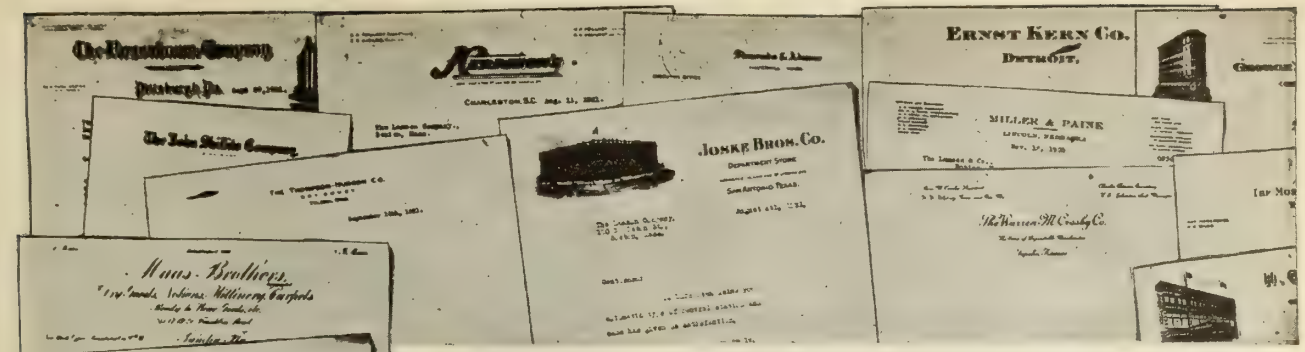
**We do not *Import* our Figures—We *Make* Them.**
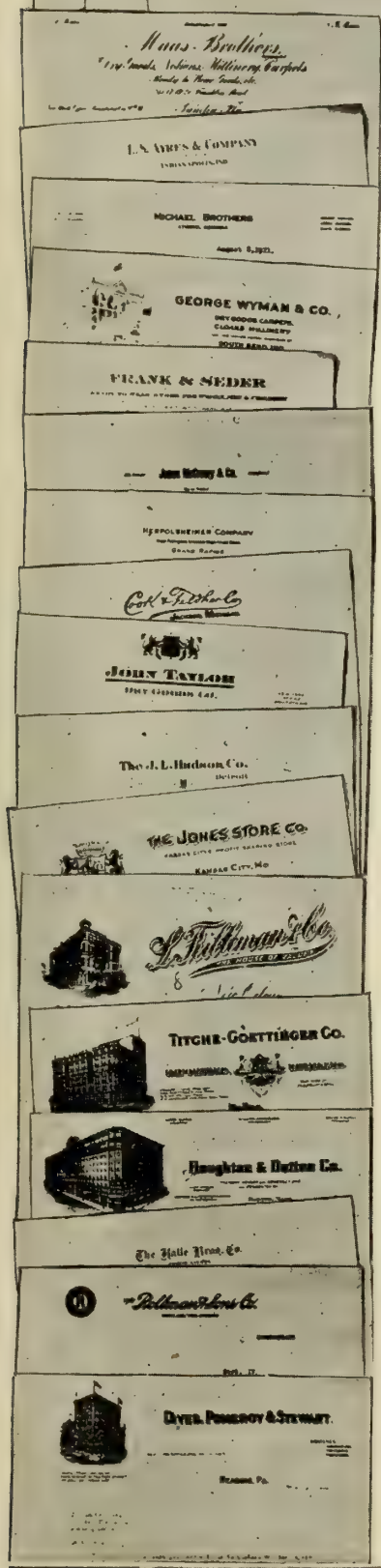
# Dale Wax Figure Co., Limited

***Showroom and Plant at***

**86 York Street, Toronto**

***Canada's Leading Display Fixture House***







# "Better service at less cost"

That's what merchants tell us about the new Lamson automatic central station—these letters are only a few of the ones we have in our files.

This new system gives complete service. It handles every possible sale in every department during normal business and during the Christmas rush, Dollar Day, or whenever the store is busiest.

It doesn't balk at bank checks, part payments and other odd sales, but handles them all without delay or bother as part of the day's work.

If you are already using a tube or cable system, you can easily add the new features in your central desk without disturbing the clerk stations or the lines in your store.

Here are a few comments on the new system from merchants you know.

May we explain to you how you can obtain the same kind of service?

"Have reduced our desk staff from 8 to 4, and give quicker service than before."

**Smallman & Ingram, Ltd.**
**London, Ontario.**

"Is giving complete satisfaction—we feel that we are giving our customers the utmost of service, on authorization and making of change."

**A. Starr Best, Inc.**
**Chicago, Ill.**

"It requires less cashiers and makes better supervision possible."

**The Rosenbaum Co.,**
**Pittsburgh, Pa.**

"We can take care of more business with a smaller number of cashiers. We are also pleased with the elasticity of the new desk which allows adding or eliminating cashiers as the occasion requires."

**Thompson, Belden & Co.,**
**Omaha, Nebr.**

"We handled five times normal sales without floor cashiers, and delighted everyone with the speed and accuracy of service."

**Anderson Newcomb Co.,**
**Huntington, West Virginia.**

"Has bettered our service by approximately 100% besides decreasing our expense for cashiers by over 50%."

**James McCreery Co.,**
**New York City, N.Y.**

## The Lamson Company

**Toronto, 136 Simcoe St.** **Vancouver, 603 Hastings St.**

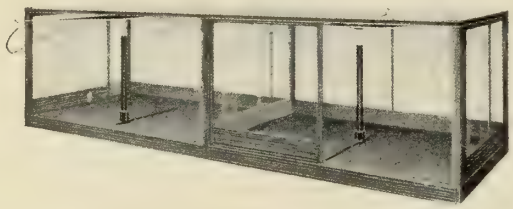
**Lamson** Speed Protection **IMPROVED** Flexibility Economy **Service**



Illustration Shows NEW WAY Women's Store



Illustration Shows NEW WAY Men's Store



Located at Bloor and Yonge Sts., Toronto, where floor space is at a premium, Stollery's have found the use of "New Way" store fixtures essential in keeping down excessive departmental rental and overhead costs.

"New Way" methods for handling and displaying merchandise permit maximum carrying capacity and fully protect all goods from dust behind disappearing glass doors; and improved displays enable the sales people to devote more time to actual selling—resulting in greatly increased individual sales and greater business volume.

The above cut of wardrobes shows type used in centre of store.



Located at Smallman & Ingram
**London, Ont.**

This equipment is sectional and interchangeable and can be added to at any time with uniform results. These wardrobes are made with special interiors to accommodate the sale of suits, coats, cravenettes, waists, furs, etc.

Further information concerning our complete line of store equipment sent free on request.

# Getting Behind the Men's and Women's Clothing and Furnishing Business

THE greatest endorsement of the "New Way Revolving Wardrobe and Sectional Interchangeable Units," is perhaps the fact that successful merchants everywhere are using this type of store equipment and are free to admit that it results in greatly increased sales resulting from better display appearance and service.

Better kept clothes sell better and with improved methods of handling garments, more time can be devoted to actual selling, resulting in more sales and greatly reduced selling costs. The fact that garments are carried in a scientific manner, fully protected from dust and excessive handling, and that more garments can be carried in a given space than formerly, results in lower operating costs and reduced departmental rental.

The experience of others who have installed "New Way" equipment may be of interest to you, and we shall be pleased to send the names of a few merchants in your community to whom you can write regarding their experience. Names furnished upon request.

# JONES BROS. & CO., Limited

**29-31 Adelaide St. W.** **Toronto, Ontario**

The Sole Manufacturers of New Way Equipment in Canada

Beware of Unscrupulous Imitators

**MANUFACTURING UNDER CANADIAN PATENTS 128019 AND 173849.**

# KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."



SOLD BY ALL LEADING WINDOWSHADE JOBBERS

Made by

## JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

*Palmenberg* Incorporated



**Our New Form**
**for the**
**Latest Fashion**
**in**
**Ladies' Wear**

**Also sizes for Misses and Juniors**

*Write for our new booklet showing a complete line of display forms.*

**J. R. Palmenberg's Sons Inc.**
63-65 West 36th Street, New York
CHICAGO BOSTON BALTIMORE

## TEXTILE SMALLWARES

JAMES CARR & SONS, LIMITED
CLARENCE MILLS
CLARENCE STREET, CHESTER ROAD
MANCHESTER

Manufacturers of all classes of Webs, Cords and Bindings, in cotton, worsted and linen; Curtain Webs, Edgings, Layon Borders, Blind Cords, Carpet Binding, Cotton Banding, etc.

Original Patentees of
CARR'S WOVEN LADDER TAPE.

*WHOLESALE ONLY.*

*Agents for Canada*
Scott Bros.
275 Craig St. West
MONTREAL

# Active Placing on Window Shades

## Wholesalers State That Demand is For Better Grades—Oil Color Leads in Shades—English Carpet Prices Show Decline With Prices Guaranteed Till Next Year—Some New Designs in Wiltons—A Coming Craze in Filet Art Lace.

ALL styles of window shades are due for an extensive sale this Autumn to judge by orders placed with a Montreal manufacturer this month, who reports that not only is demand heavier, but the call is entirely for the better grades such as used to be purchased a few years ago. Oil color finishes are now the leaders in shades, and the range of colors from which selection can be made is brought up to 16 in the finer hand-made shade cloths in a semi-transparent finish. Other qualities of oil color cloths show an even greater range so that any demand can now be met in both staples and novelty colorings.

As usual green is the best seller in eastern Canada with white the choice of Ontario and the western provinces. A new duplex cloth showing white on one side and green on the back is offered to meet the demand for something unusual. Insertion leads in favor among finishes of high grade shades, in preference to lace edges, formerly the prevailing style, and tassel pulls with a metal knot-holder are now the accepted finish in shade pulls. For shades intended for offices and other business premises, the preference is for the hole or eyelet with pulley cord attached to window sill. The acorn pull is a novel style of tassel and is extremely durable when finished with a rubber protector.

### Guaranteed Rollers Only 8 Cents Extra

This firm is strongly recommending that attention be given to supplying better quality rollers in window shades and point out that for only eight cents extra, a shade can be supplied fitted with a genuine roller which will outwear two of the ordinary kind.

The house furnishing department may very well include some of the most wanted kinds of household hardware this Fall, when housewives are thinking of redecoration, as the logical time to buy these items is when the materials for curtains, floor coverings, etc., are being purchased. Brass drapery hooks and pins, cup hooks and push pins, in addition to picture hangers and wire, should all have a prominent position in the house furnishing department. Curtain rods and over-drape rods and brackets, together with a good assortment of screw knobs, drawer knobs and coat hooks could very well be included in a display of goods intended to interest the housekeeper. Even humble chair seats in either fibre board or vulcanized fibre can be included among the house furnishings. All these goods are now represented in the fall range of house furnishing products, at attractive prices.



*Unusual Japanese design in Wilton rug recently received from England by W. R. Brock & Co., Limited, of Montreal. The marine motif is cleverly brought out by the use of fish, waves, plants, etc. The rug comes in rose, blue, and black grounds in sizes varying all the way from 27x54 in mat sizes to 3¾ x 4½ in rug sizes. There are altogether eleven different sizes from which to select.*

*Shown by W. R. Brock Company, Limited, of Montreal.*

### English Carpet Prices Down 10%

Announcement is made that prices on English floor coverings declined 10% per cent. on June 14th last and present quotations are guaranteed until July, 1923 next. This reduction still gives domestic manufacturers a lead of 15% advantage in the matter of prices, and on jacquard goods, consequently Canadian mills will show no change for 3 or 4 months. The drop will affect the prices of English Wiltons and Brussels carpets mainly, and it is probable that Canadian mills may reduce the price of Axminster only on this account, should they decide to issue a reduction this month.

### Little Change in Other Lines

Prices on domestic oilcloths were reduced by the mills on June 1st approximately 5% but linoleums show no change. The demand for both oilcloth and linoleum rugs is commented on as

(Continued on page 127)

# New Treatment of Drapery Goods

## Blue Seems To Be a Favored Shade With Pumpkin and Grey Also Popular—Striking Bars or Stripes Used in Cretonnes—Striped Fibre Silk in Staple and Rainbow Effects—Art Sateens Show Influence of Jazz.

DRAPERY goods as manufactured are converted in Montreal by a firm for the Fall and Winter seasons show unusual versatility in respect of novelty ideas, most of which are being shown ahead of those created in other important centres, and which represent a type of design and workmanship hitherto not attained in Canadian trade.

Bedroom chintzes appear in a bewildering variety of small but charming designs suitable for informal decorations, among which a new note is struck by the introduction of a quaint gingham check effect on which is printed a conventional rose motif. This chintz is offered in four effective colors including mauve, yellow, blue and orange and the same fabric is obtainable in a plain ground without the roses, so that interior decorators can achieve unusual harmonies by combining plain and printed chintes in the same pattern and color—a feat hitherto difficult of accomplishment.

Other delicate patterns in these goods favour prim nosegay effects in quiet colors as well as rather brilliant contrasts showing butterflies and flowers on black or white grounds. Very vivid blues and pinks show up artistically against a lattice ground through which white is apparent, in fact, the lattice and trellis are two of the season's leading patterns and in all the larger designs will be lavishly employed.

As regards colors, this firm reports an unusual degree of interest in all tones of blue for draperies, blue being by far the most favoured shade, but next can be mentioned pumpkin, (especially as regards ground colors), which is slightly less pronounced than burnt orange. Grey is also coming to the fore as a predominant color in all types of drapery.

The use of rather striking bars or stripes running vertically on cretonnes is slowly growing in popularity, one such design showing three wide bars to the width, black in color on either cream, grey or blue grounds. Five bar designs in black or sand grounds with a five color bird and flower cluster is still another good seller. A twisted flowering vine which winds round a rustic trellis against a ground of blue, sand, grey or black is especially lovely.

Special features which call for comment in connection with all these draperies is the fact that this Montreal house is now printing its large range of bedroom chintzes on better quality cloth than has been used for some years, and the price range runs between 21½ to 31 cents a yard for yard wide goods. This represents a decline of 5 to 10% from last season's prices. Furthermore, many of the newest patterns are printed with a white selvage edge that enhances the appearance of the cloth, giving it the finish of imported block prints.

So successful were last season's designs in cotton silkolines that many new designs have been put out in anticipation of still greater retail demand this Fall. The trend of demand is still for light and colorful patterns, suitable for bedrooms.

The very latest idea in draperies however has just come off the looms and may be described as striped fibre silk, in both staple and rainbow effects, including shades of rose, emerald, blues, browns. These goods have a light, transparent texture, yet possess a high sheen and are ideal for overdrapes or any purpose for which ordinary silk or rep is utilized. They come in 50 inch widths and are sold with an absolute guarantee to be sunfast and durable, or the goods will be replaced. The price is extraordinarily low, ranging between $2.50 and $2.75 a yard.

The uses and possibilities latent in artificial silk are being exploited and promoted more successfully each season, the latest development being to utilize this product as a finish for high grade upholstery tapestries. One striking effect in the usual conventional pattern shows a surface which may be almost described as metallic in sheen and enhances the appearance of the raised jacquard pattern. Tapestries can now be had as low as $1.25 a yard depending on the quality.

### Mohair Plush That Resists Wear

Mohair plush is another novelty drapery fabric to make its initial bow this season, and is particularly lovely in appearance, resembling a heavy velvet with a blurred handblocked design in 10 colors, fully 50 inches in width. This material is practically indestructible and although priced at $8 a yard is probably the least expensive goods on the market. Plain blues and taupe are also offered in this fabric.

This firm has just received a shipment of 50 inch cretonnes converted in England from their own patterns which feature the usual blue and rose floral designs on such grounds as cream, blue, grey, etc. Similar bold designs are also shown for the first time on madras, the pattern being carried out in two tone effects on a black warp, reproducing a tapestry appearance very different to the usual type of madras. A double peacock motif, showing the spread tails and a floral motif is decidedly new and unusual.

English art sateens in a high cire finish are still other popular furnishing materials, some of which are amusingly designed in what are called "jazz" motifs. Futuristic patterns might be a more appropriate term, as the patterns are scarcely possible to describe, being a cross between geometrical and naturalistic effects. The trade is advised that many of these art sateens are guaranteed down-proof and should be popular with counter trade this fall for recovering down puffs. A few patterns are also shown, suitable for ladies' underskirts.

A radically new idea in window curtains which cannot be classified as novelty or net effects, yet which come under either heading, are the fringed panels, developed in coarse nets, on the filet and Tuscan varieties, with border effects like dadoes, below which heavy cotton fringe is used. These curtains are sold singly, not in pairs unless so desired and are priced between $4 and $6 a pair or $2 to $3 apiece. The color preferred at present is the new Egyptian shade, resembling an ecru and on many of these new curtains a touch of black is threaded like a ribbon. The mesh of these new nets runs to many different effects including geometric designs in both close and open variety.

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### ACTIVE PLACING

(Continued from page 126)

being phenomenal lately, the latter variety being more in demand as it becomes better known.

A Montreal wholesale house has just received a shipment from England of a number of unusual Wilton rugs.

There is a coming craze in art lace which comes in a very large mesh developed in the new Egyptian shade. The lace comes in three widths, 10, 15 and 24 inches and is really a fish net in character although the filet tendency is prominent. This art lace will be carried in both the art needlework and the house furnishing departments of Canadian stores, because it lends itself to development for a variety of uses including runners, scarves, pillows, bolsters, lamp shades, bedspreads, table covers, curtains, etc., and can be made up either unlined or over a delicate color. Very artistic posters advertising this new product are being distributed and it is thought that its success will be instantaneous.



*"EGYPTIAN"*

*Is the new name given to this Tuscan net curtain panel, fringed to match, which has just been created to meet the demand for a somewhat heavier type of window curtain. The same fringed lower edge is used upon a filet net panel in dado effects. —Shown by courtesy of Daly & Morine, Limited, of Montreal.*

ety being more in demand as it becomes better known.

**Japanese Designs in Wilton Rugs**

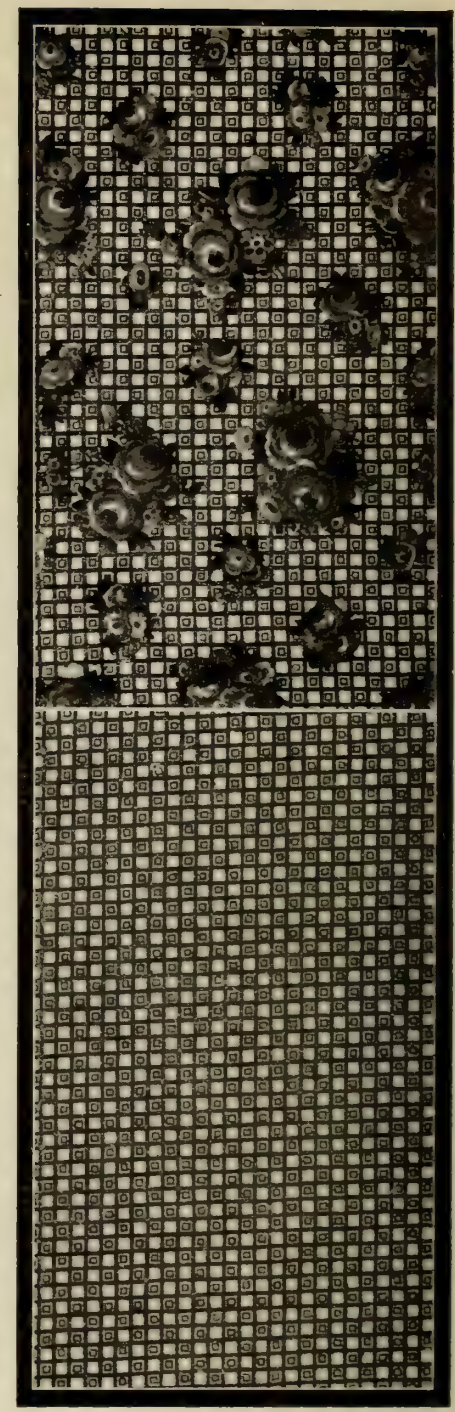
A Montreal wholesale house has just received shipments from England of a number of unusual Wilton rugs reproducing Japanese designs never before shown in this country. The oriental influence is unusually interesting in the design of these rugs, portraying as it does a submarine scene in which acquatic plants, fish, shells, etc., are artistically blended together with a decided rhythmic effect. The colors are not numerous, including only blue, rose and black as the predominant grounds but the effectiveness of the pattern is enhanced by this subdued and limited color blending.

Other rugs are also included in this new shipment, that also feature the oriental influence, such as conventionalized Chinese designs with large centre motifs and scattered sprays; Egyptian designs with the characteristic hieroglyphic and other motifs effectively used. The Chinese sunburnt motif is still shown in the collection for next fall and is popular with many people.

Canadian made reversible rugs are a decidedly good proposition, according to this Montreal house, and the number of purchasers increases steadily each season. The back of these rugs is made of substantial Brussels and the wear and quality are consequently doubled.

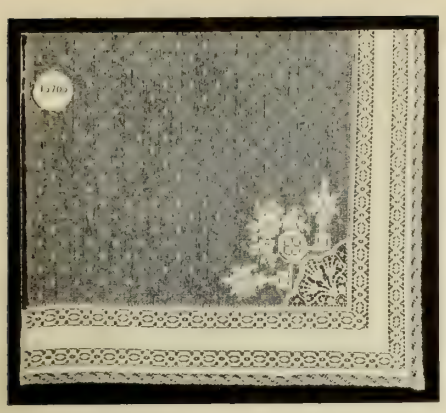
**Filet Art Lace the Coming Craze**

The latest fad for household decoration is said to be the vogue for filet art laces, lately introduced to supply the demand for filet materials in unusual patterns. The lace is shown in insertion style only, the necessary finish for the edges being obtained by the use of cotton fringes to match. Three designs are shown, of the usual floral type, on a



*POLLANNA CLOTH*

*Is the aptly chosen name given to this charming new bedroom chintz shown in both plain and fancy effects. This fabric comes in four different colored grounds and the plain chintz is designed to be used together with the patterned variety showing conventional nosegays to create unusual interior effects in draperies. Shown by courtesy of Daly & Morine, Ltd., of Montreal.*

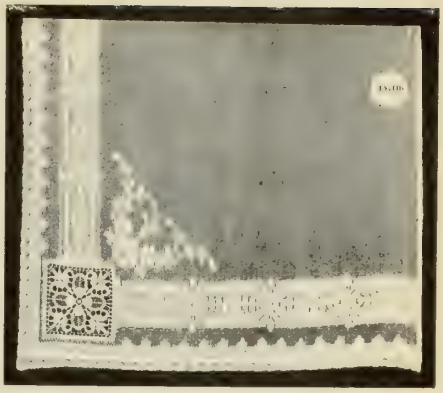


*Here is something new in Ayrshire curtains. With the demand for novelty motif effects British manufacturers have been turning their attention to wash materials of this type which are very attractive as well as inexpensive.*

*15705—Ground of 8 pt. filet in ivory finish. A motif in caronet pattern is inserted, its cream or arab color being most effective against the white. Lace and insertion are also used as trimmings in this curtain.*

*15706—10 pt. filet net ground in plain double thread weave with square motif piece inserted and lace edge. Another effective use of cream on an ivory ground.*

*Shown by the Alexander Jamieson Co., Toronto—The Jamieson Line of Canada.*



# The Versatile Paul Poiret

PAUL POIRET, the world-famous Parisian designer, is said to be one of the greatest personalities before the public eye today. His is that very rare combination of talent and success. He is one of those geniuses whose artistic developments have not overshadowed his ability to make money.

Poiret is not only a designer and couturier. His remarkable talent has found many other ways of expressing itself. He can distil a perfume and make the bottle into which it is poured—a bottle which is a work of art. He is a landscape gardener of great fame in France. He has staged and directed several plays, organized seasonal fetes and opened some of the most charming teashops in Paris. Lastly, he is a decorator, not alone of women's gowns and hats but of interiors.

**Revolutionized the World of Color**

To this designer belongs the distinction of introducing black into women's costumes. It was only the courage of a Poiret which could make sombre black a color over which the whole feminine world would rave. He was not satisfied with it in wearing apparel alone; he introduced it into furniture and hangings. One of Poiret's recent creations has caused much talk in Paris of late. It is a mural decoration in a restaurant. There is a night sky painted with immense white clouds and a golden star or two and on the opposite wall which backs a wide alcove, a garden is latticed with roses and hung with brilliant crystal lights to afford enticing contrast. Another establishment for the decorations of which this genius was sponsor, is a night restaurant. One enters it through portal hangings and then proceeds through a corridor which is rendered strangely mysterious by means of the oddest of fabrics. That Poiret has a humorous streak is evidenced by the painting which appears behind the musician's stand. It has a score or more of black faces so scarlet of lip and white of eye that the spectator is forced to break out in good-natured laughter.

Paul Poiret has amassed a great fortune from his various ventures. His career is one of those meteoric ascents from comparative poverty of which everyone likes to hear. At the age of eighteen he was delivering parcels for a Parisian umbrella manufacturer. In those days he used to make sketches of smart and original frocks and to visit, whenever he could, famous dressmakers such as Worth, Doucet and Paquin. He finally obtained employment with Doucet and later with Worth Brothers.

It was only a matter of five or six years before "feeling his wings so strong that he must fly alone" as he cleverly puts it, he began business for himself. He did not open an ordinary dressmaking shop such as we in this country would expect, but turned an old and dilapidated house into a beautiful habitation with terraced gardens. He still occupies this dwelling, using the first two floors for his salons and the third for his home.

The house and gardens fill a great space not far from the winter home of the French president. It is not in the quarter where most of the famous dressmakers have their establishments, which fact shows again this man's great desire to be out of the ordinary. It is said that when people enter his rooms to buy, they immediately lose their business-like demeanor because of the atmosphere of the place itself. The mannequins who stroll leisurely up and down make one forget that one has come to buy a frock, so nonchalantly do they perform their duties. Then there are the hangings and statuary of the salons themselves. Poiret wants everyone to be happy and he makes things so beautiful that one feels glad to be in his establishment.

Not only from his dressmaking business does he obtain a large revenue but from nearly all of his other interests as well. His tea-rooms, his dance gardens and his perfume industry all net him tidy incomes. Some of his endeavors he has started just as a relaxation from his regular work and all of them have met with remarkable success from a monetary standpoint.

This man whom Parisians still like to call 'young Poiret' is no doubt a real child of fortune. He dared to walk where angels feared to tread when he had the temerity to set up a business right under the feet of the most famous couturiers of the world. Yet it is not only fate which has been kind to him, it is he himself who is responsible for one of the most amazing careers in modern business. Granted that he is a remarkable artist, for even his bitterest opponents marvel at his genius, the fact remains that it is his stupendous energy which has been the keynote of his success. His vitality is said to be tremendous also, this no doubt being a potent factor.

Poiret lives for a part of every year in a country that is new to him. He studies that country from the standpoint of an artist, assimilates its colors and color harmonies and comes back to Paris with ideas which are always new, always startling and always art to the fingertips. He loves bold figures on flat surfaces, quaint foliage and queer birds. Most of all he likes black combined with other colors. This harmony of colors is Poiret himself, vigorous, daring and masterful.

This man detests interviews. If one meets him socially or is fortunate enough to be able to obtain his opinion on matters in regard to dress, some idea of the man may be obtained. Otherwise he will not talk.

In summing up the meaning of success as applied to Poiret, there seems to be no limitation. He is rich, he is famous as one of the greatest artists of his time, he is remarkably handsome. Moreover he has a wife who is as famous for her personal charm as for her beauty about which Paris talks considerably and he has three lovely children. What more could one ask?



This Cretonne Produced in Canada by
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LACHINE - MONTREAL



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The patterns illustrated here and on the opposite page are now in the hands of our representatives. The exceptional values we show are even more pronounced than in the last three seasons. **We advise holding off buying until you see this range.**

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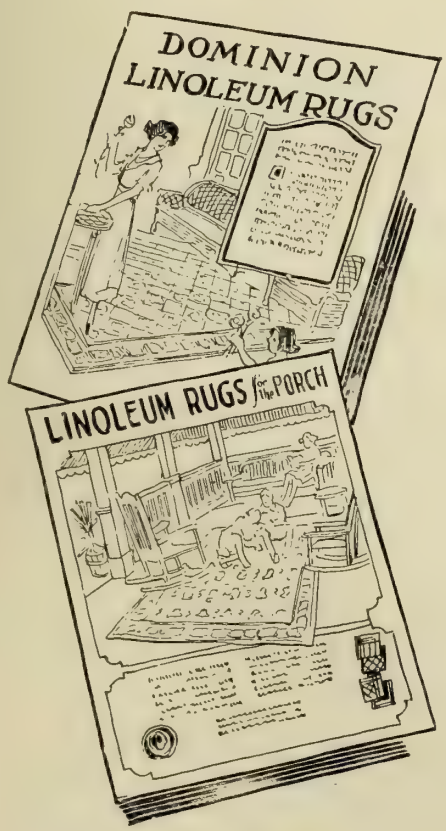
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# Scotch Drapery Fabrics

TO THE RETAIL MERCHANTS OF CANADA,

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Gentlemen:

The Alexander Jamieson Company of Toronto beg to tender their thanks to the retail trade of Canada for the hearty support they have given to our new venture during the past eighteen months.

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Our stocks have been considerably augmented during the past few months, and we are in the unique position of being able to supply a complete assortment from stock of

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Our exclusive designs and colorings, especially in black and colored warp Madrases have created favorable comment, and our prices, consistent with quality, have met with hearty support.

We respectfully solicit the continuance of your patronage. When in town call at our sample rooms or make your selections from our representatives.

Yours faithfully,
ALEXANDER JAMIESON & COMPANY,
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P.S. The front cover design of this month's "Dry Goods Review" illustrates four of our leading creations.



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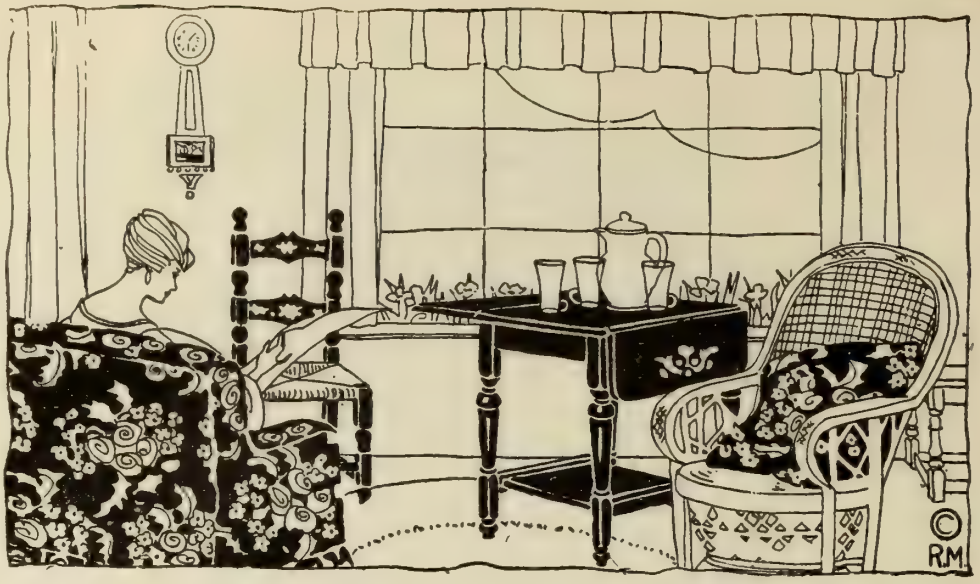
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is most extensive. Our Curtain Nets range in variety from the comparatively plain patterns up to exquisitely artistic designs in tapestry, floral, and conventional effects. Our Chintzes and Shadow Cloths are beautifully harmonious in shading, including designs in both the subdued and the more brilliant colors—both lines being greatly favored at present.

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Most of these sizes may be had in White, Ivory or Ecru.

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# The Paris Bride in Review

## Getting Married Seems to be "A Catching Disease" in Paris—Description of Dresses Worn by the Bride, the Bridesmaids, and the Bride's Mother—Fashionable Silk Fabrics—Bridal Gifts of Cushions, Lampshades, Etc.

**Written Specially for Dry Goods Review by Our Paris Correspondent**

Paris, June, 1922

Dear Mr. Editor,

As mentioned in my last letter, I will devote this mail to weddings, trousseaux and wedding presents.

I daresay it is everywhere the same, since the War, but here marrying has become "a catching disease" as old grumbling bachelors will say! You come across nothing but young married couples or engaged ones. It is quite a mystery to me how they manage it, since vacant rooms are not to be had, and furniture simply impossible to get at decent prices. Still, so it is. And consequently, dressmakers, milliners and trousseaux manufacturers are very busy.

### The Bridal Dress

The present fashion for long chemise dresses is very suitable to make brides' dresses. These are almost all made according to the same shape, that is a long tunic, with an oval neckline, long "middle ages" sleeves, a girdle of orange blossoms at the waist line which is kept fairly low. Perhaps the neckline may have also a tiny garland of white flowers, or simply some open work. A very long, fairly wide straight panel hangs from the shoulders, behind the back, to make the train, for these are getting fashionable again, and there is no doubt that the present bride looks more majestic than when she had a short girlish dress. The veil is generally plain net, not covering the face, and displayed quite flat on the head, where it is held in place, either by a narrow garland of orange blossoms, or a fine lily on each side, joined by a silver ribbon, very narrow.

### Silver Cloth for Trimming

A few months ago, silver cloth was extremely fashionable as wedding gowns. Now, it comes in more as trimmings than anything else, and crepe de chine, charmeuse or silk crepe marocain are preferred.

### Bridesmaids Dress Differently

As regards the bridesmaids' gowns here, they are not, as a rule, all dressed alike. Various shades are selected, and the bridesmaids only agree between themselves, so that one color does not ruin the effect of another; for instance, if one chooses pink, others will try not to select the same shade, darker or paler. They will try to get others. The new shades of pink, blue and mauve which were already shown last Summer at a big dressmaker's place, are now quite fashionable for these purposes: they are cyclamen pink, periwinkle blue and parma violet. The three are of a very subdued shade, most beautiful in charmeuse, very delicate in hue in taffetas which is of a changing color, and extremely pretty in crepe de chine also.

The youngest bridesmaids have very simple tunics without any sleeves, and a girdle at the waist. Their hat is generally a capeline trimmed with the same birdle, and they have flat patent pumps with white socks. This is for children. The boys are clad in pretty velvet suits, with short pants, plain vests and a beautiful white lace collar.

### Taffetas for Young Bridesmaids

Young ladies bridesmaids, in their teens, wear stylish dresses composed of a very flat fitting bodice, trimmed with a garland of roses, and a very wide long skirt, reminding one of the crinoline, also trimmed with two rows of roses, one just at the waistline, the other below, around the hips. Taffeta is generally adopted for such dresses which must be fairly stiff. A pretty hat, either made of the same material as the dress, or of straw with only the trimming matching that of the gown, and bridles finishes the "toilette" very daintily.

Their elders will have long flat "robes chemises," very simple in shape, but fine as regards material, charmeuse, or crepe marocain. At a recent wedding, I saw a very pretty toilette thus devised: a long dress as mentioned above, with an oval neckline trimmed with narrow bands of charmeuse, same shade as the dress which was of most delicate periwinkle hue, worked in serpentine motifs, long waist, with five daisies, in the same material, on each side, joined by means of a girdle exactly the same. No sleeves to speak of, as the greater part of the arm was bare. The hat was a very large capeline of the same material and trimming. That dress was worn by a very dark girl, with a brownish complexion, and it suited her very well. In fact she was one of the best of that wedding.

### Bride's Mother

The bride's mother will have a dress made of silk and lace of the same color, sometimes dark, or purple, or silver grey, or tango, if she is young enough to stand such a color. Her dress will be straight, with lace flying panels, and long lace sleeves. Her hat may be a toque of black crinol or satin, trimmed with fine feathers. Elderly ladies will care for jet as trimings on net or lace dresses.

As regards shoes, if stockings are of the color of the dress, then black patent kid will be adopted, either in pumps, or dainty shoes with many straps. With white gowns, of course, white shoes must be adopted, but with the periwinkle dress described above, the best would be very light grey suede shoes with stockings to match; white shoes would look more common, and patent kid does not agree with that kind of blue, even if the stockings match the dress.

As regards trousseaux, there is nothing very special to mention this summer, as the same shapes and materials are very much the same as described in my previous mail on the subject.

### Silk Fabrics Popular

All silk fabrics in light shades, nainsook are still very fashionable, as well as voile, in empire shape chemises, very short, with little trimmings, just a bit of embroidery here and there, openwork in many instances, net as bordering. Pants are very short, all closed, and trimmed like the chemises. Night gowns have very short sleeves, when any, and a ribbon threaded at the waistline. Milanese silk comes in quite extensively in petticoats and combinations. Taffeta petticoats seem to be in demand again with the longer style of skirts, but they are quite flat.

Boudoir caps are still the object of much fancy, and every bit of lace and ribbon is made into a pretty bonnet.

Pyjamas are getting quite popular nowadays, and most of them are made of elaborately printed materials; cotton crepe is one of the most favoured for the purpose.

### Bridal Gifts

Regarding the presents made to a bride apart from the beautiful crockery, and silver spoons and forks, which are usually given by the relatives, it is quite common now to give some lovely cushions, made of silk with a fine insertion brocade, new electric lamps made of an ancient flower vase, in china with beautiful designs with a lampshade in a dome shape, made of silk reproducing the designs of the lamp, carefully handpainted. This is the newest way of getting original lampshades.

Fans of ancient lace with delicate paintings, nice pads in leather with hand engravings and paintings, do also quite well for wedding presents, as well as tin bowls embossed to imitate the old jugs, that are coming into fashion again. Needless to say that real lace in quantity and even a pretty lingerie set are always received with great pleasure.

Yours truly,

JEANNE GSELL

# Position Creates Sales of Blouses

## Oppenheim & Collins of Buffalo, Specialty Shop, Find That Placing Blouses on Main Floor Greatly Increases Sales—Will Not Exchange Sweaters—Quick Sale of Windows Adds to Sales Volume

OPPENHEIM and Collins who operate stores in six cities in the United States call their branches specialty shops rather than department stores. Although they cover, in most cases, a half city block and have several floors, they sell only women's ready-to-wear lines. This includes everything from handkerchiefs to suits and dresses —all lines not requiring to be made up.

One department which has brought this house fame all over the country is the waist department. Even in days when dresses are worn to a great extent, the Oppenheim and Collins stores sell a large quantity of blouses. The manager of that section in the Buffalo store, says that much of this business is due to their being placed on the main floor. This is a rule which is closely adhered to in every one of their stores. Blouses are bought in a hurry just as often as stockings and gloves are.

Sweaters are also kept on the ground floor. These, like waists, can be easily tried on. For women who like to fit these in private, there are dressing rooms in the department.

### No Exchange On Sweaters

This store does not allow customers to exchange silk sweaters. The management say that when these are carried home and tried on several times, they are pulled out of shape even when no thread is broken. They believe that no business is lost by this rule because sales girls are instructed to impress it on customers. Although service is stressed here, the manager of the sweater department says that people do not appreciate service which means actual loss to a firm. They take advantage of leniencies to an alarming degree and in the end respect the house which will not be imposed upon. That is the main reason for not permitting exchanges in certain departments.

Silk lingerie is on the main floor. It is more often bought by size than actual fitting. Placed very near the the waists, it is looked at as an afterthought many times. To women, moreover, there is a fascination in looking at pretty lingerie and many customers come into the store because these things are placed conveniently on the ground floor, who would not if they were upstairs.

### One Line In Window

As a rule every window trim is based on the unit idea. There is a complete window of blouses, of hosiery, of dresses or of hats but rarely are these mixed. This is following the policy that it is better to show a complete range of one line than a few of several.

Such is not posible where a window is changed only once or twice a week but in the Oppenheim and Collins stores, windows are changed every day.

This firm does not emphasize sales. It believes in conservative selling at a quick turnover price, ever day of the year. Too many sales, says one manager, cultivate the spirit of waiting for bargains. Stores which have a great many, are in danger of doing little business on ordinary days.

### Some Lines Poor Sellers On Main Floor

Though this house is in every sense a specialty shop, its size places it in the class of department stores. For this reason, the management will not allow such lines as hats, suits or dresses to be sold downstairs. In a millinery or dress shop where those entering the the store are interested only in one or two lines, this policy is all right but in their store where hundreds are passing in and out to buy other things it is not. Things which they believe require surroundings and to which customers are willing to give plenty of time in purchasing, are: hats, dresses, suits, coats, shoes ,corsets, and furs. These are kept as much as possible on one of the upper floors or at least off the beaten track.

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# Novelty Suits Best Sellers

## Buffalo Merchandise Manager Says Merchants Have to Watch Closely Their Suit Business

"Women's suits stop selling in a day and, provided one can tell when that day is, they are good stock to handle," says Mr. Lowrie, merchandising manager for the J. N. Adam Co., of Buffalo. "I am not referring to sports' suits, which have a certain demand all season round but to the type formerly considered staples—the suit of the serge and trocotine variety.

"No matter how strongly these suits may be pushed by designers and manufacturers each season, I think it will be a long time before women will again regard them as the most essential part of their wardrobe. The day when the navy suit was the most important item is gone.

"There are two things which are responsible for this placing of suits in a secondary place in ready-to-wear merchandise. They are motoring and fur coats. The fur coat is put on early in November and comes off about the end of March. During that time women are afraid to change from fur to cloth as they did formerly, when many well-dressed women wore heavy suits all winter through. Previous to November, there are only about six weeks, as the seasons come lately, when suits can be comfortably worn. During that period motoring plays havoc with them. Suits will not stand up against dust like coats will, particularly the sports' coats worn these days. Moreover, women seem not to fancy suits when riding in cars.

"The same applies to the spring season. This year, suits stopped selling the last two days of May and they have never come back. Until then, that is from the early part of April, we did a splendid business. The whole thing these days is to sense the length of time they will last. They are still a good staple line for the merchant who watches his stock from day to day but they are dangerous for him who does not work for a quick turnover."

### Sports' Suits in the Future

The homespun and tweed suit of this season, Mr. Lowrie believes, will gradually work itself into the class of staples. These have a place just as sweaters have. With women playing outdoor games as much as they do now and will, without a doubt, in the future, they really cannot be done without.

He does not expect that they will move as fast in the fall or next spring as they have in the season just closed but he does think that they fill a need which women have learned to appreciate. There were many buyers who prophesied that the sweater craze would die down at the close of the war because of a lack of interest in knitting, but they were wrong. Sweaters have returned each season in a new form.

The fact that the "navy blue idea in suits," as Mr. Lowrie calls it, has gone, should tend to increase the number of sales of novelty suits. People like novelty in these as in most other articles of wearing apparel nowadays, and this spirit is always a boon to business in general.

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At Glen Farm, Woodstock, Ont., the office staff of the Harvey Knitting Co. gave a picnic in honor of George E. Reid who is severing his connection with the firm. He was presented with a beautiful Masonic ring by his hosts, who wished him success in his new work. He is to be representative for Woodstock and district of the Imperial Life Assurance Company of Canada. Mr. Reid was in charge of the cost system of the Harvey Knitting Co. and was the first president of the Woodstock Manufacturers Soft Ball League.

**KENT-McCLAIN AGAIN**
**Keens Limited, Toronto**

Messrs. Keens Limited, have recently established a ladies' and children's shop on Yonge Street, just south of Bloor. This new shop is equipped throughout with "INTER-PLACE-ABLE" Unit Fixtures and "Dresden" Silent Salesmen finished in Mahogany. All were designed and built by Kent-McClain Limited, (Toronto Show Case Company).



DOES *a Baby Week pay?*

ACCORDING *to the above picture it would seem so, for this picture shows mothers and their babies gathered on one afternoon in the store of C. H. Smith Company, Limited, of Windsor—one afternoon out of five, for it was held for the entire week. Baby Week has done a great deal to popularize the Infants' Department of the store. It shows that taking an interest in the community in which one lives brings results as well as individual satisfaction, for Baby Week is a service to the community as a whole and is appreciated by the entire community as such. Hundreds of mothers attended this Baby Week, taking advantage of the free lectures given by medical men of Windsor, and evincing a real interest in winning one of the daily prizes given by the Company.*

THE FIRST *announcement of this Baby Week was made on the Friday night preceding the actual event, followed on Saturday night with a feature Baby Week advertisement giving particulars of the event. Three nurses were given charge of the clinic, weighing the babies and giving each mother two books on baby welfare and care. Each afternoon a prominent physician gave a free lecture on subjects of interest to mothers, lectures that were appreciated by the mothers as indicated by their attendance in such large numbers.*

THREE PRIZES *were offered each day to babies whose weights were nearest those chosen by Mayor Wilson for each particular day. The first prize was $5.00, the second $3.00 and the third $1.00 Besides these prizes, a lucky birthday was chosen and the baby whose birthday came nearest to this date got a $5.00 prize. This prize went to the cunningest little darky baby, Clarence Thompson by name.*

THE NAMES *of the prize-winning babies were announced each following day in the full page advertisement of the C. H. Smith Co., and on the same page the speaker of the next afternoon was announced.*

THE INTEREST *aroused was more than evidenced by the number of baby carriages lined up in front of the three store entrances each day, as well as the crowded lecture room each afternoon. Doctors, nurses and patrons said that it was the most successful baby week ever held. Complimentary references to the broader aspect of the Baby Week as a community service were made by the local papers.*

# Fashion Notes From New York

IN suits shown for the Fall, brown appears to be one of the strong colors, following earlier prophecies of strength. Its suit manifestation is in very dark shades of the nut variety.

Black also appears in quantity in suit lines, combined with light colors, such as warm topaz yellow, or more pastel tones such as peach. These are used in three-piece costumes, for the coat lining and for the upper part of the dress, looking like a light blouse, and generally trimmed with the black suit fabric.

Suit skirts are scheduled to remain about eight inches from the ground plain and straight, for the time being; although even these, it is said, will probably be longer for fall.

TALK of pleats and plaids in separate skirts for the fall bespeaks a sports or semi-sports use for this garment, demanding suitable waist complement. Otherwise fall skirt modes are indetermined and a matter of conjecture, as it is reported that skirt manufacturers have been kept unusually busy by summer demands.

COAT sleeves are shrinking except for the dressy coat, but wide and original cuff treatments are continuing to give interest to the sleeves.

THERE seems to be a tendency away from loosely belted treatments; in fact away from belts, and although the draped movement caught at one side, which one sees in dresses, is not used, the ornamental clasps which one sees on dresses to hold this drapery, are a good deal seen.

CAPELET coats seem to continue as popular as ever, the capelet quite short, usually falling in points at the sides.

DARK brown and some dark green are talked of for Fall. There is a feeling that the Parisienne will also re-

vert to her beloved black for street wear again next Fall, lightened, perhaps by trimming.

LININGS of coats and suits are either in self tone or contrast, the latter often coupling two shades, and the former oft-times being finished with "kicks," of Persian velvet.

"Blocked in" linings is one firm's idea —the self material of the garment forming a veritable frame around the lining.

MANY of the wraps are sleeved, but most continue to have wrappy lines, although for Fall, more definite coat shapes are talked of. Circular skirt sections are commented upon as necessary, if this influence develops in dresses, but for the most part, evening dresses seem to be taking on long, slender draped lines, so that the mantles which wrap closely about will probably continue.

THERE is a lack of determination about coat lengths. Some hold to the coat, straight or with slight flare at bottom, which stops several inches above the long dresses; others say that the coat will reach the hem for next Winter, in which it will have skirt section joined with or without belt.

THIN collars of the stand-away-from-the-neck kind are largely used, but the majority are of the double turnback, shirred into the neck type which preserve a draped appearance.

More shawl collars are shown than had been expected, and yokes, which are either entirely concealed or made deep enough to show are an important point toward obtaining the proper "hang" of many models.

IT IS said that strong preference is being shown for belted models on simple lines in the fancier patterns, and that a responsive chord has been struck for imported overcoatings of the more pronounced overplaid types.

Style notes, which are proving high lights in the line, are 45 inch lengths, three-button, single breasted coats, with flapped patch, as well as muff or ulster pockets, strap finished sleeves, which may be gathered in, or models featuring parallel stitching around the bottom, on pockets, etc.

# Tailored and Formal Styles in Blouses: Some of The New Models Seen in Montreal

## Simplicity and Good Taste Are Watchwords—New Collar Effect Called the "Collegiate"—White a Favorite With Many Costume Colors Following—Canton Crepe for Frocks—Some of the Models Described

THE season's style dictionary is now an open book to the retail trade insofar as the Fall ready-to-wear is concerned. The trend is definitely established and designers are now busily engaged in putting the finishing touches to their collections, as declared by the fashion centres of Paris and New York.

The question of blouses is all important. Montreal work rooms have evolved exquisitely lovely ideas in both tailored and formal style which are characterized by a richness of quality and fineness of workmanship usual in this branch of ready-to-wear trade. One firm which specializes in hand made blouses is showing a large range of hand made tailored styles developed in georgette, crepe de chine and various fine quality tub silks, including the new English shirtings smartly striped in colors. The favorite trims are hand drawn work, fagotting, knife pleatings, coarse chain stitching, Irish lace edges, filet insertions and edges and self ruffles to match the blouse.

### The Collegiate

Simplicity and good taste are the watch words, while comfort and becomingness are well assured by reason of the dainty variations of tuxedo collar effect or modified puritan called "collegiate" which predominates on the majority of fall blouses. It has been found that few women can wear the puritan collar with success and therefore the new "collegiate" design is certain to be enthusiastically adopted by all types. Its chief claim lies in the fact that it imparts a slightly deep V at the throat instead of coming right up to the base of the neck and designers stress the fact that this style is almost universally becoming.

Although white is the leading color for fall, there are any number of costume colors represented including all such fashionable tones as mohawk, navy, beaver sand, canna, etc., in adition to all the pastel colors, especially orchid in all its variations. Certain sheer georgette tailored blouses in any of these pastel tints are cleverly trimmed with half inch bandings of white, stitched down flat.

### French Novelty Blouse

Shioze silk is exceedingly smart in ultra severe models fastening with a single pear button and comes in white mostly. A French model blouse of shell pink georgette was cleverly finished at cuffs and all down the front by accordeon pleated self frills, cascading in ripples. The jabot front blouse is still featured, especially the so-called "double purpose" style with broad square effect at the lower edges to give breadth and fullness to slim figures as well as flatness to the full figure. These jabot styles are trimmed with broad filet lace and can be had up to size 48 from stock.

The tie-back blouse seems to have waned in popularity for only two or three of these models were shown by this maker, the majority of formal styles being straight line "over the skirt" models, with little demarcation at the waist line.

Hemstitching and drawn work was used a good deal on fine crepe de chine to develop these models, while others in suit colors were heavily beaded in steel and bugle beads entirely by hand. Wonderful combinations of two colors developed in Canton and crepeonge fabrics were noticed, the crepeonge being set in, in the form of long narrow panels fagotted to the blouse proper and were said to be selling well.

The price range of this firm, including all their hand made models will vary between $5 and $20 wholesale and is decidedly less than last year's figures.

### Frocks

Turning to frocks, the impression gained from an advance showing in one Montreal showroom demonstrates the fact that Canton crepe is a leading fabric insofar as the bulk of samples is concerned. One manufacturer stated that 90% of his fall models were developed in this fabric, and the rest in tricotine and crepe de chine. Later on, however, the percentage of heavier cloth will increase with the advent of colder weather.

### Trimmings

Swiss embroideries, featuring quite a bit of metallic thread, are used to form medallions and borders on several frocks and quantities of military braids are employed to emphasize the military effect of more tailored models. Unusual girdles of silk cord caught with oxydized silver clasps are used on a number of plain styles, while very narrow leather belts find a place on the simple tricotine frocks.

Sleeves are flaring still, but tend to be longer on cloth frocks, retaining the youthful short effect on silk and other thinner materials. The bateau neck line is not so long as it was and designers are showing much readiness to depart from this style and use square and oval lines in preference.

TRADE MARK TOGA VIRILIS THE GOWN OF MANHOOD THE HALL MARK OF PERFECTION

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Misses' and Juniors'

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# Retailers' Problems in the West

## Annual Convention of Saskatchewan R.M.A. in Regina Representative Gathering, and Marked by Much Interesting Discussion on Vital Subjects—T. H. Masterson, Regina, the New President

THE 9TH annual convention of the Saskatchewan Provincial Board of the Retail Merchants' Association was held in the City Hall Auditorium in Regina, Sask., in the early part of the month. Mayor Grassick extended the welcome of the city to the delegates and in his address stated that the people of Regina knew what problems the retail trade have been up against during the past year and more. They appreciated the difficulties of the association and of its members. "I know I speak for them," he said, "when I say they are glad to see you gather together to discuss your problems, and I hope the convention will be successful in every way."

### Distrust in Old Days

E. B. Gass, president Regina Chamber of Commerce, also welcomed the members of the R. M. A., and stated that the retailers were coming together to discuss business at a critical time. He had been engaged in trade in Western Canada a long time, and he remembered the time when such an organization as the retail merchants had now, would have been impossible.

"There was too much distrust in the old days, but the co-operation that the members have to-day is a splendid idea."

He brought out the fact that he would like to see the merchants take up the question of good roads in the province, as they are very essential for the betterment of business. He also reminded the merchants of the association of the Boards of Trade of Saskatchewan and pressed for co-operation between the two organizations.

### Good Retailers a Necessity

G. W. Stockton of Carlyle, replied to the address of welcome on behalf of the retailers and thanked the mayor and Mr. Gass. He believed that the business of retailing is second to none. It is necessary to have good retailers. He believed that the people of this country were coming more and more to realize the difficulties of the merchants, and the sooner they realized them, the sooner the problems of the association would tend to disappear. In speaking of the middleman, Mr Stockton stated that he is performing a service that is necessary, and as the people demand it and are paying for the same there should be no kick coming. It is up to the Retail Merchants' Association, however, to see that there were no more middlemen than the people wanted.

Jack Wood, of Swift Current, president of the association, referred to the financial difficulties of the past year or two.

### President Wood's Address

"We have been forced to study the strictest economy," he said, "in order to bring the association to the position in which it now stands. No doubt as many of you are aware, our financial conditions did not appear any too rosy last year, but through cutting down the different departments and overhead expense, we are glad to say we are in a strong position.

"The financial position of many of the merchants was still not as good as might be desired, but it was steadily improving, and the members of the organization might look to a brighter future." Speaking of the discontinuance of the collection department, which had been maintained by the association, he said it had been decided to drop it because it was costly and it had never given the service it was originally intended to give.

### Why The Association Failed

"The reason why this department did not pay," he continued, "is because the bills sent in by the members for collection were old debts on which every effort for recovery had been made before they were turned over to the department, and in many cases the majority of them were impossible to collect. Under this condition the association was not given a fair chance to make good. The cost was more than we could afford to pay for the service, and, therefore, it was discontinued, which had also resulted in the cutting down of the staff and further economy."



*JACK WOOD*
*of Swift Current, Sask., who presided at the convention of Saskatchewan Retailers in Regina.*

He referred to the amendments enacted at the last session of the provincial legislature to the Hawkers and Pedlars Act. They were partly satisfactory, but further representations must be made before the government in regard to this contentious law. He also referred briefly to the freight rate problem and said that the association was strongly represented on group dealing with this problem and the members might expect results.

Mr. Wood pointed out the cash and credit systems in vogue in the province, and stated that more retail merchants to-day than ever before were doing a strictly cash business. The members might emulate the systems adopted by the mail order houses of the country, and would do well in adopting their system.

### Tax Collection Discussed

J. A. Banfield, Winnipeg, president of the Dominion Board of the Association was to have spoken at the convention but a telegram was received from him stating it would be impossible for him to attend. He extended his congratulations to the assembled delegates and wished the convention success.

A telegram from the officers and board of the Ontario Provincial Association containing greetings to the Saskatchewan Convention was received and read to the audience by the chairman.

In his address on taxation P. McAra, federal inspector of taxation for Saskatchewan, outlined his work. He referred to the difficulties he had encountered in reaching all the taxpayers and finally went into technical details in regard to filling out of returns by merchants. The West is a difficult place to collect taxes with its population scattered over miles of country. It is relatively easy to collect taxes in an urban community but to go into the highways and by-ways of Saskatchewan was work for a large and highly efficient organization.

### Big Problem of Retailer

There were several classes of retailers doing business in the West and the worst ones were those who did not see the necessity for annual stock taking. The one who did not worry about the wholesalers and the banks and the one who did not see why he should submit to the government a statement of his expenditure and revenue, assets and liabilities. The speaker declared that the branch of the department in Saskatchewan was trying to make friends of the people. It was trying to make the merchant, the professional man and the worker co-operate with it, for that is the only method by which it could be efficiently operated.

Dean Rutherford of the University of Saskatchewan, in addressing the retail merchants of Saskatchewan, remarked that the big problem of retailers, farmers and every citizen of the province was to strive to establish permanent homes, thus making for the progress and stability of Saskatchewan.

A question of importance was presented by the executive committee in regard to the Dominion Government Bank Act, section 88, which allows banking institutions to take liens on crops, threshed grains or seed grain in return for loans to the owners and does not make it necessary for these liens to be registered within a certain time limit as other instruments are required to be.

It was explained that a lien taken by a bank is the first charge in all cases against the grain or chattels or stock of a farmer. It may be taken in secret, that is by agreement between the bank and the owner who is accepting a loan and is not registered and in reality gives the bank power of attorney.

### Serious Matter for Retailers

Secretary F. E. Raymond read a letter which stated that he had confidential information from a bank clerk that arrangements were being made between the elevators and the banks under which all grain cheques issued during 1922 and 1923 would only be made payable to the persons to whom the cheques were issued. This would be a very serious matter to the retail merchants as it would mean that if this action were taken the grain cheques would have to be paid through the local banks, and when the latter were creditors, they would seize the money before the creditor merchant had a chance to get his share, even though it were the intention of the owner of the cheque to divide up the proceeds.

A. J. Humphries of Raymore, said a farmer had told him that a bank manager had stated that all grain cheques must be cashed through the bank. While he characterized this as a bluff he expressed the opinion that it was a practice which should be discountenanced.

This was generally conceded to be a injustice to creditor retailers who are thus excluded from ascertaining prior claims to their own. A resolution was unanimously passed urging the federal government to amend the bank act requiring such encumbrances to be subject to registration.

### Provincial Secretary's Report

Provincial secretary F. E. Raymond made his report in part as follows:

"The year through which we have just passed has been one of re-adjustment for us as it has been for you who are actively engaged in commercial pursuits. You have felt the pinch of falling prices and have had to take your losses, in some cases serious in the extreme. Doubtless, there are those among you who protected against this loss by taking advantage of a rising market in previous years as you were quite justified in doing. Many did not do so, but rather gave to their customers full advantage of the price at which they were able to buy. As a result of this, there are some who found it extremely difficult to tide over these strenuous times, and have only been able to do so because of leniency shown them by their creditors. The situation has been accentuated by the conditions surrounding the 1921 crop from the time it was put into the ground until sold. As you all kr the crop was sown and harvested under war prices and about the time it was ready for market the price dropped to practically a pre-war basis, with disastrous results to the agricultural interests. This reacted with almost equally serious effect upon the retail trade for two main reasons. First, that quite generally speaking, retail merchants were unable to collect their outstanding accounts. Secondly, because buying among those interested in agriculture was restricted to a very large extent. This condition still obtained, although perhaps not to the same degree because of the favorable prospect surrounding crop conditions at the present time, and because also of those who were able to hold grain for a time secured a better price for it, which allowed them something to the good on the year's operation. There is a lesson here which I think we can take to heart to good purpose and that is the utter dependability of the commercial life of the country upon agriculture, and I feel that we should strive to assist agriculture to the very limit of our ability.

### Arranging for Meetings

"The conditions which I have very briefly outlined have, of course, had their effect upon the Association through falling membership and in other ways which will be dealt with in some detail later on in this report. However, I am pleased to say that owing to the vigilance of your provincial Executive we have weathered the storm successfully and are now in an easier position financially than we have been for some time. We have not been able to do all that we would like to have done, by way of holding meetings in various parts of the province. That the importance of this is appreciated is illustrated by the fact that we have been requested during the course of the year to arrange for meetings at which the merchants from a number of towns would be brought together at some central point. We were compelled to forego them for financial reasons.

"During the months of August and September we were privileged to have with us our Dominion president, J. A. Banfield of Winnipeg, and our Dominion secretary, E. M. Trowern of Ottawa, who, following the close of the Dominion Convention at Winnipeg, addressed meetings at Regina, Moose Jaw, Swift Current, Prince Albert, North Battleford, Saskatoon and Yorkton, at all of which the attendance was good. In every case the merchants in the district surrounding the city where the meetings were held were circularized, which resulted in quite a number from outside points being present on one occasion. It is my hope during the coming year to arrange a number of meetings throughout the province and to have at each one a speaker of some note along commercial lines in addition to an Association representative.

### Falling Off in Membership

"We found it necessary in January of this year to close our Collection Department in the Provincial Office in so far as the handling of accounts on a commission basis is concerned, owing to t loss incurred in its operation. Moreover, due to existing conditions the results being obtained were not satisfactory to ourselves, nor were they to those for whom we were handling the accounts.

"Our membership at the present time is somewhat less than it was at the beginning of January, 1921, but it has not decreased to the extent that one might think, considering the trying times through which we have passed. Many of those who have not renewed their membership would have done so gladly had they considered that their financial position warranted them in doing so. Whether they were justified in taking this stand is an open question, but the fact remains that they could not see their way clear to pay out any more money for any purpose than was absolutely necessary. Our actual paid up membership on December 31, 1921, was 2,157. At the present time it is 1912. A decrease of 245 covering a period of seventeen months. This reflects a considerable amount of credit on our two organizers, Messrs. McQuarrie and Anderson, and also speaks well for the esteem in which the association is held."

## T. H. Masterson to Lead Saskatchewan Branch of R. M. A.

Election of officers for the ensuing year resulted in T. H. Masterson, Regina, being elected president; G. G. Wray, Regina, first vice-president; Ralph Miller, Prince Albert, second vice-president; A. J. Humphries, Raymore, third vice-president; S. E. Fawcett, Saskatoon, treasurer, and F. E. Raymond, Saskatoon, provincial secretary.

J. Wood, of Swift Current, expressed the pleasure he had in his work as president and paid a warm tribute to the assistance rendered by the executive and the devotion of the staff of the provincial office.

T. G. Masterson, the newly elected president, in accepting office expressed appreciation of the services rendered by his predecessor, Jack Wood. The merchants endorsed the remarks by rising and singing "He is a Jolly Good Fellow." Three cheers and a tiger.

## At The Convention

The following Saskatchewan merchants registered as delegates to the Convention:—

R. Maze, Assiniboia; John G. Klotz, Alan; A. T. Forrester, Aneroid; H. Elliott, Admiral; W. M. Sisson, Assiniboia; S. Pergamit, Aneroid; T. G. Grosby, Broderick; S. Whittaker, Briercrest; Harvey Ashton, Briercrest; Andrew Walton, Benson; A. H. Griffiths, Benson; W. M. Johnston, Corinne; G. W. Stockton, Carlyle; W. J. Robinson, Davidson; M. Bronstone, Darmody; Ben Brachman, Edenwold; T. B. Dynes, Fleming; A. Wedin, Griffin; D. Brownstone, Herbert; A. M. Brownstone, Herbert; George B. Sharpe, Herbert; J. F. Funk, Herbert; J. A. Leoppky, Herbert; Roy J. Risner, Hazenmore; F. J. Hoskin, Hearne; T. E. Maxwell, Grand Coulee; W. M. Aitkin, Gull Lake; S. J. Smith, Gull Lake; W. Thatcher, Limerick; S. K. Gryde, Leader ; H. A. Stone, Leader; F. W. Dalzell, Liberty; S. S. Hall, Lloydminster; K. M. Taylor, Moose Jaw; C. Williams, Moose Jaw; Hugh Morrison, Moose Jaw; J. W. Allen,, MacRorie; W. E. Clothier, Indian Head; R. C. Finley, Kincaid; J .A. Williams, Kincaid; J. Haddadd, Kincaid; William Maxwell, Kincaid; A. J. Wyman, LaFleche; John Bullied, Lumsden; W. B. Scott, Langham; W. Ballinga , Moose Jaw; George J. Morrison, Moose Jaw; Clem Alexander, Moose Jaw; A. B. Tedford, Mortlach; A. T. Breton, Montmartre; E. E. Andrews, Moose Jaw; A. F. Haddad, Meyronne; R. A. Miller, Prince Albert; R. Foret, Pontiex; H. S. Andrews, Pangman; A. M. Scott, Meyronne; J. P. Beauchamp, Qu'Appelle; J. H. Hamblin, Qu'Appelle; A. J. Humphries, Raymore; J. F. Robinson, Regina; James A. Struthers, Regina; Granfield Wray, Regina; H. D. MacPherson, Regina; P. A. Butcher, Regina; W. M. Van Valkenburg, Regina; Jame Morton, Regina; S. Johnson, Regina; G. W. Anderson, Regina; A. Hunter, Regina; Staffen, Regina; R. H. Williams, Regina; R. W. Handel, Regina; J. T. Lawson, Regina; J. A. McLachlan, Regina; Theo. Zeats, Regina; A. Aird, Regina; W. Cluff, Regina; W. J. Newman, Regina; J. Schwatzfeld, Regina; G. D. Raymond, Regina; H. R. Lumby, Regina; L. R. McVicar, Regina; F. K. Kimsch, Regina; Jack Wood, Swift Current; J. G. Laycock, Swift Current; S. Schwanz, Rocanville; R. H. McLeod, Rocanville, J. H. Craig, Rouleau; Thomas Smitton, Stilton; A. Gryde, Sceptre; W. J. Wheeler, Sedley; W. J. Keller, Shaunavon; W. W. Cooper, Swift Current; F. E. Raymond, Provincial Secretary, Saskatoon; H. G. Pizzy, Saskatoon; W. B. McQuarrie, Saskatoon; J. L. Hutchinson, Saskatoon; T. R. Brown, Saskatoon; R. J. Wall, Saskatoon; S. E. Fawcett, Saskatoon; H. T. Bevans, Saskatoon; A. J. Ries, St. George; W. C. Paynter, Tantallon; H. E. Hamilton, Unity; Huck & Kleckner, Vibank; W. E. Haggfie, Vancouver; H. Talbot, Wilcox; R. Midmore, Wilcox; John T. Scott, Willow Bunch; W. C. Wright, Woodrow; G. W. Eisnor, Woodrow; C. O. Glover, Windthorst; V. R. Code, Watrous; G. O. Grest, Watrous; O. Thierman, Webb; E. H. Hawkins, Winnipeg; W. R. Kell, Winnipeg; L. C. Woodill, Winnipeg; A. H. Presswood, Yellow Grass; J. C. Baker, Yellow Grass; A. H. Wilkinson, Yellow Grass.

# Retailers of Saskatchewan Are Exhorted To Co-operate For Good of the Community

ADDRESSING the retail merchants of Saskatchewan at their annual convention, on the occasion of their banquet on the closing evening of the R. M. A. banquet in Regina, Hon. C. A. Dunning, Premier of Saskatchewan, was the chief speaker. The newly elected president, T. H. Masterson was in the chair. Other speakers on this occasion were W. W. Swanson, professor of economics at the University of Saskatchewan, and N. S. Jones of Hamilton, Ont.

Premier Dunning, speaking on the problem of credits as related to existing conditions, declared there were three kinds of credits; merchants' credits, wholesalers' credits and bankers' credits. The trouble with all three classes of credits in the past had been that when credit was not needed badly it had been very free but when it became a vital necessity they had all got cold feet. Credit had always been either too free or non-existent. In the matter of credit they had been extremists.

Referring to the credits extended by merchants to their customers, the Premier urged them to "be easy and if you cannot be easy, be as easy as you can."

The province of Alberta, he said, had had to pass legislation to compel creditors to be easy. He did not want to see legislation of that kind enacted in Saskatchewan and he felt sure as the result of conferences the government had had from time to time that such legislation would not be necessary here.

### Retailer Unjustly Criticized

Prof. Swanson, in his address, remarked that retailers and wholesalers had been unjustly criticized on the ground that they stood between the producer and consumer, but people did not stop to consider the countless services they rendered between the production of the raw articles and its receipt by the consumer. If it were not for the work of the retailer and the middleman the whole economic fabric would collapse. The retailer held the strategic position in the realm of commerce and if he did not live up to his responsibility there was suffering all along the line.

The speaker emphasized the necessity for proper preparation for the business of merchandising. Both farming and retailing were highly scientific industries and special preparation was necessary to insure success and to render service. If the retailer prepared for his job he had one of the biggest opportunities and tasks in life. Some of the troubles of the present day were due to the fact that men had gone into the business in a haphazard way without making efficient preparation. It was not only necessary to prepare beforehand but after they were in business it was essential to be on the alert and to keep up-to-date.

### Favors Cash Basis

Another necessity for the present day was to get down to a cash basis of doing business, or nearly as possible to a cash basis. People had been spending too much on things that counted little in life. Until people met their debts they had no right to the moving picture class of luxuries.

In concluding, the speaker emphasized the importance of co-operation among the retailers to promote efficiency, co-operation with one another and co-operation with their employees in order that real service could be rendered. What was needed was the kind of co-operation that sank personal differences for the benefit of the community as a whole. They must get that kind of thing in the local community if they were going to have it the world over.

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There are many merchants who declare that the banks prevent them from placing orders for their legitimate requirements for fall. Their refusal to advance money to merchants makes it impossible, they say, to buy what they need even though their stocks are depleted.

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The outlook in the lace industry is now better than it has been for some time. There are increasing inquiries from the U. S. A., and trade with the colonies shows much improvement. The demand for flouncings is satisfactory, whilst filets and best Valenciennes are not ignored. In radiums the tendency is more and more for black and white. Colored nets, too, are in favor. Curtain manufacturers are busy, but plain net makers say that they have never been as idle as they are now at any time since the Armistice. This month the autumn business begins. The prospects are good, but manufacturers are much concerned with the increased Customs tariffs of certain countries.

It would appear that there has only been a little forward buying of hosiery garments of summer weight judging from the calls for early deliveries, and the number of repeat orders. There is an all-round improvement in the home trade, but foreign markets, though better than they have been, leave much to be desired. Every department, however, is working full time.

# A Co-Operative Effort That Has Built up A District and Promoted Profitable Sales

## The Achievements of the Business Men's Association of the Danforth District—A Pageant and a Week of Special Sales and Values—Publicity Played a Big Part in the Event and the Growth of the District—What Does It Teach?

HOW DOES it profit business men to get together to form an association?

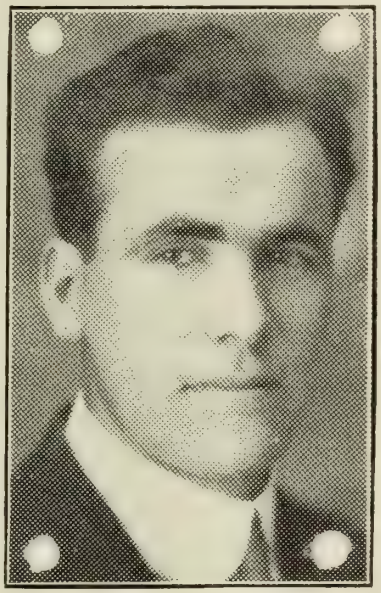
That is a very broad question, but it has a very definite, a very concrete answer in the achievements of the Danforth Business Men's Association, an association formed but a few years ago by the business men in one of the rapidly-developing districts of Toronto. Readers unfamiliar with Toronto may think of the Danforth district as a district of a few thousands of people, with indifferent stores and hurriedly-constructed dwellings, poor transportation and several other characteristics common to the development of districts in a large city. It is not any of these. It is a city in itself, a city with a population greater than that of the City of Hamilton and, like Johnny Walker, still going strong.

### Its History

The meteoric rise of this section of Toronto is worth a few minutes' consideration. For a couple of years back it has been the best advertised district in Toronto; in fact, advertising has played a most important part in its growth. Just a little over ten years ago Danforth Avenue was a narrow country lane with farms and market gardens on either side of it, almost impassable at times owing to the swollen creeks and ravines. A few men, however, saw a vision; they saw that by the linking up of the Don with Bloor and Yonge Streets by a bridge this district would develop. Agitation resulted in the building of the viaduct, one of the greatest structures of its kind on the continent, and forming one of the finest thoroughfares in the city.

### A Pageant

On Tuesday night, June 27th, a spectacular pageant was seen on the Danforth Avenue. It showed in picturization the growth and development of the Danforth district. Indians, soldiery, oxcarts of the period of the pioneers of that district, other characters representing other periods in history, brass bands, decorated automobiles and floats—these constituted a panorama of great interest and importance. In connection with this pageant, the business men held a week of special sales and values in which practically all the business men participated. It was a concerted effort to drive home still further the fact that buying at home pays both the buyer and the district. A "Dollar Day" was featured during the week when special efforts were made by the merchants to show what a dollar could do in the Danforth district. Many, many thousands of people saw this pageant; a decided impetus to business was given during the entire week of special sales and values.



*A. PALMER*

*Dry Goods Merchant of the Danforth District and Chairman of the Advertising Committee, Danforth Business Men's Association's Big Parade and Their Big "Dollar Day" Specials Sales.*

### And Behind It All——

And behind all this are the Business Men's Associations of the Danforth district. The growth and development of the Danforth district are linked up very closely, inseparably with these Associations of Business Men who operate on the broad principle that what benefits the district benefits every merchant in it. We have talked with many of the merchants in this district with regard to the Business Men's Associations, their work, and what it has meant to them individually. Without exception, they have answered as broad-minded men would answer—it has made a better district, it has wrought necessary improvements to the district, it has developed a much better feeling amongst the merchants in the entire district, building up the district has meant building up the stores in it and showing people who live "over the Don" that it really pays to shop at home. No man said he felt an individual benefit from it; he said it was a collective benefit in which all shared alike.

### Publicity

Publicity is the friend of the business man—everywhere. There is not a business man living who will not testify to the inestimable worth of publicity and advertising. And publicity has played a big part in the work of the Business Men's Association of the Danforth district. It played a big part in the success of this pageant that was held late in June. In the June 25th issue of the Sunday World, the business men of the Danforth district took eight pages of space to tell their story, to advertise their pageant, to let the people of Toronto know they were alive to a big opportunity. Retailers and manufacturers alike combined in this big effort which resulted in big crowds, big business and one more spike in the permanent growth of this city within a city. Pictures of stores were carried in these eight pages and advertising announcements were made of some of the bargains, special sales and values to be had during this week. Some of the successful business men who have gone out from this district into other fields of Canadian endeavor were given a special article. The history of the district was written in an entertaining and interesting manner, its struggle for recognition, its rise into prominence, its present position as the most advertised district of Toronto. And the different Business Men's Associations of this district are at this kind of thing all the time. They are getting out an attractive souvenir of this pageant and week of special sales and values for free distribution. It is part of their big publicity campaign that is carried on from January to December. It is not a spasmodic effort; it is a continuous campaign directed at a definite and well-defined goal.

### The Lesson

There is a big lesson in the work of these associations for business men all over the country. Its simple lesson is the value of co-operation amongst business men who are willing to sink individual gain, jealousy and prejudice in a big idea—that an effort directed to a bigger, better district—will, in the end, have achieved something for their city, for their fellow-men and for themselves. These business men have contributed their large share to the building of their district and, in doing so, they have built up their own business because they gave better service to the people in their district.



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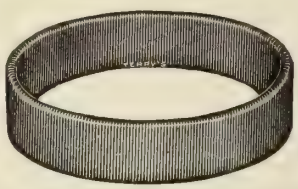
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# DOUBLE BUYERS' MARKET GUIDE


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## LATE FASHION NOTES

### Features in Gowns and Waists Shown in Toronto Manufacturing Houses

Canton crepe is played up very strongly in both afternoon and evening gowns. Georgette comes next and crepe de chine follows closely.

Wool embroidery is living up to early expectations. Wool lace is very prominent also. Both are seen on all types of gowns and blouses.

The low waist-line has as its only rival the no-waist line.

One of the best new materials is called "velette," which is on the order of crepe-knit but is heavier. Some of the best gowns are made of this.

Henna under its new names, wallflower and brickdust, is again shown particularly for afternoon wear.

Jet is played up very strongly and steel is used also. The new beads are built on large round lines although there are a great many small ones to be seen too.

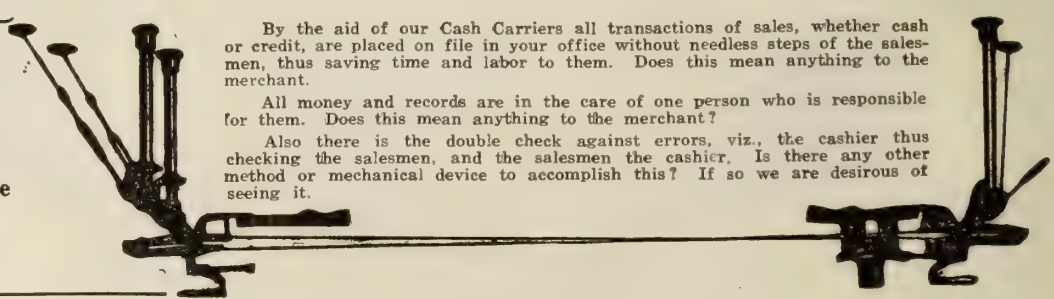
Blouses favor the over-the-dress style. Most of them have tie-backs.


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By the aid of our Cash Carriers all transactions of sales, whether cash or credit, are placed on file in your office without needless steps of the salesmen, thus saving time and labor to them. Does this mean anything to the merchant.

All money and records are in the care of one person who is responsible for them. Does this mean anything to the merchant?

Also there is the double check against errors, viz., the cashier thus checking the salesmen, and the salesmen the cashier. Is there any other method or mechanical device to accomplish this? If so we are desirous of seeing it.

# BUYERS' MARKET GUIDE


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208 W. Adams St., Chicago, Ill.

## FRED JONES & COMPANY
*Manufacturers and Importers*
Babies' Hand Crochet Goods — Notions
Babies' Hand Knit Goods — Novelties
Art Needlework Materials
Room 712 Empire Building
64 WELLINGTON ST. WEST, TORONTO

**The Canadian Lady Dress Co., Limited**
Kitchener, Ont.
Manufacturers of
*"The Canadian Lady Dress"*
Ginghams, Crepes, Chambrays, Prints
Write us for catalogue and Prices

## Canadian Linoleums & Oilcloths, Limited
Cornwall, Ont.

Floor Oilcloth, Stair Oilcloth, Kingzart Rugs, Bath Mats.

*Write for Samples and Prices*


### POSITION WANTED

By married man, 33 years of age with 15 years' general dry-goods and department store experience, 8 years as department manager. Best of references. Conversant and experienced in advertising and modern store methods. Box 15 Dry Goods Review, 143 University Ave., Toronto.

Panels are stressed for trimming. This effect is obtained by beads of all kinds and by self-color and contrasting embroidery. The panels run from the neck to the hips at both front and back, on some models.

The vogue for radium is still apparent. This lace often forms the entire sleeve in crepe gowns.

Metallic is everywhere—in ribbons, in fabrics, in lace and in flower trimmings.

Several tricolette samples are to be seen, the tricolette being of a finer texture than in other seasons.

Applique is used on the better models. Very often it is a material on the wool order, like cashmere, which has been applied to the silk material and the latter cut away from it. This is noticed on the sleeves and on the front of the bodice.

The use of white beads is a pleasant change this year. These are of all sizes from the tiny old-fashioned ones that used to be strung into daisy chains to the large ones, round on the side and flat at top and bottom.

Some of the most prominent shades in gowns are: the blues of the periwinkle type, all the reds, Chinese green and black.

A few gowns have scalloped hems and several of these have the edge embroidered in wool.


## VEILINGS and SILK NETS

**HODGES & LETTAU**
232 McGill St. Montreal



**CLIMAX PAPER BALERS**
ALL STEEL—FIREPROOF
*"Turns Waste into Profit"*
12 SIZES
*Send for Catalog*
CLIMAX BALER CO
Hamilton, Ont.

## BUCKLES
Pertaining to
**Millinery, Dresses & Gloves**
Designs of many Shapes and Sizes
Colors—Black, Green and White
**THE SCHULER BUTTON CO.**
LIMITED
Brantford - Ontario

## HABERDASHERY
Every description of Haberdashery and Smallwares for Drapery, Dressmaking, Millinery, Fancy Needlework, Outfitting and Tailoring Trades.

**FREDERICK NEWTON & CO.**
8&9 Hamsell Street, London, E.C. I.
*Established 1871*

Fiskhats AND MERCHANDISE
**D. B. Fisk & Co.**
**Chicago**
**New York Salesroom:**
*Open Throughout the Year*
**411 Fifth Avenue**

Red Seal Zephyr Ginghams
Everett Classics
Eden Cloth-Peggy Cloth-Blankets
**Smith, Hogg & Co**
115 Worth St., N.Y.
77 Summer St., Boston
226 West Adam St. Chicago

RIBBONS OF DISTINCTION
J.C. AMERICA'S BEST RIBBONS
"J-C" Ribbons have peculiar charm. Widely advertised to the consumer under their trade-mark names for the protection of the dealer.
"SATIN DE LUXE" "TROUSSEAU" "LADY FAIR" "SANKANAC" "VIOLET" "DEMOCRACY"
JOHNSON, COWDIN & CO., 40 E. 20th St., New York, N.Y. Made in U.S.A.

MESH BAGS
In Silver, Gun Metal and Green Gold Finish, Metal Frames for Ladies' Hand Bags.
*Made in Canada for the Canadian Trade*
**WHITING & DAVIS CO.**
SHERBROOKE, QUEBEC



# "Old Bleach" Embroidery Linens & Towels

"Old Bleach" Embroidery linens are distinguished by being made in Ireland of selected flax yarns, bleached on the grass by the sun, pre-shrunk, and by having warp and weft of exactly the same size. The high quality towels illustrated are in what is called the "Old Bleach" K range. They are made in three sizes, 18x30, 20x36 and 22x38, and in six designs. All are double faced huckabacks and in spite of their obvious value may be retailed at moderate prices.

Embroidery linens illustrated are:

G. C. 6. A heavy Art Embroidery Linen, Oyster Shade, 15 to 74 inches wide and admirable for the popular Italian Embroidery work.

C L. 4. A heavy round thread Art Linen of a finer count. 15 to 72 inches wide.

E. L. 35. Probably the most popular of all "Old Bleach" Embroidery Linens. A heavy round thread linen supreme for drawn work and all general embroidery. 15 to 72 inches wide.

Inquiries relative to "Old Bleach" goods are solicited and will receive prompt attention.

## THE "OLD BLEACH" LINEN CO., LIMITED

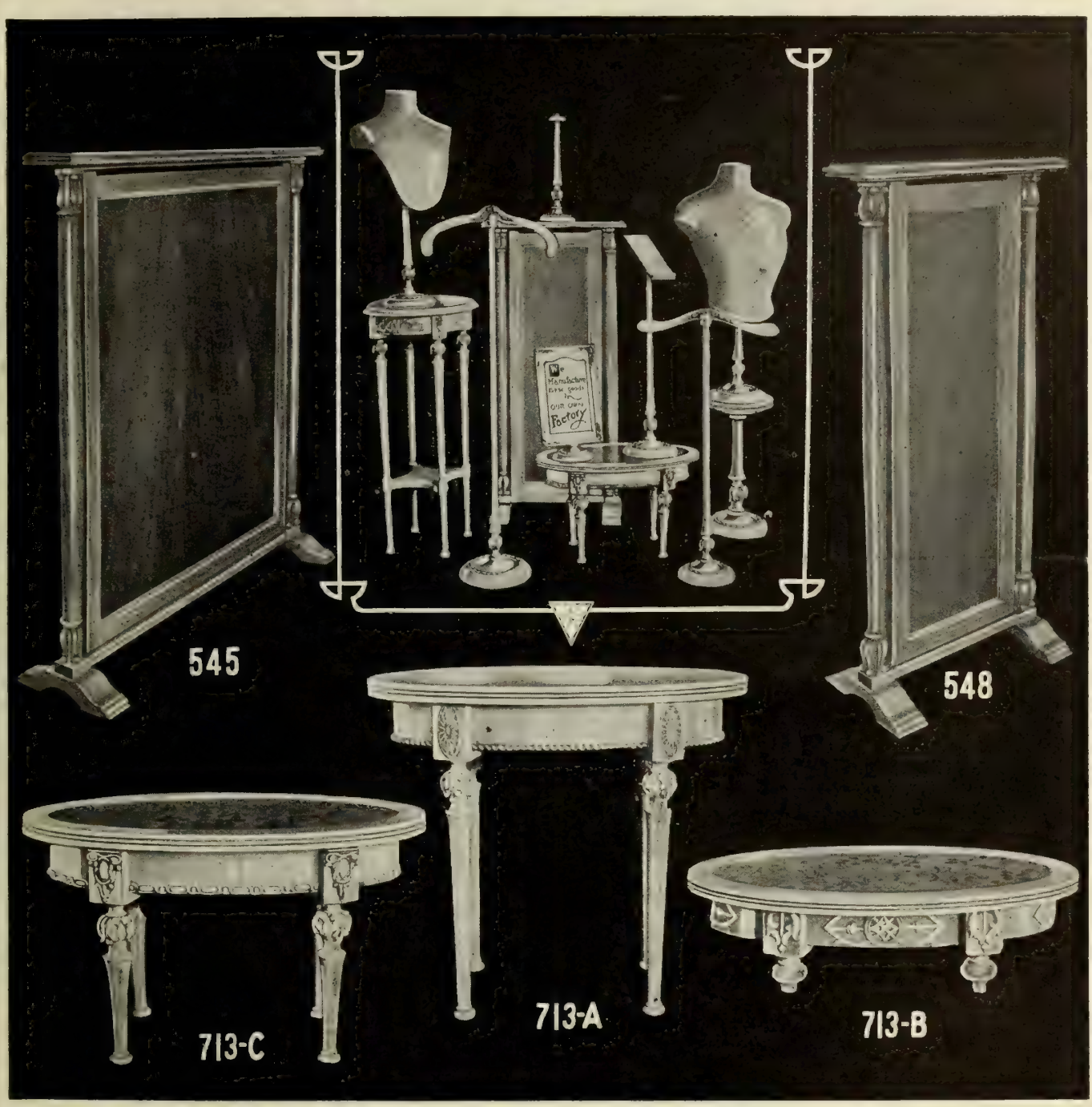
(Regd. trade mark).

RANDALSTOWN, IRELAND

New York, 44-46 East 25th Street

Toronto, W. H. Steley, 22 West Wellington Street

CLATWORTHY & SON LIMITED
TORONTO




# "The Brand of Distinction"

*Our beautiful new finishes—Athenian Verdi Bronze and Greco-marine Bronze are attracting much attention and praise. Of course we can supply the standard finishes as well - Old Ivory, Roman Gold, Solid Walnut and Birch Mahogany if desired.*

WHEN YOU ARE IN TORONTO *call at our showrooms - 161 King St. W., convenient to all points in the Dry Goods District. Drop in any time and look over our fixtures, we have them for every use.*

***Send for our Metal Fixture Catalogue and Catalogue No. 21 showing Wood Fixtures, Forms, etc.***

## CLATWORTHY & SON, LIMITED

**LONDON, ENG.**
**Established 1896**

*Canadian Representative for PIERRE IMANS, Paris, France*

**TORONTO, CAN.**
**Incorporated 1908**

REPRESENTATIVES

**Vancouver, B. C.—J. S Maxwell & Co.,** Mercantile Bldg. **Quebec—Nap Debigare,** 205 Rue des Fosses.
**Montreal, Que.—E. O. Barette & Co.,** 301 St. James St.
Travelling Western Representative—**W. S. Ireland.** Eastern Representative—**W. S. Marzett**

CLATWORTHY & SON LIMITED
TORONTO



PIERRE IMANS
Wax Models
In Stock for Immediate Delivery

*We have a limited stock of these beautiful wax figures (no two alike) ready for prompt shipment; or we can quote you F. O. B. Paris, France with delivery of from four to six months.*

*Call at our showrooms early and make your selections while we have them or order from our travellers at once—Don't delay—because we only have enough to partly supply the demand.*

*(Write for Catalogues.)*

Clatworthy & Son Limited
LONDON, Eng. TORONTO, Can.

Sole Canadian Representatives for
PIERRE IMANS, PARIS, France

# Making an Asset of Difficulties

A GREAT opportunity is now before American business—the opportunity of making a big and permanent asset out of the very difficulties of the present situation. The conviction that this can be done is extremely heartening. It is enough to put a new thrill of life and activity into every form of industry.

From one point of view the present situation is by far the most desirable, the soundest, the sanest, and the most hopeful this country has ever seen. Why? Because it brings into bold relief, through sheer necessity, the latent power to create conditions as we would like to have them.

The curtailment of Demand for the products of industry brought us face to face with the question, hitherto ignored, as to what causes demand. Then it was discovered that Demand was a created thing, and that more of it could be created in almost any direction—if enough of the right effort were applied.

Chief among the means of creating Demand is now seen to be Advertising. Wherever you find a big demand for any product you find, invariably, that the demand for that product has been stimulated by human effort, and chiefly through advertising.

It is obvious to any one who will think it through that the present demand for any product could be substantially lessened if it were possible to eliminate all forms of advertising —including pictures, displays, and word of mouth, as well as printed and painted messages—and just let that product depend on the natural or unstimulated demand.

And it is equally obvious that a demand for any worthy product can be created and stimulated by means of Advertising.

This fact puts within the hands of the business man the means of creating his own market. That would be the biggest asset he could have—an assured market for all he could produce.




# A Forty-fourth General Invitation

THE House of Racine established in 1878—extends an old and a new invitation to every retail merchant coming to Montreal market to inspect the General Office and Warehouses of the Company and have a friendly chat with the administration; whose policy in selecting the heads of the different executive and merchandise departments has been insistence on the qualifications of thorough information, sincerity, courtesy and carefulness.

**The Stock:-**
Finds the House of Racine "The Staple Dry Goods House of Canada," carrying in their Fourteen Departments one of the largest stocks of General Dry Goods, Piece Goods of Cotton, Wool, Linen and Silk, Home Furnishings, Floor Coverings, Bed Coverings and Draperies, Gent's Furnishings (four departments), Hosiery, Ready-to-Wear and Smallwares.

**The Location:-**
Within the shadow of the largest Seaport Elevator in the World.

**The Business:-**
Grows apace with the general growth of Canada and is today one of the Four Leading Wholesale Dry Goods Houses of Canada.

**The Aim:-**
of the House of Racine is to have a satisfied and prosperous clientele, in seeking constant improvements in merchandising and marketing worthy goods at satisfactory prices.

## *Alphonse Racine Limited*

MONTREAL

# What Retail Advertising Must Do

## To Be Effective Advertising Must Be of Value to the Public—Only the Truth Must Be Employed to Make Advertising Profitable—Successful Stores Have Won Through Greater Skill in Advertising

**EDITOR'S NOTE: Merchants will be interested in some of the ideas expressed in regard to the handling of retail advertising, as outlined at the recent convention in Milwaukee of the Associated Advertising Clubs of the World. Effective retail advertising can be of great assistance to the merchant in stimulating trade at present, and no matter how much each retailer thinks he knows about advertising he will find some points which he can make use of to advantage in this report.**

"RETAIL advertising and therefore the people who devote their time to it, can be just as big, as important, as influential, as those engaged in the business desire," asserted Louis Blumenstock, of St. Louis, advertising manager of one of the great department stores of that city, and president of the Associated Retail Advertisers, at the convention of the Associated Advertising Clubs.

"Throughout the sessions of the retail advertisers, who are gathering from the four corners of the earth to discuss methods for improving such advertising, the fundamental thought has been that advertising, to be useful to the store that uses it, must first be of benefit to the public. It must tell the news of a store, of new merchandise arrivals, of attractive prices, of the uses to which merchandise can be put to obtain the largest possible benefit from its purchase. Strong emphasis has been laid upon the fact that the best advertising of today is not that which tells merely about the goods offered, but rather, that which tells about the use of the goods.

### The Truth Only

"Another deep current in these sessions has been the unanimous agreement that nothing short of the plain, simple truth, as to qualities, prices, etc., can be employed profitably in advertising, and this was especially stressed by Mr. Blumenstock. He showed that advertising does more than merely bring people into a store once—that proper advertising and sound merchandising will bring the customer back time and again.

"A business that is properly built," he said, "is not entirely dependent upon the daily advertisement. It possesses a clientele that has been culivated and has been encouraged to come, day after day, to the establishment to satisfy its wants. And this clientele, which is termed 'natural business,' should be sufficient to assure an average business. The advertising should merely give it a greater impetus, and the occasion should be carefully planned and honestly presented.

"Many things in a business have to do with its future, with its progress, with its place in the community. The establishment that interests itself in municipal affairs, advocates progress in an editorial way, is advertising itself as a progressive business and indicates to the public that it is vitally interested in the progress of the community, and that the establishment consders itself a factor within it."



The great gathering of retailers has developed the interesting fact that during the last few months when many stores have had to retrench sharply and even have shown financial losses, there have been other merchants, similarly situated, who have been distinctly prosperous; and in every case, the successful stores have won through the exercise of greater skill in advertising and merchandising shown by the successful ones.

Sharp emphasis has been given, by several speakers, to the need for better advertising copy—a better understanding of merchandise and the customer—and the use of attractive advertising illustrations. An illustration, attractive in appearance and truthfully describing the merchandise to be sold or clearly reflecting the character of the store, it has been shown, can be of the greatest importance in selling goods and building permanent good will.

"The successful retail advertising man of today must know the store through and through—the management, employees, merchandise, customers—every element and phase of the business, and moreover, he must not only reflect the spirit of the institution he is advertising, but also be in the position of helping to guide the management in the adoption of policies which will win greater good will." Such was the declaration of Edward S. LaBart, of Wilson & Co., Chicago, in addressing the retail section of the advertising convention.

### What I Would Want to Know

"Were I a young man," he said, "and had an opportunity to become identified with a retail store in the advertising department, I would want to know about all that I could of the retail store business because I would consider that as long as I had to interpret the store to the public, I would have to know within myself those things I should have to consider and write about.

"If I owned a store and wanted to have an advertising department, I would first make certain that I actually had something to offer the public and then I should insist upon my advertising man knowing every employee of my establishment and to spend some time both behind and in front of the counters absorbing everything possible concerning my busness.

"As an advertising man in a retail store I would not stop in my endeavors until I had sold every employee on the value of advertising; until I was certain every one of them knew the great underlying thought or message that I was carrying along in my copy. I would not stop until I found it possible to make it easer for those higher than I to understand that advertising was the mouthpiece of the business they were building and to be open to suggestions and means for improving the store policies where needed and to permit me to carry to the public the great impelling story that surrounds every successful enterprise. Every success is a business romance and has attached to it wonderful stories, principles and ideals—splendid merchandising facts that await the touch of a human mind trained and directed towards revealing them in a way easy to be understood.

"You cannot row a boat across a river with your hands tied behind your back, any more than a retail store can hope to have its ideals and purposes dug out and properly supported by one whose hands and ideas are tied tight by the big boss, who himself does not thoroughly understand what advertising actually is."

# Customer is Master, Salesman is Servant

## Studying the Art of Salesmanship is Interesting and Profitable —Things a Man Should Know to Make a Good Salesman— Fine Points of Selling Have Been Frequently Neglected

ANY MAN who will, may become a good salesman. This is true, but it is not an easy thing to become a good salesman. Just how to make known what good salesmanship is would be a heavy task, but it may be taken for granted that a good salesman is among the "top-notchers."

Salesmanship is a profession. It can be learned just about as easily as law, medicine or any of the other professions, and it cannot be learned any easier. Like any other profession, it requires persistent and arduous application to master it, and to keep posted in its newest phases and developments.

These men are paid to be agreeable and polite; to dress in a manner befitting the establishment; to make friends for the store by their affability. The wares, or the prices placed upon them are expected to effect the sales.

### Educated in Smaller Shops

On the other hand, many of the so-called salesmen are getting their education in the smaller shops under men who have no inclination or ability to instruct properly the apprentices under them.

The man who wants to become a good salesman must do so by his own efforts. If he is ambitious and willing to give the time to the study he may succeed in spite of all things that combine against his success. It all depends upon his own endeavors.

There are three things a man must know before he can become a good salesman. These are: Himself, his wares and his customers.

First of all, he must study himself. Very few men know themselves although most men think they do. They do not.

To become a successful salesman a man must be able to govern his thoughts and control his actions. He must have a good impression on his customer and he cannot do this if in any way his actions create in the mind of his customer the slightest degree of antagonism.

He must study his appearance and make it pleasing. He must study the very expressions of his face. He must be able to assume all the appearance of surprise, pain, joy, sympathy, respect and a host of other emotions.

He must be able to concentrate his thoughts upon the thing in hand. He must be able at will to exclude all other thoughts from his mind. If his thoughts are allowed to dwell upon outside subjects his magnetic force is divided and becomes greatly lessened in power if not negative in effect.

He must cultivate good taste and judgment. Good taste more especially in respect to his personal appearance and dress. A careworn face or one showing signs of dissipation has a marked negative effect upon his customers. So also has the appearance of lack of taste in his dress.

### Personal Attributes

The pleasing man will have a cheerful countenance, a clear eye, a clean-shaven, well-groomed face and a neatness in dress that will at once place him, in the customer's opinion at least, among that class of men in whose company cultivated persons like to be seen.

He must cultivate good judgment in the choice of friends. Our likes and dislikes, if allowed to rule us without restraint, are sometimes prone to work evil for us. A salesman should never condescend to lower himself in his own estimation in choosing companions of a lower order of morality, culture or refinement. If he does he will eventually lower himself to their level in the sight of others, if not in reality.

**Salesmanship is a profession and requires persistent study.**

**"Order Takers" must now train themselves in salesmanship in order to make progress.**

**Some of the necessary personal attributes.**

**Study wares, line up sales arguments and learn to present them in the most forceful manner.**

The salesman must cultivate his voice. He must be able to modulate his tones to harmonize with his thoughts and with the feelings of his customers.

He must study correct modes of speech. He must study to put his thoughts into pleasing sentences. He must study to make his sentences produce logical arguments.

He must recognize the fact that he is the servant and that the customer is the master. He is at all times open to all sorts of senseless abuse, suspicion and discomfort at the hands of the public. He must learn to sink his feelings behind a stoical exterior and smile as pleasantly as if nothing had occurred to disturb his equanimity. It is in these situations that tactful control of himself will win a reward in the end.

The second proposition is important. He must study his wares. It is only the man who knows what he is selling that can reach above the average in sales.

The street vendor and itinerant peddler is usually a salesman of considerable ability. This is due in some measure to a knowledge of his wares. He knows the good points of the article he has for sale. He has learned by constant contact how to present these good points and to keep them to the front, to present them in such a way that they overshadow all the weak points.

Many men behind the counters not only fail to recognize the good points in the goods they have to sell, but see looming up largely before their mind the weaker points. A well-balanced mind would not allow this state of affairs.

Lastly the salesman must know his customers. This is an easy task after he has mastered the story of himself. We are all human. All have, more or less, the same emotions and the same method of expressing them.

Psychological experts can read the human mind like an "open book," because they have learned to read the expressions of the face, the effects of the emotions on the face and physical form of man. The salesman must make almost as exhaustive a study of his customers as the professor of psychology does of mankind.

The art of control, which is recommended to the salesman, is practised by so few that he will have a chance to read the public with little effort. Once he knows the feelings of a customer towards his goods and himself he is in possession of the means of securing sales.

All this may seem formidable to the unpractised salesman, but rest assured that once this study is undertaken it will be continued for the fascinating disclosures that are being made every day. The study is both profitable and pleasing.

**BEADS**

All kinds and colors in Great Variety

Newest Novelties in
BEAD NECKLACES
and GIRDLES

*"THE BEAD HOUSE"*

R. A. PHILLIPS
77 YORK ST. TORONTO

**Artist Supply Co., Ltd.**
Room 50, 77 York St., Toronto
Complete Show Card Material Dealers
Write for Price List

# FIELDING & JOHNSON LTD.

## WORSTED AND BOTANY SPINNERS

LEICESTER, ENGLAND

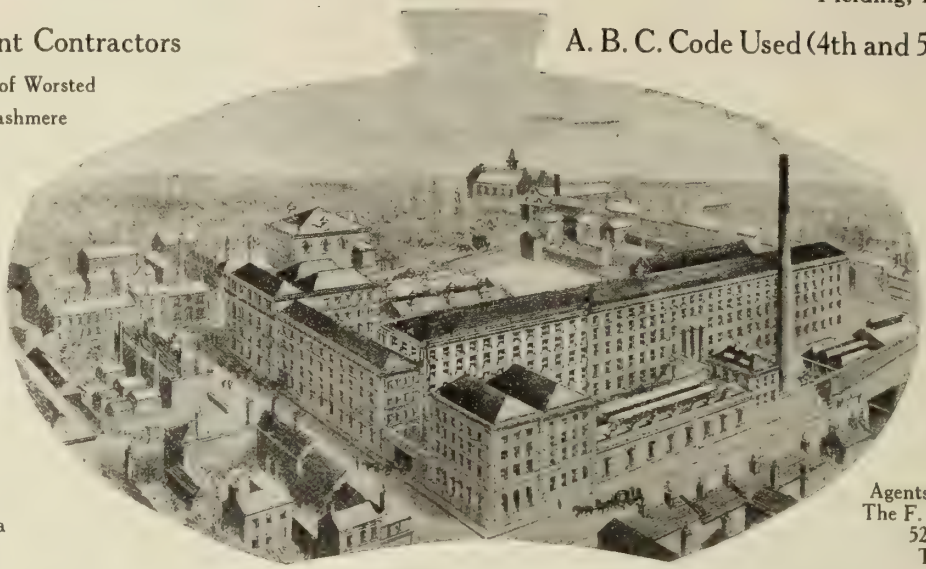
Established - Two Centuries

Telephone Nos. 1207 and 119
Telegraphic and Cable Address
"Fielding, Leicester"

Government Contractors

A. B. C. Code Used (4th and 5th Editions)

Every Variety of Worsted
Botany and Cashmere
Yarns for
Hosiery and
Knitted Goods
also
Fringing and
Knittings
Mendings
Shetland Floss



Bond Street Mills Leicester

WHOLESALE ONLY

Representative visiting Canada "Fall 1922"

Agents for Ontario:
The F. A. Turner Co.,
52 Bay St.
Toronto

SILKS LIMITED

Something Sometimes OVERLOOKED

RIBBONS LIMITED

Wire

Toronto

Montreal

Winnipeg

NOVELTIES LIMITED

DRESS FABRICS LIMITED



**Miss PEGGY O'NEILL.**
**Savoy Theatre.**

Never have I seen such wonderfully beautiful reproductions of Oriental Pearls. If you can't have real ones, you must try "Cintra," the next best thing.



**JOSE COLLINS**
**The World-Famous Operatic Star, writes:—**

.....I am delighted with my rope and bracelet of Cintra Pearls. When I wear them together with my Oriental Pearls, my friends are unable to distinguish the difference. It affords me great pleasure to inform you that your Cintra Pearls are undoubtedly the finest reproduction I have ever seen.



**Miss PHYLLIS MONKMAN,**
**Palace Theatre, London.**

I am very proud of my Cintra Pearls. All my friends admire them and think that they are real.

## Owing to the great demand for

# CINTRA PEARLS

**throughout the United Kingdom and the Colonies, we have decided to appoint AGENTS in towns where we have not already arranged representation,** in order to give the purchasing public an opportunity of seeing these **WONDERFUL REPRODUCTIONS OF THE COSTLY GEM.**

Not only will this obviate the personal visit to the London Stores or our own showrooms, but it will bring the local retailer into immediate touch with the requirements of his customers. He will also be then in a position to personally supervise each individual inquiry for CINTRA PEARLS.

THE ABOVE PHOTOGRAPHS, WITH THEIR PERSONAL RECOMMENDATIONS OF THESE CELEBRATED ARTISTS, will alone testify as to the recognised beauty and wonderfully realistic quality of CINTRA PEARLS, which are, without a doubt, the WORLD'S FINEST REPRODUCTION OF THE ORIENTAL PEARL.

None of these well-known actresses would, under any circumstances, wear gems that would reveal the slightest suggestion that they were anything but real.

CINTRA PEARLS are supplied from our own Laboratories, and are on sale at the largest stores in the world.

Retailers are supplied by us with Booklets bearing their own names and addresses as AGENTS, together with Showcards, Photographs of the above Actresses, and their personal recommendations, Showcases, Ivorine Fixed Selling Price Tickets, etc., Free.

*OFFICES AND SHOWROOMS OF:*

**The CINTRA PEARL Ltd., 11, Argyll Place, Regent Street, London, W.1, England**

**Fixed Retail Prices** **Quick Seller** **Liberal Trade Terms**

Gold Medal Awards: Paris — Brussels.

Grand Prix: Lyons — Turin



# The McCaskey

**A combination** which, while giving complete Adding Machine Service, constitutes

## A CASH REGISTER

Equal to any four or eight drawer Cash Register.

## ADDING MACHINE

By use of duplicate tape on adding machine, a cash receipt can be given to customer, the duplicate remaining on rewind pin as record.

***PRICE—***

| | |
|---|---|
| ADD. MACHINE | $175.00 |
| CASH DRAWER | 60.00 |
| COMPLETE | 235.00 |




Counter Check Books—Duplicate and Triplicate Styles of all Kinds.

**ADDING MACHINE**
**CASH DRAWER**
**CASH REGISTER**

Choice of three keyboard arrangements.

One or two rows of 9 symbol keys will give complete Department and Clerk control.

## CASH DRAWER

A Cash System for all lines of business—without equal in price and service.

**Sold on liberal monthly payment terms.**

**A Two Years' Guarantee with each Machine.**

**Another addition to the already famous "McCaskey" line of specialties in Account Systems.**

## McCaskey Systems Limited

Galt, Ontario

**Account & Cash Systems**
**Adding Machines, Sales Pads, Counter Check Books**

*Several good territories open for live and able Salesmen.*

# M. Gardner & Co., Limited

Announce Their Fall Showing of

## DRESSES

SILKS - CANTON CREPE - CHARMEUSES

## SERGES and TRICOTINES

at prices that will appeal to the wants of the retailer to-day.

421 Union Avenue MONTREAL

IMPORTERS *and* MANUFACTURERS

## Art Needlework *and* Fancy Goods

"Peri-Lusta" *Mercerized Cottons*

"Crystal" *Artificial Silk*

*Embroidery Materials*

## *Fancy Linens and Piece Goods*

MADEIRA HAND EMBROIDERED LINENS *and* HANDKERCHIEFS

## Campbell, Metzger & Jacobson

932-938 Broadway New York Cor. 22nd St.

*Canadian Showroom and Factory:*

Bay and Wellington Sts., - Toronto, Canada

**It's the Sales you lose that cut down your profits**

*Look well to the lines that sell every day*

**Dresses and House Dresses**
**Children's Dresses**
**Rompers and Creepers**

Our range for Fall is made up of the best materials and workmanship and the styles are approved.

*Place your order now*

***"A better made Garment for less money"***

CANADIAN PERFECT GARMENT CO.

513-515 College St., Toronto





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*THE INQUIRER'S CORNER*

You may want to know where a certain line of merchandise in the Dry Goods Trade can be procured; you may have on your hands a problem in connection with your business that is difficult to solve. Dry Goods Review can render you a service and will cheerfully do so if you will fill in this blank.

*INFORMATION WANTED*

*Dry Goods Review,*
*153 University Ave.,*
*Toronto, Ontario.*

*Date* ..... *1922*

*Please tell me* .....

.....

.....

.....

*Name* .....

*Address* .....

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*"Yes, Madam, this Gold Seal proves it is a genuine Gold-Seal Congoleum Art-Rug"*

# It Pays to Show Customers the Congoleum Gold Seal—

When the salesman shows a woman the Gold Seal that's pasted on all *genuine Gold-Seal* Congoleum, it tells her these things—

1—The floor-covering is genuine *Gold-Seal* Congoleum—nationally known and advertised.

2—It will give her full value in wear, lessen her housework and permanently beautify her home.

3—Unless it is perfectly satisfactory her money will be refunded.

Women *know* these are the things the Congoleum Gold Seal stands for—they've read these facts repeatedly in Congoleum advertising appearing in the leading magazines, newspapers and farm papers.

That's why they're quick and ready to buy floor-covering that carries the Congoleum Gold Seal—that's why it pays to show them this Gold Seal.

Make the most of the opportunities for big, easy profits offered by *Gold-Seal* Congoleum's popularity and reputation. Let women who pass your store know you're headquarters for *Gold-Seal* Congoleum—feature it in your local advertising.

We will gladly help you do this—send you photos of attractive displays which you may use—furnish handsome window-cards and hangers printed in colors, and convincing advertisements you can run in your local newspaper.

As a good-will builder *Gold-Seal* Congoleum is unsurpassed. A name for dealing in guaranteed and nationally known merchandise is an asset for every merchant. Feature the Gold Seal and reap the advantages it is bound to bring.

*Gold Seal*
**CONGOLEUM**
*ART-RUGS*
*Made in Canada*
*by Canadians —— for Canadians*

**CONGOLEUM COMPANY OF CANADA, LIMITED**
1270 St. Patrick Street, Montreal, Quebec



# Making sure

What a trifle is the cost of the thread as compared to the cost of the garment!

Yet puckered seams may spoil the whole effect, and cause the beauty of the garment to vanish forever.

People who know avoid this by making assurance doubly sure—they insist upon



Corticelli MADE IN CANADA SPOOL SILK

It positively will not shrink or cause wrinkling at the seams. It is strong, elastic and will out-last the garment itself.

Made in every shade—exact matches that win your customers' good will.

Belding-Corticelli Limited

*Manufacturers of*

Corticelli Crochet and Embroidery Cottons. Corticelli Fingering Yarn, Beldings Artsyl Sweater Yarn, Beldings Ribbons, etc.

Montreal Toronto Winnipeg Vancouver

# DRY GOODS REVIEW

Vol. XXXIV. No. 8 — THE MACLEAN PUBLISHING COMPANY, LIMITED, PUBLICATION OFFICE: TORONTO, CANADA — AUGUST, 1922



"A DOMINION-WIDE SYSTEM OF DEPENDABLE SERVICE TO THE DRY GOODS TRADE."







## THREE WAREHOUSES

having complete assortments of

**General Dry Goods, Woollens, Carpets, Hosiery, Underwear, Gloves, Notions, Smallwares, Men's Furnishings,**

**"Her Ladyship" Brand Ready-to-Wear Garments, &c.**

**and**

## Sample Rooms

Located in the following important centres:

**Halifax, N. S.; Sydney, C.B.; Quebec, P.Q.; Ottawa, Ont.; Hamilton, Ont.; London, Ont.; Winnipeg, Man.; Edmonton, Alta.; Vancouver, B.C.**







## TRAVELLING SALES FORCE OF SIXTY







# The W. R. Brock Company (Limited)

## TORONTO - MONTREAL - CALGARY




Manitoba — Ontario — Quebec



*Keens, Limited, Ladies' and Children's Shop at Yonge and Bloor Streets, Toronto. Equipped by Kent-McClain, Limited (Toronto Show Case Company).*

# UNLESS--

Unless your store is planned and equipped to function profitably in every way—unless every foot of floor and wall space is made responsible for its share of service and profit—unless the various departments are arranged so as to avoid confusion and congestion—your business will not make you the returns it should.

Many of the more successful stores failed to realize the full measure of prosperity they now enjoy until they planned and equipped their premises in a more economical, attractive and businesslike manner. Assure yourself of the most mature knowledge and counsel in store-planning by consulting Kent-McClain Limited.

**Kent-McClain**
(Toronto Show Case Co.) Limited

*Canada's Outstanding Designers and Builders of Modern-Merchandising Store Equipment*

183 CARLAW AVENUE, TORONTO

**Service is a word that is very much abused. It is tossed and thrown about carelessly by many who have no right to its use.**

**But after all Service is action not words, and the ever widening host of friends and customers attracted to the House of Greenshields is ample proof that here they find the true interpretation of the word Service.**

**On the Service you render your customer your prosperity depends. But on the service you receive from your wholesale house depends largely your ability to give that Service.**

**If you are not already one of our many customers, link up with the House of Greenshields and let us work together for our mutual prosperity.**

**We want your business—You can profit by our Service.**

# GREENSHIELDS LIMITED

*"The Hub of the Dry Goods Trade in Canada"*

**Victoria Square** **Montreal**

**Sales Rooms from the Atlantic to the Pacific**



*A Beauty of Japan*

# Silks for Fall in Great Variety

## All New Shades for Evening Wear

*We are showing many new makes this season.*

# A. S. King Silk Company

**Limited**

## "The Silk House of Canada"

*59-61 Wellington St. West, Toronto*

*Foreign Offices:*

*Zurich, Switzerland*
*Lyons, France*

*Yokohama, Japan*
*Chefoo, China*

# STAPLES

We have in stock now a large range of Staples for Fall, complete in every detail, and a very rapid turn-over in this department enables us to ask only the keenest of prices.

**White and Grey Cottons,**
**Sheetings,**
**Pillow Cottons,**
**White Saxony,**
**Domets,**
**Flannelettes,**
**Wrapperettes,**
**Shirtings,**
**Apron Ginghams,**
**Tickings,**
**Ducks,**
**Drills.**

**Specials:-**

**32″** Printed Cotton Flannel, double fold in Plaids, Checks and Florals.

**30″ and 36″** Imported White Flannelettes, special prices on both widths.

**Flannelette,** White Saxony and Grey Cotton Remnants at prices permitting you a handsome profit.



## John M. Garland, Son & Co.
**LIMITED**

**Ottawa** **Canada**

*Wholesale Dry Goods*

# WAYAGAMACK PURE KRAFT

# Is an Ideal Paper

for use as a wrapper or cover for articles of every description.

It can be obtained in Glazed or Unglazed finish and in Plain, Finestripe and Broadstripe patterns from the following wholesalers.

### NEW BRUNSWICK

**ST. JOHN**—Schofield Paper Company, Limited.

### ONTARIO

**OTTAWA**—Continental Paper Products, Limited.

**TORONTO**—Kilgour Bros., Limited.
H. E. Livingstone & Company.
Ratcliff Paper Company, Limited.
Wilkinson Paper Company, Limited.
Wilkins Smallware Company.
Weatherhead Paper Company, Limited
Cameron & Fraser.
The Brown Bros., Limited.
Victoria Paper & Twine Co., Ltd.

**HAMILTON**—Walter Woods, Limited.

**LONDON**—Reid Bros. & Company, Limited.
H. T. Reason & Company.
The E. B. Eddy Company, Limited.

**FORT WILLIAM**—Tees & Persse, Limited.

### ALBERTA

**EDMONTON**—John Martin Paper Company, Ltd.
Western Supplies, Limited.

**CALGARY**—Stanley Paper Company.
John Martin Paper Company, Limited.

### BRITISH COLUMBIA

**VANCOUVER**—Columbia Paper Company, Limited.
J. C. Wilson, Limited.

**VICTORIA**—Columbia Paper Company, Limited.

### NOVA SCOTIA

**HALIFAX**—The E. B. Eddy Company, Limited.
Schofield Paper Company, Limited.

### QUEBEC

**QUEBEC**—Lucien Frigon.
St. Lawrence Paper Bag Company.

**MONTREAL**—Continental Paper Products, Limited.
Dominion Paper Company.
The E. B. Eddy Company, Limited.
M. S. Kilby, Limited.
Alex. McArthur & Company, Limited.
MacGregor Paper Company, Limited.
Robertson & Parker.
Victoria Paper & Twine Company, Ltd.
J. C. Wilson, Limited.
E. A. Cole & Company, Limited.
Munderloh & Company, Limited.
Librairie Beauchemin, Limited.
Beveridge Supply Company, Limited.

### MANITOBA

**WINNIPEG**—Kilgour Bros., Limited.
John Martin Paper Company, Limited.
J. C. Wilson, Limited.
Walter Woods, Limited.

### SASKATCHEWAN

**REGINA**—Paper & Stationers, Limited.

**MOOSE JAW**—Tees & Persse, Limited.

**SASKATOON**—Tees & Persse, Limited.

# Wayagamack Pure Kraft

**means**

## Strength and Security

HOULDING & COLEMAN

# Lingeriette
# Silk Knitted Underwear



THE illustration shows three of our new numbers, the product of a silk knitted fabric which we produce especially for the manufacture of ladies' lingerie.

**Lingeriette** is a finely knitted silk fabric specially finished to insure softness and wearing qualities.

**Our Range Comprises**

## Bloomer Step-Ins
## Combinations
## Vests Camisoles

In producing these new garments particular attention has been given to style and workmanship, as well as to the sizes which are all of generous proportions.

Samples are in the hands of our representatives or may be seen at our showrooms and a cordial invitation is given to buyers when in the city during Exhibition week or at any time to call.

## HOULDING & COLEMAN, Limited
**474 BATHURST STREET (at College Street) Toronto**

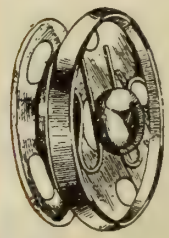
MANUFACTURERS OF

SILK KNITTED SCARFS & MUFFLERS FOR MEN'S & LADIES' WEAR
SILK KNITTED DRESS FABRICS
SILK KNITTED NECKWEAR FOR MEN

Made in Four Sizes 0 0 0 0 0 0 1




It's all in the Spring



Strong—Durable Made of Brass

*It's a Snap to Snap This Snapper*

# Colonial Maid

## *Wire* Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER. But is MADE WITH HIGHLY TEMPERED WIRE SPRING. . . . . KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS will not rust

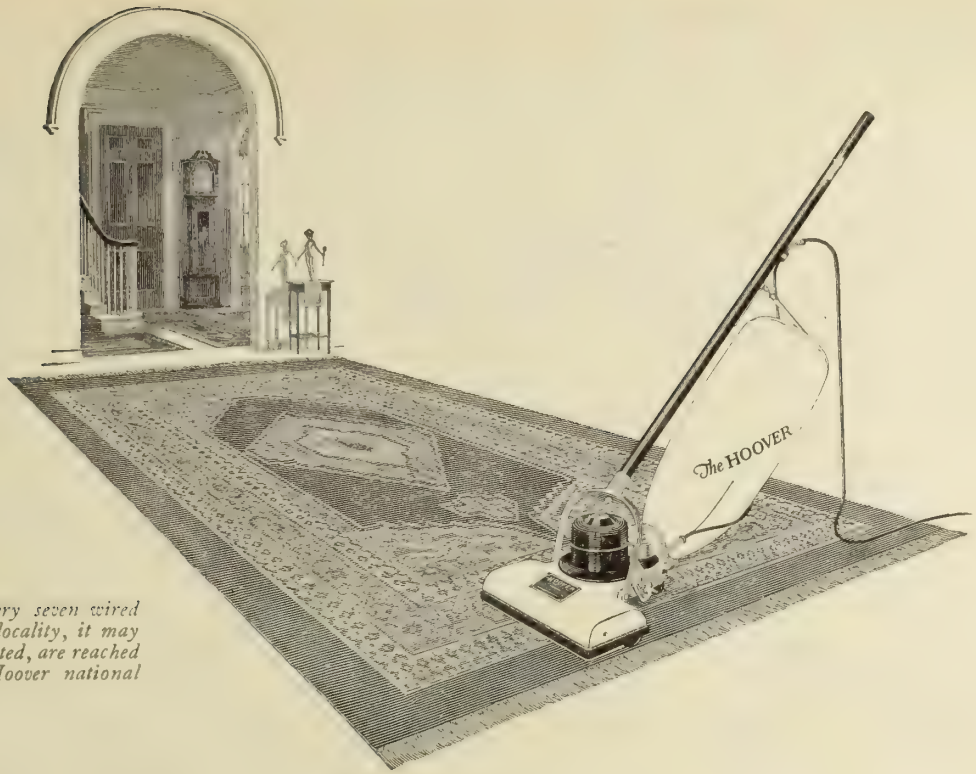
ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK. ∴ ∴ SIZES 00-0-1

*To be had of all leading wholesalers.*

Manufactured by

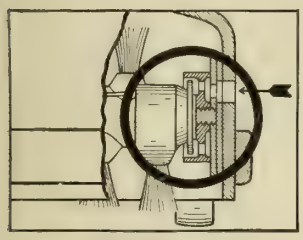
## Colonial Fastener Co., Limited

Montreal, Que.




*Five out of every seven wired homes in your locality, it may be safely estimated, are reached regularly by Hoover national advertisements*

# Prepare Now to Sell Hoovers this Fall



***The Brush Ends Can Never Clog***

***(Another Patented Hoover Feature)***

AN unprotected rotating brush will inevitably collect hair, threads, and similar materials which will in time mass and mat together at the ends in such a manner as to stop the brush and render the machine inoperative. This can never happen with The Hoover. By an ingenious utilization of strong air currents which are continually sucked into and swirled around the brush ends (as shown by the arrow above), all thread, hairs and other materials are prevented from catching upon the ends to clog or stop the brush. Covered by a Hoover patent granted June 18, 1918. Over eighteen patents now protect The Hoover. Other applications for patents pending.

Although Hoovers sell rapidly and easily during the summer, when the mercury runs high in the tube and women find it so fatiguing to keep their homes clean by old-fashioned methods, the coming of fall also affords a splendid opportunity.

For fall ushers in another house-cleaning upheaval—an event which every woman who is without a Hoover anticipates with dread.

Capitalize this opportunity for increased profits by becoming an Authorized Hoover Dealer and allowing us to assist you to plan and execute a successful Hoover House-cleaning Campaign.

Following house-cleaning season comes the Christmas gift-buying period. Every year great numbers of Hoovers are sold prior to Christmas, for gift purposes.

The present, therefore, is an ideal time for you to join forces with us.

Only a small investment and a small space in your store, coupled with a willingness to let us work with you and to utilize our experience on your behalf, are required.

On the famous Hoover Co-operative Plan, our trained sales organization co-operates with you to the extent of securing leads, demonstrating, selling, delivering and servicing Hoovers.

The Authorized Hoover Dealership can be made as valuable an asset to you as it is to so many other merchants. Write us today to send our representative to see you. There is no obligation.

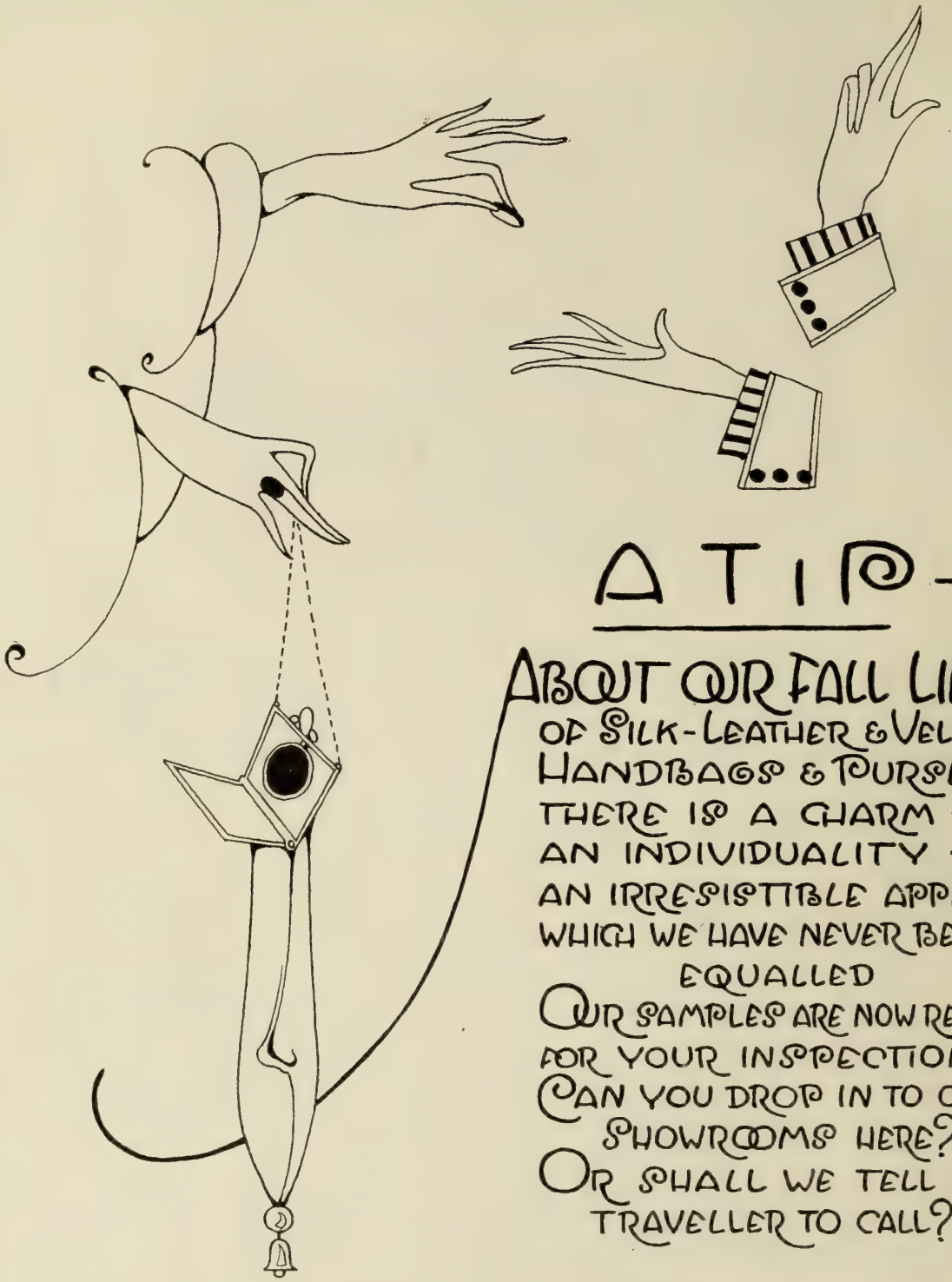
THE HOOVER SUCTION SWEEPER COMPANY OF CANADA, LIMITED

Factory and General Offices: Hamilton, Ontario

# The HOOVER

MADE IN CANADA

***It BEATS ... as it Sweeps — as it Cleans***



# A TIP—

## ABOUT OUR FALL LINE

OF SILK-LEATHER & VELVET
HANDBAGS & PURSES
THERE IS A CHARM —
AN INDIVIDUALITY —
AN IRRESISTIBLE APPEAL
WHICH WE HAVE NEVER BEFORE
EQUALLED
OUR SAMPLES ARE NOW READY
FOR YOUR INSPECTION—
CAN YOU DROP IN TO OUR
SHOWROOMS HERE?
OR SHALL WE TELL OUR
TRAVELLER TO CALL?

# FEDERATED

## LEATHER GOODS CO LIMITED

MONTREAL

# *Our Fall Exhibit awaits your Visit! It's Worth Seeing!*

**DEPARTMENT "A"**

Manufacturing Embroideries, Laces, Metallic Trimmings. See these in the process of manufacturing at our plant.

**DEPARTMENT "B"**

Manufacturing Silk Lingerie, Boudoir Caps, Aprons, Children's Dresses (Merri-Maid). New Fall and Christmas lines now complete.

**DEPARTMENT "C"**

Manufacturing Handkerchiefs, Staple and Fancy Boxed lines. In the range for children we have a new line. A handkerchief for every day of the week all lettered.

**DEPARTMENT "H"**

Jobbing Department—showing newest styles and patterns in Radium, silk and wool Chantilly Laces, in Flouncings, Allovers and Bandings. Also large range in assorted Spanish effects.

*We have an interesting plant and are situated between King and Queen Sts. off Strachan Ave.*

## H. P. RITCHIE & COMPANY

*Manufacturers Metallic Laces, Silk Lingerie, Embroideries, Handkerchiefs, Merri-Maid Dresses for Juniors.*

38-42 CLIFFORD STREET TORONTO

Staple

# Ribbons

Fancy

## *More Ribbon Sold*

## *Greater Ribbon Department Profits—*

Staple ribbons will be exceptionally good for Fall—the ever popular Taffetas and Satins.

The steady demand for Lingerie two-tones shows no sign of abating. As the season progresses, orders increase, for merchants find it eminently satisfactory and salable.

Narrow novelties including Metallic effects for Millinery trade share equally in popularity.

Make ribbon one of your leaders, there are a thousand uses for them, other sales will follow.

Goods shipped same day as order received, keep your ribbon stock up.

*We will be glad to see you*
*when in the city—come in.*

# Ribbons Limited

Montreal TORONTO Winnipeg

# STOFFEL & CO., ST. GALL

**The Largest Manufacturers of Cotton Fabrics in**

## SWITZERLAND



*The Var Races at Nice*

**Fine Muslins**

**Jaconas**

**Voiles**

**Crepes**

**Nainsooks**

**Batistes**

**Calicots**

**Fancies**

TRANSPARENT ORGANDIES IN 100 SHADES

**DOTTED SWISSES IN 50 SHADES**

"IT IS STOFFEL'S"

*The finest praise that can be bestowed upon an Organdie or Dotted Swiss*

STOCK CARRIED IN TORONTO IMMEDIATE DELIVERY

To the Wholesale and Manufacturing Trade only

# HERON & TAYLOR

**Sole Agents for Canada**

**235 Coristine Bldg.,**
**20 St. Nicholas Street,**
**Montreal, Que.**
Tel. Main 6248

**77 York Street,**
**Toronto**
Tel. Adel. 2253

**Western Representatives:**
**McRae & Walker,**
**106 Hammond Block,**
**Albert Street, Winnipeg, Man.**
Tel. A. 7265

# SILKS
## The Queen of Fabrics

# A Feast for the Eye

All the latest Silks in stock, including:

**SILTEX**
**KANTON KNIT**
**KRINKLE KNIT**
**MESSALINE**
**HABUTAIS**
**PONGEES**
**JAPANESE JERSEY SILKS**
**JAPANESE CREPE DE CHINES**

For beauty and delightful diversity, Silks are truly "The Queen of Fabrics."

**A special invitation is extended to all buyers when in Toronto during Exhibition week, August 26 to September 9, to visit our showrooms. You will be welcome.**

# Silks Limited

Montreal TORONTO Winnipeg

# Prepare for a Prosperous Fall

We can assist you with our immense display of

## Latest Novelties

Every one line represents the best maker

## French Veilings and Veils
## Spanish Lace Scarves
## French Metal Laces
## Spanish and Radium Laces
## Wool Orenburg Scarves

a new fad for Dresses

## Baby Veils
## "Peeress" and "Vodene" Hair Nets

are better sellers every day, prove it for yourself

*Inspection costs you nothing, why not?*

*We handle only the Best*
*Always did* *Always will*

## CANADA VEILING CO., LIMITED

84-86 Wellington Street West, Toronto

# *Fabric Display*

FINE COATINGS SUITINGS

DRESS MATERIALS

## *For Fall and Winter*

Coats and Costumes
Imported Burberrys
Reversible Coatings
Knicker Homespun Suitings
Tricotines, Serges
Poiret Twills, etc.
also
Fancy Linings
Silk Duvetynes
Chiffon Velvets
Velveteens

A characteristic notably prominent in this truly wonderful array, is the masterful manner in which styles can bring out the charm of the many beautiful fabrics that have been created for us.

*Visiting Merchants and Buyers are*
***Cordially Invited***

# Dress Fabrics Limited

*"Specialists in Fabrics"*

Montreal **Toronto** Winnipeg

# Visitin' 'Round WITH KELLY CLIENTS






FEW stores are founded on the grim struggle against apparently impossible odds that is the foundation of the Kaufman Shoe Store, London, Ontario.

AN IMMIGRANT from Roumania in 1900, Mr. Kaufman, proprietor of the Kaufman Shoe Store, had spent upwards of twelve years as a worker in Canadian and American shoe factories, besides some time in a disastrous venture in a confectionery business in New York, when hard times threw him out of employment in a London, Ontario, shoe factory.

CASTING about for a means of making a livelihood, Mr. Kaufman struck upon the idea of selling shoes by canvassing from house to house.

AT THE factory where he had lately been employed, he secured a small stock on credit. When the factory again opened he had built up sufficient trade to warrant opening a small store.

FROM these beginnings, Mr. Kaufman has developed the substantial business and the fine shoe store that are his to-day.

A MAN whose success comes from knowing his job and keeping everlastingly at it, Mr. Kaufman likes those characteristics in others—and because he observed those qualities in Kelly Service, his big early-summer selling drive this year was a Kelly campaign.

ITS success was beyond his fondest hopes, and in his letter to Kelly headquarters commenting on Kelly Service, Mr. Kaufman is frank to say that his enthusiasm over the results secured is such as to make it difficult to keep "My congratulations within the bounds of conservative business expression."

MR. KAUFMAN will readily explain the details of his Kelly campaign to those interested. As to how Kelly Selling plans can be applied at your store—a letter to Kelly Service, Minneapolis, giving the size and character of your stock, will get full information free of obligation.

T·K·KELLY SALES SYSTEM
MINNEAPOLIS·MINNESOTA
U.S.A.

# SOMETHING NEW EVERY WEEK

## *For Fall and Immediate we offer*

***HANDKERCHIEFS*** Ladies' and Men's. Linen, Lawn or Silk, in Fancy or Plain.

***ART LINENS*** Madeira, Cluny Lace, Nottingham Lace Edge, Linen or Lawn Clush, Drawn Work and Battenberg.

All in Table Centres, Runners and Napkins.

***LADIES' STOCKINGS*** Silk and Cashmere. Plain or Fancy Heather.

You are invited to make use of our showroom when in the City during Exhibition—or any time.

# Novelties Limited

Montreal TORONTO Winnipeg




## What a Retailer told the Ad. Man

**"Sell SUNSET? Sure—Lots of it! . . . . . You're the Advertising Man? . . . . Don't see why they need you . . . . Listen! If I didn't make a cent a gross on SUNSET I would still carry it . . . . I've got more *new* Customers through SUNSET than you could shake a stick at . . . . The Women show each other what they've done with SUNSET—tell each other where to get it. D'ye think I don't appreciate these new Customers?**

**"Say—my own wife uses SUNSET. You can't tell *me* anything about it—*she* knows . . . . Other Dyes? No, Sir! I only carry SUNSET—this is an up-to-date Store. I only sell goods I can honestly recommend."**

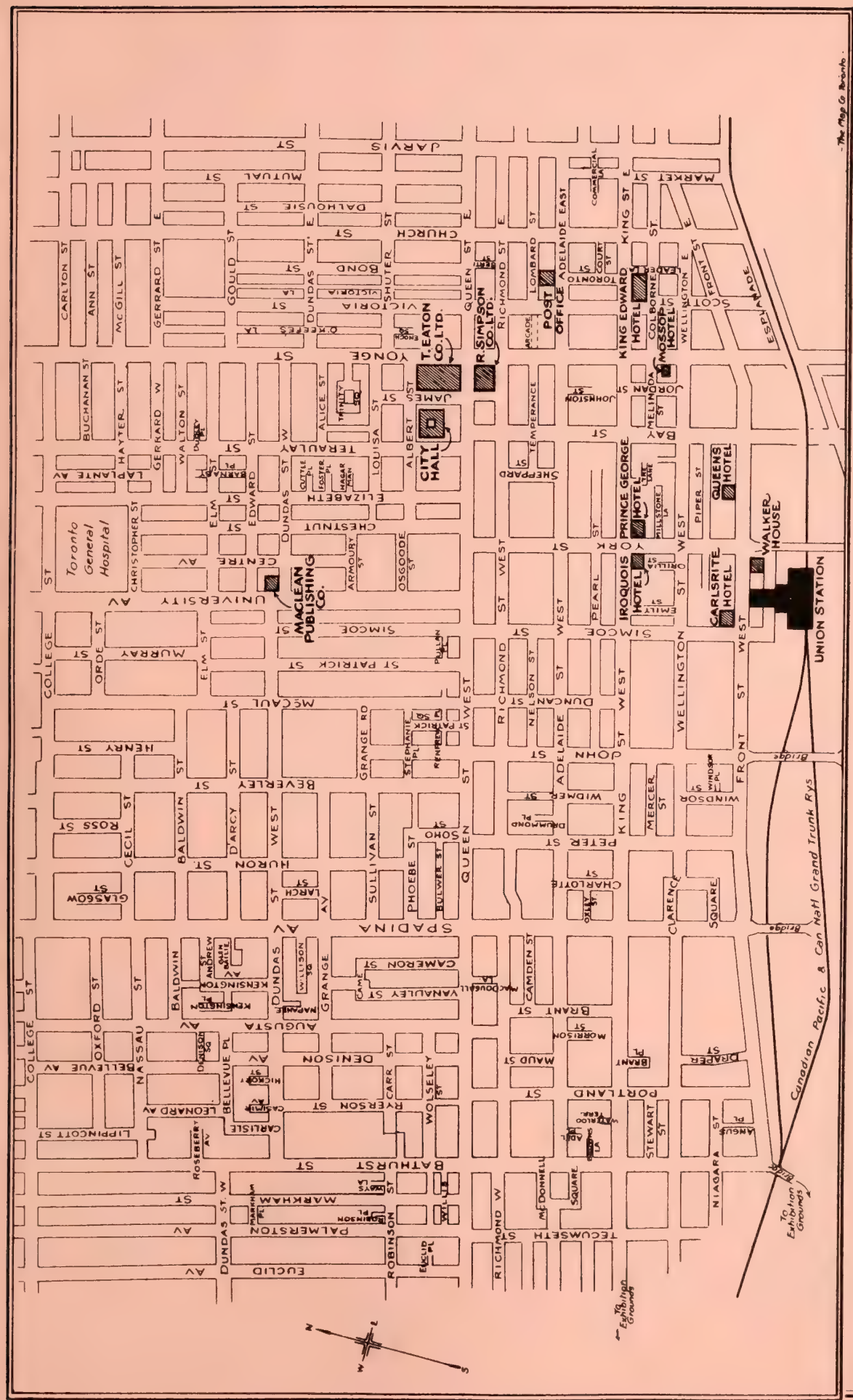
# SUNSET SOAP DYES

*ONE Real Dye For ALL Fabrics*

*Sales Representatives*
HAROLD F. RITCHIE & CO. LTD.
10 McCaul St., Toronto, Can.

*Manufactured by*
NORTH AMERICAN DYE CORPORATION LTD.
TORONTO, CANADA

*SUNSET—Costing more to manufacture—having more merit—giving better service—creating a better opinion from all who handle it—will maintain its standard, the highest,—and its price, 15c, will not be changed.*




# Handy Guide for Visitors to Toronto—See other side of this page

# Handy Guide for Visitors to Toronto Exhibition

**Tear out this sheet and use the Directory below and the Map on the other side as a guide in locating the firms you wish to visit when in Toronto at Exhibition time. The manufacturers and wholesalers listed below cordially invite you to visit them. Read their advertisements in this issue.**

**Adams-Barrett Co., The,** 324 Empire Bldg., 64 Wellington St., Adel. 5866.

**Allen Bros. Co., Limited,** 883 Dundas St. East. Take Church car to Queen and transfer to Broadview car. Gerrard 1452.

**Allen Silk Mills, Limited,** 43 Davies Ave. Take Church car to Queen and transfer to Broadview car. Gerrard 894.

**Artists' Supply Co.,** 77 York St., between Wellington and King. Adel. 266.

**Baker, R. L. & Co.,** 84 Wellington St. West, between York and Bay. Adel. 506.

**Belding-Corticelli Limited,** 79 Wellington St. West, between York and Bay. Adel. 3020.

**Birmingham, T. H. & Co., Limited,** 533 College St. Take College car. College 2197.

**Brereton & Moore,** Wellington and Yonge Sts. Main 6364.

**Brock, The W. R. Co., Limited,** Corner Wellington and Bay Streets. Adel. 4420.

**Canadian H. W. Gossard Co., Ltd.,** 366 Adelaide St. West, near Spadina Ave. Adel. 2100.

**Canadian Leather Products Limited,** 144 Front St. West, opposite Union Station. Adel. 4261.

**Canadian Perfect Garment Co.,** 515 College St. Take College car. College 8928.

**Canada Veiling Co., Limited,** 84 Wellington St. West, between York and Bay. Adel. 3093.

**Dale Wax Figure Co., Limited,** 86 York St., between Wellington and King. Adel. 576.

**Davis, Henry & Co., Limited,** 259 Spadina Ave., Belt Line car. Coll. 772.

**De Witt, J.,** 110 Adelaide St. West, between York and Bay. Adel. 5429.

**Dominion Ostrich Mfg. Co., Ltd.,** 78 Wellington St. West, between York and Bay. Adel. 1349.

**Dress Fabrics Limited,** 100 Wellington St. West, between York and Bay. Adel. 2270.

**Dry Goods Review,** MacLean Publishing Co., Ltd., corner University Ave. and Dundas St. West. Adel. 5740.

**Gipe-Hazard Store Service Co., Ltd.,** 113 Sumach St. Take Yonge car to Queen St. and transfer to Queen car.

**Godde, Bedin & Cie., Albert,** 64 Wellington St. West, between Wellington and Bay. Adel. 3062.

**Goulding & Sons,** 55 Wellington St. West, between York and Bay. Adel. 1593.

**Gregg, G. R. & Co., Ltd.,** 50 York St., between Front and Wellington. Adel. 1940.

**Hamm & Riley Silk Co., Ltd.,** 55 Bay St., between Front and Wellington. Adel. 2467.

**Hambly & Wilson, Limited,** 11 Wellington St. West, between Bay and Yonge. Main 6281.

**Harvey Bros. & Semple, Ltd.,** 64 Wellington St. W., between York and Bay. Adel. 2876.

**Haugh, J. A. Mfg. Co., Ltd.,** 474 Bathurst St. Take Bathurst car. Coll. 4062.

**Henderson, J. B. & Co.,** 80 Bay St., between Wellington and King. Adel. 3937.

**Herman, E. & Co.,** 61 Gerrard St. West. Take Yonge St. car at Union Sta. Main 5441.

**Heron & Taylor,** 77 York St., between Wellington & King. Adel. 2253.

**Hollins, Wm. & Co., Ltd.,** 60 Front St. West, between Bay and Yonge. Adel. 2904.

**Houlding & Coleman, Ltd.,** 474 Bathurst St. Take Bathurst car. Coll. 740.

**Jamieson, Alexander & Co.,** 55 Bay St., between Front & Wellington. Adel. 861.

**Jerseys Limited,** 455 King St. West. Take King St. car. Adel. 5922.

**Jones Bros. & Co., Limited,** 31 Adelaide St. West, between Bay and Yonge. Main 7928.

**Jones, Fred & Co.,** 64 Wellington St. West, between York and Bay. Adel. 1474.

**Kent-McClain Limited,** 181 Carlaw Ave. Take Yonge car to King and transfer to King East. Gerrard 760.

**King, A. S. Silk Co., Ltd.,** 59 Wellington St. West, between York and Bay. Adel. 3948.

**Kwik Showcard School,** 81 Bond St., corner Dundas St. East. Main 6663.

**Ladies Wear, Limited,** 559 College St. Take College car at Walker House.

**Macdonald, John & Co., Ltd.,** 21 Wellington St. East between Yonge and Church. Main 3211.

**Mikado Company,** 33 Melinda St., between Bay and Yonge. Main 4521.

**McElroy Mfg. Co., Ltd.,** 47 Simcoe St., between Front and Wellington. Adel. 50.

**Novelties Limited,** 100 Wellington St. West, between York and Bay. Adel. 2270.

**Nerlich & Company,** 146 Front St. West, opposite Union Station. Adel. 4052.

**Phillips, R. A.,** 77 York St., between Wellington and King. Adel. 982.

**Pugh Specialty Co., Ltd.,** 38 Clifford St. Take Bathurst car to Queen and Queen car to Strachan Ave. Adel. 832.

**Pullan Mfg. Co., Ltd.,** 491 King West. Take King car west. Adel. 311.

**Ribbon Art,** 269 College St. Take College car at Union Station.

**Ribbons Limited,** 100 Wellington St. West, between York and Bay. Adel. 2270.

**Ritchie, H. P. & Co.,** 38 Clifford Street. Take Bathurst car to Queen and Queen car to Strachan Ave. Adel. 4160.

**Robertson, J. M., Knitting Co., Ltd.,** 35 Britain St. Take Yonge car to King St. and Belt Line car to Britain St. Main 5546.

**Sandham Company,** 59 Wellington St. West, between York and Bay. Adel. 5430.

**Sale, Julian Leather Goods Co., Ltd.,** 600 King St. West. Take Bathurst car to King St. Adel. 58.

**Silks Limited,** 100 Wellington St. West, between York and Bay. Adel. 2270.

**Starr, C. H.,** 77 York St., between Wellington and King. Adel. 3439.

**Toronto Feather & Down Co., Ltd.,** 2154 Dundas St West. Take Bathurst car to Dundas Street and Dundas car west. Junction 746.

**Tod, The H. G. Co., Ltd.,** 78 Bay Street, between Wellington and King. Adel. 4259.

**Westlake Brothers Limited,** 24 Wellington St. West, between Bay and Yonge. Main 7337.

**Western Leather Goods Co., Ltd.,** 255 Richmond St. West, west of John St. Adel. 1299.

**Woolnough Corsetiers,** 396 Yonge St. Take Yonge Street car. Main 4933.

**Wrinch, McLaren Limited,** 120 Wellington St. West, corner Wellington and York Sts. Adel. 2154.

# TORONTO Calls You

August 26th to September 9th, 1922. The Toronto firms whose advertisements appear below cordially invite you to visit them during the Exhibition.

## H & R

Gold Seal Warranted

## SILKS

Newest Fall Ranges now Ready for your Inspection

**Hamm & Riley Silk Company, Limited**

**55 Bay St., Toronto**

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ARTIFICIAL

## Flowers and Plants

FOR YOUR FALL DECORATIONS

Write for a copy of our catalogue or visit us while in the city during the Exhibition.

**Josephine De Witt**

110 Adelaide St. W., Toronto.

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## CANADIAN BEAUTY

**Human Hair Nets**

*"The National Hair Net"*

also

| | | |
|---|---|---|
| Leacock's Linens | Veils | Radium |
| Jet Fringe | Veilings | Handkerchiefs |

**The H. G. TOD CO., LTD.**

78 Bay St. (at Wellington)

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## Furs of Fashion

*Best Workmanship*
*Finest Materials*

Our Winter line in all the predominating styles now ready for inspection.

**Brereton & Moore**

**Yonge & Wellington Sts., Toronto**

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## *BEADS*

**All kinds and colors in Great Variety**

**Newest Novelties in BEAD NECKLACES and GIRDLES**

*"THE BEAD HOUSE"*

**R. A. PHILLIPS**

**77 YORK ST. TORONTO**

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**Travellers Are Now Out with Complete Lines**

French Ivory.
Greeting Cards and Post Cards for every Season and occasion.
[illegible]ons and Novelties for Christmas, Hallowe'en, St. Valentine and Easter.
Pennants, Cushions, etc.
Tags, Seals and Cards, Toy Books.
Souvenir Novelties (Biggest Range in Canada).
Conservo Lunch and Bib Sets.
Christmas Stockings.
Celebration Goods. Powder Puffs.
THE PRODUCT OF FIVE FACTORIES WE OWN OR CONTROL.
We are the Canadian Representatives of S. Langsdorf & Co., New York City, makers of the best popular priced line of French Ivory Toilet Lines, Toilet Sets and Manicure Sets in the United States.
We have a catalogue worth having. Your name on a post card brings it.

**PUGH SPECIALTY CO., LTD.**
**38 to 42 Clifford St., Toronto, Canada**

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No. 19 A
Coat and Dress Model

## *Helping the Merchants to Sell More—— By Better Displays*

Our plant and showrooms are conveniently situated down town—visit us when in the city at the Exhibition or any time. You will be repaid by inspecting our range.

We have Fixtures and Display Forms that you cannot afford to be without.

**"Better Displays Mean More Sales"**

## Dale Wax Figure Co., Ltd.

**Canada's Leading Manufacturers of Display Forms and Fixtures of all Kinds**

**86 York Street - Toronto**

MADE IN CANADA

*AGENTS:*

**MONTREAL—P. R. Munro,** New Birks Bldg.
**WINNIPEG—O'Brien, Allen & Co.,** Phoenix Block.
**VANCOUVER—E. R. Bollert & Son,** 501 Mercantile Bldg.



No. 19 A
Dress Model

# TO THE CORSET BUYER

## EDUCATION! SERVICE!

These are the things that mean greater prosperity to you.

You are cordially invited to visit our display and see the comprehensive line of Woolno corsets. Prices range from $8.50 to $48.00 doz. The exhibit will be in charge of an expert corsetiere and will be showing this line to thousands of your customers who will want this corset.

Arrange to see—order and sell the Woolno—line.

Walk around to our exhibit and inspect them.
Manufacturers' Bldg., Aisle N, Booth No. 43

## WOOLNOUGH CORSETIERS

WM. G. EVIS & CO.

*Sole Selling Agents for Canada*

Aisle N Booth No. 43
Manufacturers' Bldg.,
Exhibition.

28 WELLINGTON, W.

Factory & Office :
396½ Yonge Street
Toronto
Ont.



THE HOUSE OF STYLE & SERVICE

*THE SEAL OF SUPERIOR SERVICE*

MAIL ORDERS GIVEN SPECIAL ATTENTION

# *The Way to Profits*

Pleasing the public is the principle on which big business is built and the lines we offer from time to time are carefully selected to assist you to this end.

You will doubtless be visiting Toronto during the Exhibition, with a view to Fall purchasing, and we will appreciate a call at that time as we are showing much new and attractive merchandise in the following lines:

*LACES* *EMBROIDERIES*
*VEILS* *VEILINGS*
*HANDKERCHIEFS*
*INFANTS' WOOL GOODS*
*CHILDREN'S DRESSES, ETC.*

We are centrally located and are always glad to meet our out-of-town friends.

## WESTLAKE BROTHERS LIMITED

**24 Wellington St. W., - TORONTO**




"The Sign of PURITY"

# WABASSO COTTONS

WE STOCK ALL THE ABOVE PURE BLEACHED COTTONS

## The W. R. Brock Company (Limited)

WHOLESALE DRY GOODS

## Montreal

OTTAWA SAMPLE ROOM - 415 BOOTH BUILDING

# To Holders of Five Year 5½ per cent Canada's Victory Bonds

**Issued in 1917 and Maturing 1st December, 1922.**

## CONVERSION PROPOSALS

THE MINISTER OF FINANCE offers to holders of these bonds who desire to continue their investment in Dominion of Canada securities the privilege of exchanging the maturing bonds for new bonds bearing 5½ per cent interest, payable half yearly, of either of the following classes:—

(a) Five year bonds, dated 1st November, 1922, to mature 1st November, 1927.

(b) Ten year bonds, dated 1st November, 1922, to mature 1st November, 1932.

While the maturing bonds will carry interest to 1st December, 1922, the new bonds will commence to earn interest from 1st November, 1922, GIVING A BONUS OF A FULL MONTH'S INTEREST TO THOSE AVAILING THEMSELVES OF THE CONVERSION PRIVILEGE.

This offer is made to holders of the maturing bonds and is not open to other investors. The bonds to be issued under this proposal will be substantially of the same character as those which are maturing, except that the exemption from taxation does not apply to the new issue.

Holders of the maturing bonds who wish to avail themselves of this conversion privilege should take their bonds AS EARLY AS POSSIBLE, BUT NOT LATER THAN SEPTEMBER 30th, to a Branch of any Chartered Bank in Canada and receive in exchange an official receipt for the bonds surrendered, containing an undertaking to deliver the corresponding bonds of the new issue.

Holders of maturing fully registered bonds, interest payable by cheque from Ottawa, will receive their December 1 interest cheque as usual. Holders of coupon bonds will detach and retain the last unmatured coupon before surrendering the bond itself for conversion purposes.

The surrendered bonds will be forwarded by banks to the Minister of Finance at Ottawa, where they will be exchanged for bonds of the new issue, in fully registered, or coupon registered or coupon bearer form carrying interest payable 1st May and 1st November of each year of the duration of the loan, the first interest payment accruing and payable 1st May, 1923. Bonds of the new issue will be sent to the banks for delivery immediately after the receipt of the surrendered bonds.

The bonds of the maturing issue which are not converted under this proposal will be paid off in cash on the 1st December, 1922.

W. S. FIELDING,
Minister of Finance.

Dated at Ottawa, 8th August, 1922.

# ANNUAL FALL OPENING RECEPTION

**DRY GOODS**
**WOOLLENS**
**DRESS GOODS**
**CARPETS**
**DRAPERIES**
**HOSIERY**
**UNDERWEAR**
**GLOVES**
**SMALLWARES**
**KNIT GOODS**
**MEN'S FURNISHINGS**
**LADIES' READY-TO-WEAR GARMENTS**

We formally announce our preparedness in all departments for the reception of merchants and buyers desirous of completing Fall requirements.

Every department has its quota of special merchandise ready for your inspection. Buyers of Dry Goods coming to the Toronto market during the period of the CANADIAN NATIONAL EXHIBITION—August 26th to September 9th—will find it notably an occasion of innumerable opportunities, to inspect and select desirable lines, to-day in abundance—(and if present predictions prove dependable)—at prices that will not easily be duplicated later. Arrange to see these goods —NOW.

We extend a hearty welcome and look forward to renewing past pleasurable acquaintances with many of our customers and friends.

The W. R. Brock Company (Limited)

S. W. Cor. Bay and Wellington Streets

TORONTO

## STOCKINGS AND SOCKS OF
# PURE WOOL

**Pure Silk and Artificial Silk as well as Soft Cotton (*Cashmere or Llama Finish*), Mercerised Cotton (*Silk Finish*) and Lisle Thread are now being dyed "Hawley's Hygienic Black."**

Attractive Showcards, Price Tickets, etc., featuring this and other designs are now available and supplies will be gladly sent upon application to the Offices of The Dry Goods Review, 143-153 University Avenue, Toronto, and 128 Bleury Street, Montreal.




To meet the Great Public Demand for "Hawley's Hygienic Dye" upon Hose and Socks in all makes and Materials Retailers should at once place orders for a full range of these goods with their wholesale houses.

**Every pair is clearly stamped with the name "Hawley's" and is a guarantee to the purchaser of the Fast and Stainless qualities of the Dye.**

Should any difficulty arise in respect to supplies of any particular line of goods dyed "Hawley's Hygienic Black," names of Wholesalers who are in a position to supply will be gladly given in answer to an inquiry addressed to the Publicity Dept., Sketchley Dye Works, Hinckley, England.

Dry Goods Review

Volume XXXIV. TORONTO, CANADA, AUGUST, 1922 Number 8

# Why Leave Stunts to Big Stores?

## Toronto Merchant Cashes in on Theatre Party at Which There Are Eight Hundred Guests—Extends Patronage and Draws Attention to Contest Running at the Same Time—Adds Many New Customers and Makes Host of Friends

WHY SHOULD publicity schemes, usually spoken of as "stunts" be left to the large stores? The very purpose of such methods being to spread the fame of hitherto unknown names or merchandise, they should be included in the small merchant's advertising plans even more than in those of the bigger stores which are better known in comparison. Yet in general, our representatives find very few small stores which pay attention to this method of carrying their names abroad. This applies even more to dry goods' lines than to trades such as hardware, drugs and novelties.

There is a merchant in Toronto, who values advertising of this kind and has facts to prove that he has more than trebled his stock in the last seven years because of it. Not that he decries the old-fashioned corner-stones, courtesy and value; he stresses these as the only bases on which permanent business can be done. But in a time like the present, especially when the consumer needs excitement to stimulate his buying enthusiasm, he says occasional publicity features are a necessity.

### Host at a Theatre Party

C. H. Smith is the Toronto dry goods man who comes out with a surprise every once in a while for his patrons. This time it was a theatre party, at which there were 800 guests. These guests were not of that type deplored by merchants in general as seekers of free entertainment but customers and prospective customers which any merchant likes to encourage. Mr. Smith's store is near the corner of Bathurst and Bloor Sts., a business section of the city which borders on a high-class residential district.

The objects of the theatre party were two-fold; the first was to strengthen and extend his patronage and the second to draw attention to a contest which he was offering the children of the district.

If the rules of the contest are carefully noted, it will be seen that every effort was made to bring the name "Smith" into prominence and that the children were asked to deliver their answers in person. The object in this was to allow everyone to see the store. One hundred children entered the contest and numerous parents and friends helped them think of words.




In the issue of July 7, this notice appeared:

We are giving a
Complimentary
THEATRE PARTY
to our numerous customers
On Friday Afternoon, July 14th
1922, at
The Allen Bloor Theatre
at 2 30

On the following days, people were lined up in the store for tickets, in ex-

# National Exhibition Aug. 26—Sept. 9th

## Will Be Held in Toronto on and Including These Dates—Affords Splendid Opportunity for Retailers to Come to Market and Get in Personal Touch With Merchandise—Meet Men From All Over Canada and Study Other Merchandising Methods

THE NATIONAL Exhibition which opens in Toronto on August 26th, is not a Toronto exhibition. It is distinctly a Canadian, an all-Canadian fair, combining with its spectacular features innumerable opportunities for education and for gathering the latest information regarding progress in all fields of Canadian endeavor. What is happening in the industrial, the transportation, the commercial and the educational world is told at the National Exhibition. It is the meeting place of the latest achievements in science, art, industry and a host of other activities that stamp themselves upon the face of Canadian history. It is a tremendous effort on the part of public-spirited men to place before the Canadian people the last and the best word in the realm of progress in all that is of interest and concern to every citizen.

### Whose Loss Is It?

It is not, therefore, the loss only of the National Exhibition if thinking men and women do not avail themselves of this national university. It is, perhaps, not mainly their loss. The loss is rather the loss of the man who sees a great opportunity but fails to avail himself of it. A million people usually attend this fair each year and it is safe to say that they are the better and the wiser for it. The exhibition has grown not only from the standpoint of attendance by the people; but men and educational, financial, industrial, transportation and other concerns have recognized in it a valuable market for the showing of their products and for the gathering of new ideas. The losers are those who stay out, not those who come in.

### Retailers' Interest

A visit to the Exhibition and Toronto at this time of the year is of special interest to the retailers of this country. The Exhibition itself is of supreme interest and importance to him for it brings him in intimate touch with new merchandise, new ideas and new methods of doing business. The exhibit of the manufacturers contain many lines carried by men's wear dealers. Clothing, hosiery, webbed goods, neckwear—these are only a few of the lines shown to the very best advantage because they are the latest the manufacturer has to show the trade. Arrayed before him is a selection of style and magnitude such as he might not see in his own town in many a long day.

But that is only half the story. In this issue will be found a map of the city of Toronto that will serve as a guide to in-coming men's wear dealers, showing them where they can get in touch with the manufactories and warehouses of many of the leading Toronto houses. They will be glad to see retailers from all sections of the country and are prepared to go to no end of trouble to display the latest they have in fall lines and novelties and give an idea of spring and the character of the merchandise that will be shown then. A visit to the city at this time gives the merchant a chance to see a range of merchandise that he cannot see at home. He can buy to the very best advantage by going to market, seeing what the market has to offer in the way of price and range, and then making his selection. Even if he has placed a good proportion of his fall requirements—and this is not the case with many merchants—he can sweeten up his stock by some well assorted novelties in the various lines he carries. And if a number of his lines are yet far from complete there is no better time to make the selection than the present time. It is timed just between seasons, as it were; the summer clearance sale is over and the fall trade has not yet opened. He has seen his own fall stock in pretty good shape for early fall business and is familiar with it. When he sees some of the novelties that will brighten up his stock he will be in a position to make quick decisions in favor of merchandise that will make his fall retailing problem easier than it would be without a few of the latest that the market has to offer.

### Another Opportunity

It does a merchant good to get away from his home town and his individual business for a few days. No man can broaden out within the limits of his own town and his own business. He must come in contact with other currents of thought, other methods of business if he is to develop his own to the best advantage. Other methods may not necessarily mean better methods, but they are different and there is a great field in the retailing world to-day for ideas that are different. Perhaps your own customers are wearying of the methods you have employed for years. There are splendid opportunities in Toronto for studying retail methods. A visit to the stores, or the exchange of ideas that is provided for by the Retailers' Day will we believe start new currents of thought and generate new merchandising methods that will benefit every retail merchant who comes to the city with the idea of making the very most of it and getting in personal touch with all those sources of information and enlightenment that are open to him at this time.

Retailers, manufacturers, scientists, artists, transportation men from one coast to the other will gather in Toronto some time between August 26th and Sepemtebr 9th. Your business will be the better for it if you are one of those merchants.

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change for the newspaper coupons. No one was induced to buy but the fact that the invitation was placed in the centre of a two-page advertisement had a noticeable effect on business. With the tickets were given badges which the children were proud to display for weeks after the party.

### Did They Enjoy it?

Three new films were shown at the theatre party, in all of which favorite actors appeared. The excitement ran high during the performance and afterwards when the six prizes were awarded. Mr, Smith believes that the contest helped the party as much as the party added interest to the contest because many came to see which of their children and playmates were the winners.

The next few days were punctuated with such remarks as "I liked your party, Mr. Smith," and "Thanks for the good show, Mr. Smith." The host believes that he knows three to four hundred more people as a result and from the numerous occasions on which he heard "There goes Mr. Smith," he is satisfied that a thousand more know him.

### Expense at a Minimum

This contest and entertainment may seem to some merchants to have involved a great deal of money, but Mr. Smith says that by careful planning he was able to keep expenses very low. He is willing to give the details to interested retailers if they will write him.

The theatre tax was not paid by the host as patrons were informed in the Bloor-Bathurst Advertiser which appeared on the day of the party. It read, "Wear your badge and have your theatre tax ready." Less than a dozen of the 800 forgot the tax, another indication that Mr. Smith's guests were not of the type who neglect the wedding garment when invited to a feast.

# The New Wood Store of Halifax

## Have Successfully Re-established Their Business on Firmer Foundation Since Disastrous Fire of Year Ago—How the Store is Arranged—Encourage Quantity Sales on Economical Basis—Comfort and Convenience of Public Well Looked After

THERE should be no end of inspiration to those retailers who are finding it uphill work during 1922 in the account of how Wood Brothers c Halifax, Nova Scotia, have succeeded i re-establishing their business after the disastrous fire which completely wiped out their business last year. Not content with merely re-building and carrying on the business which has made such a splendid name for itself in Halifax commercial life, the firm of Wood Brothers has gone considerably further determined to realize its business ideals and to give its customers and friends a type of service which was the embodiment of these ideals rather than a mere mechanical system.

In planning the new store, the firm had but one object in mind, the convenience and pleasure of their customers, and in this article it is intended to illustrate a few of the more outstanding points regarding this progressive business which are typical of the best merchandising methods. For the information given, Dry Goods Review is indebted to Albert Wood, through who courtesy an invitation to visit the store was extended.

### Sells Half Ton of Soap in a Day

Although there are some 16 departments in the store, mention can only be made of a few in this article, beginning with the toilet goods section which greets the visitor at the left of the main entrance. Orginally comprising one small counter, this department is steadily growing down the entire side of the main floor and in certain lines, notably soap, records in sales volumes are mounting up steadily. As much as half ton of soap is sometimes sold in a day from this section. Only fresh and nationally advertised stock is featured and is sold by experienced clerks who are thoroughy trained in the art of beautifying skins, hair, finger nails, etc.

### "Buy More—Pay Less"

On the opposite side of the store is located among others the fancy goods and yarn sections, which also have achieved record breaking successes. Not many months back Wood Brothers' store was located in a temporary building much cramped and crowded for space yet over three tons of fine knitting yarn were disposed of within the year, and formed the nucleus of the new section which is now splendidly equipped for even larger business. Here a determined effort is made to encourage bulk sales, and balls, skeins and hanks are displayed in large quantities priced at a reduction for a purchase of 3. Close at hand, is found another section which might be described as an 'Outlet department' in which any odd items assembled from the fancy goods or allied sections may be displayed and sold off quickly. Into this corner therefore come all the accumulations of a week's selling and they are pushed quickly by the young lady in charge, who dresses her show case and counter as attractively as though she were displaying novelties for the first time. This plan is entirely successful.

### New Fixtures Promote Sales

Three floors up, the visitor is impressed by the beauty of the mahogany fixtures and the quantities of long mirrors which face the four sides of th many supporting pillars. Instead of stock drawers, sliding trays under drop-leaf fronts are employed, and these add immeasurably to the attractiveness of the ready-to-wear department. Brown velvet rugs are laid on the polished hardwood floors and many well-equipped fitting rooms are located in various parts of this department, which is managed under the capable supervision of Miss Carroll. A highly appreciated type of equipment is the velvet-padded garment rack, upon which clothing can be laid pending fittings or examinations. Such stands as these do away with the necessity of leaving the garments lying on a chair or hastily hung on hooks, and greatly lessen the work of a fitting. Goods are plentifully shown out on the floor which has proved to be the best way to interest customers. No display of garments is how-



*Above is shown the children's department of Wood Bros., Halifax, N. S. The Baby Room can be seen on the left of the picture.*

ever allowed to remain in the same location two days in succession but is varied all the time.

### Specialty Shop for Babies

On the second floor, just below the ladies' ready-to-wear, is found the children's department, including an enchanting Baby Room finished in soft grey and furnished to reproduce a modern nursery with the latest wicker novelties. Quantities of toys for kiddies are shown here and outdo the proverbial hot cakes in popularity. Hand-made knitted goods are a specialty with this department, entirely made by the selling staff during odd moments.

The juvenile department stocks everything for children from 2 years to 14 and is characterized by the same handsome equipment, also the solid mahogany. The linen and drapery sections are located on the same floor where special attention is given to displays of these goods. In every department a telephone booth is provided for the convenience of customers, while on the top floor, close to the general offices, is found a fine rest room for customers.

### A Modern Rest Room

Wood Brothers are of the opinion that it is a good investment to provide stationery, magazines and the newspapers for their customers, as well as to instal the most modern lavatory facilities obtainable. A colored attendant is on duty all day long, taking charge of the cleaning as well as rendering any service needed by customers.

### Basement Space Well Utilized

Down in the basement is located the store's sample room, maintained for the purpose of doing away with confusion incidental to travelers' visits. Here all goods are shown, and received, to be later arranged in a reserve stock room next door, according to their respective departments, each group of goods bein accessible only to its buyer. The stock room thus becomes a department store room and greatly facilitates bringing forward merchandise. The cash station is also located in the basement and is one of the most interesting sections of the store.

### Four Daily Deliveries

Two more features call for comment before conclusion. The first concerns the delivery system, the only privately managed one in the city. This service makes four separate trips each day de livering merchandise and operates on the unique system of listing customers' names for parcels sent on approval, in order to call on the return trip for a report about the goods. By this means it is possible to get goods back within 24 hours or less, or to know definitely that they are to be retained. Each driver has instructions to keep on calling until he gets either the parcel or word of its acceptance.

### Two Fashion Revues Each Year

Another feature of interest is the semi-annual fashion show which was inaugurated for the first time last spring and which took place on the third floor of the store in a large auditorium as yet unused for any other purpose. The event will shortly be repeated in honor of the fall opening and it is safe to predict that the enormous success registered by the premiere "Revue of Fashions" held under the auspices of the ready-to-wear department will be repeated next September, and will round off the first year of business in the new store by an even greater volume of ensuing sales.

According to H. A. Cook, general manager of Wood Brothers' store, the people of Halifax have responded wonderfully to the efforts made by the management to provide service of the better kind, and it is a comforting assurance that the maritime provinces are taking such immense strides ahead in the matter of better merchandizing, proving that where the vision is, will also be found achievement.

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Seven hundred employees and friends of the David Spencer Co., Ltd., Victoria B. C., held their annual "sailing picnic" again this Summer. The four-deck steamer Princess Adelaide was chartered for the occasion. There was a three-piece orchestra on board and deck games to while away the three hours' trip to and from Mayne Island. The picnic was held on the island after which there was a long program of sports.

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John G. Kramer, proprietor of a chain of dry goods stores throughout the state of New York, and with headquarters in Danville, N. Y., was a visitor in Hamilton, Ont., recently. Making a tour of Canada in an effort to procure ideas, despite the fact that his business is a large and prosperous one, Mr| Kramer expressed delight at Hamilton's departmental stores, which he stated would compare favorably with those in the larger cities in Canada and the States that he had visited.



*This is a view of the neckwear department of Wood Bros. handsome store in Halifax, N. S. This department is just to the right of the main entrance on the first floor.*

# Dry Goods Review

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## Government's Conversion Scheme

It is well for business men to bear in mind the new conversion scheme which the Dominion Government has underway with regard to the five and a half per cent. war bonds maturing December 1st, 1922. The Minister of Finance is offering to renew this loan on very favorable terms. The last Canadian loan was placed in New York at a satisfactory price but the present financial operation is entirely a domestic one, offering to exchange the maturing bonds for new ones, bearing the same rate of interest and running for either five or ten years as the holder may prefer. In addition to this privilege, an added inducement is that the holder will receive an extra bonus of one month's interest. Arrangements for the exchange of the bonds can be made at any branch of the Canadian chartered banks. Holders not wishing to reinvest will be paid in cash on December 1st.

This scheme is outlined in an advertisement in this issue.

## Display Opportunity

In the government conversion scheme to which we refer in the above editorial there is a chance for some original window display work. The public will be interested in this new loan and there will be a flood of advertising done from coast to coast as there has been in the previous domestic loans that have been floated by the government. Display men in general are too conservative in appreciating these outstanding events in our national life and in using them to draw attention and favorable comment to their store and on their own individual work.

It occurs to us that some original and attractive displays might well be arranged during the course of this loan. For instance, a scene in a bank might be reproduced. The customer could be seen handing in his or her war bond (five and a half per cent. interest, maturing December 1st, 1922) and receiving from the teller what the government offers to the holder in exchange. If the display man will study this loan carefully he would be able to show by a showcard exactly what the conversion means to the holder of these maturing bonds. The reproduction of the actual transaction together with the exact figures shown would contain the whole story in a nutshell and would give a quicker impression of this operation than many words in print.

At the same time it would be doing a useful and patriotic service to Canada. Such windows create considerable interest in the community; they draw attention to the store; they are educational to the public; and they enhance the reputation of the display man.

## What Is Advertising?

News is the recording of the unusual. Otherwise it is not news, it is a mere commonplace. If you pick up your morning paper and read that Henry Smith left his home at 8.30 o'clock this morning, proceeded by way of Victoria street to his place of business on Main street, arriving there at 8.55 o'clock, you would say in disgust: "That is not news." But if Henry Smith in the course of this daily routine of existence were hit on the head by a falling brick and taken to the local hospital in a serious condition, and this fact were recorded in the daily press, it would be news. It is the record of the unusual. Perhaps, Henry Smith had walked over these same streets at the same hours for many years without mishap; but the very moment that something unusual happened an item of real news was created. The public is interested immediately; notice is taken because an un-ordinary thing has happened.

Should not advertising copy reflect this same conception of its purpose, namely, the diffusion of news? The constant repetition of a statement destroys its news value, it does not matter whether that statement appears in an advertisement or in the news columns of the daily press. Now, the character of the news carried in advertising and in the columns of the daily press varies somewhat, but it should still be news. Advertising news—be it either in retail, manufacturing or wholesale advertising—is news that sells or helps to sell merchandise. Therefore, to get the message across to the reader properly, there must be something new in the story, something about it that both sells the merchandise to the reader and, in turn, helps him with the sale of it to his customer. If the manufacturer or the wholesaler is advertising, he should give some real live news about the merchandise he is trying to sell. And the man who buys that merchandise should be able to tear out the page of advertising, pass it along to his salesmen and say to them, "Here is some news about some merchandise I have bought. This news will help you sell this merchandise when it reaches our shelves."

It appears to us that injecting news value into advertising is strengthening considerably the selling power of the advertising itself.

# The Dry Goods Markets at a Glance

## Lull in Trade Due to Holiday Season—Fall Placing in All Lines Better Than a Year Ago—Business Still Very Active in Knitted Lines—Trade Interested in Christmas Novelties and Have Booked Good Business—Noted Authority on Outlook

MID-SUMMER finds a lull in trade that usually accompanies this time of the year. Not many of the travellers are out on the road, the Fall placing is done, and the desire to escape the worries of business for a short holiday, for the moment, overshadows nearly everything else. Retailers from coast to coast are running their Clearance Sales and getting ready for the Fall displays of new merchandise. They are looking for bigger business this Fall than last. Reports that reach us from many and varied sources are to the effect that Fall placing is considerably ahead of that done up to the same period last year, and in not a few instances the increase secured by many manufacturers and wholesalers represents a very comfortable margin. Within the last few weeks, Dry Goods Review has personally got in touch with more than twenty-five manufacturers in central Ontario towns and cities. With only two exceptions every one of them told us that they had booked better business for Fall than they did a year ago. Universal confidence is expressed that Fall and Winter business will be better than last year, owing to the favorable crop situation both east and west of the Great Lakes. Encouraging business had developed from the west within the last two weeks, and big accounts that were idle for many months came into the markets for considerable quantities of merchandise. Business in the extreme east is still very quiet but in Quebec and Ontario it has been uniformly good, indicating that stocks are in splendid condition and that merchants in their anticipation of Fall and Winter business are expressing a much better confidence than they did this time last year.

### Fabrics

ALL crepe lines have sold very well for Fall and fabric men say that crepe de chine is gaining in favor weekly. The trade is evidently looking for a continuation of good business in their fabric departments for they have placed heavier business than they did for Fall, 1921. Surprising things are heard about homespuns, things that are directly contradictory. One of the specialty houses in Toronto says they have had phenomenal success with them and that the trade is still keenly interested in them. They have disposed of many pieces and have placed many repeats on them. They say that Toronto does not sell many of them but outside of this city there is a big demand for them. On the other hand, some of the wholesale houses say they are not having much success with them and are unable to dispose of their stocks even at a price. It is stated that Poirie twills are coming to the fore and velours are very good.

### Knitted Goods

THE hosiery mills still enjoy prosperity and seem to readily find a market for all they are able to place in the market. Most of the knit goods men say that this is the busiest department of their factory. It looks now as if silk and wool will be in demand at the first of the cold season when it arrives and not a few of the mills are counting on a continuation of this demand throughout the winter. There are others who believe that the wool heather will be in strong demand as the season advances. Good business has been booked on both lines.

In sweaters, a big business is being done in both tuxedos and pullovers. One Ontario mill believes in the pullover for Spring and it is banking on gold as the leading color. Mohair and fibre silk seem assured for the Spring trade. The trade is taking a more active interest in woollen underwear in the lighter weights.

### Accessories

A GREAT many new handbags are making their appearance in the market in the leather variety. While the demand for the velvet is not quite so strong it is still brisk. While Paris is talking and wearing feathers in almost every conceivable form, the craze is not marked here yet to any great extent but firms believe that the trade can make a good deal of these for their Christmas trade and they will probably see many new creations of these during the coming months. In Christmas goods, manufacturers are showing some very attractive handkerchief novelties, nicely boxed, that should prove good business-getters during December. Some of the houses have not shown their Christmas novelties as yet, but expect to start out immediately after the national exhibition. In laces, silver, gold and all the metallic finishes are exceedingly active.

### Corsets and Lingerie

The trade will soon see a number of new brassiere models from Canadian manufacturers which will be of considerable interest to them. The sale of girdles in Canada, according to reports, are still active enough to keep the interest up but it is said they are not affecting the sale of corsets to any extent at all. Lingerie manufacturers say that the demand for bloomers is still unabated. New lingerie manufacturers are springing up almost daily.

### Fancy Goods

THE head of one of the fancy goods houses in Toronto stated to Dry Goods Review that his sales for one week in August as compared with the same week of a year ago were 80 per cent. higher. Fancy goods houses report good business developing for Christmas trade and they say that there is a marked demand for novelties that will retail from 10 to 25 cents and for china with mottos and fancy pottery with emblems. Perhaps the bulk of the placing business for toys for the Christmas season has been done and wholesale houses state that they have done exceedingly well—better than a year ago.

# Business Ethics That Build Business

## Quebec Merchants Believe They Are Not Given Sufficient Importance To-day—Building Confidence is Building Business—Detailed Records Help Cut Down Overhead—The Treatment of Employees

BUSINESS ethics, as they are applied in the average dry goods store, are not given sufficient prominence nor accorded the attention which such a subject justly deserves by managers or department heads upon whom devolves the duty of furthering the prestige of the store, not only from the standpoint of the customers who buy there, but most of all, from that of the selling force. The mental picture formed by the majority of people when thinking of any store, is just a vague and unwieldy maze of people and buildings with a steady stream of money pouring in and an equally steady stream of merchandise pouring out. That there exists a directing mind which is forever endeavoring to improve, perfect and make efficient the machinery which regulates the organization, is seldom given much thought, in consequence, the store which possesses a distinct personality has an infinitely greater chance of growth and expansion than its rival which ignores the existence of business ethics and is content with mechanical and impersonal methods.

### System of Business Principles

Ethics is defined as "a system of principles and rules of duty," in a general sense, but when the term is applied to merchandising it possesses this significance to a still greater degree, according to Joseph Pouliot, general manager of the firm of Myrand & Pouliot of Quebec City, one of the largest dry goods stores in the province. The idea that a firm is only successful insofar as it creates and lives up to such a system of principles is Mr. Pouliot's firm conviction and is the basis of the policy which has built up his firm during the past few years since its reorganization in 1919.

"The record achieved by our firm is unique in a sense," said Mr. Pouliot to Dry Goods Review, "in that we have gone steadily ahead of each month over the sales recorded in the corresponding month of the previous year, and also have appreciably reduced the selling cost in all departments. When I took over the management of the business I had prepared records of the history of the firm showing the sales of each department, the purchases, capital invested, the turnover, the selling cost, the increase or decrease of business over or under that of the preceding year, the gross profits, the net profits, the percentage of profit on the sales and the percentage of profit or loss on the capital invested in each department. And so to-day, these records enable me to follow each department from week to week and month to month, since at the end of each month an approximate inventory is prepared for me, based upon the average of the last five years, and it rarely happens that such an inventory differs more than 1 or 1½ per cent. from the real.

### Overhead lowered by 4.79%

"Beginning with the preparation of these monthly and yearly figures, our system of principles has been still further amplified. Department heads have steadily shown greater interest in such records and lost no time in realizing that in order to sell merchandise with a smaller margin of profit, and at the same time to realize more profit on the capital invested, they must do more business with less goods, sell their stock oftener, with the result that although we have steadily exceeded the preceding year's profits, we are selling to the public with 4.79 per cent. less advance.

"Our employees are enthusiastic to-day, and we attribute our success in large measure to a well conducted campaign of advertising backed by values as advertised, by a courteous and attentive selling staff, by just as good a delivery service as possible, and most of all, to the co-operation of a satisfied staff, which we treat well. Our selling staff is satisfied that the merchandise they offer is worth the price asked for it, and they feel that they can honestly recommend it. It is our policy to give them a certain liberty of action and leave them somewhat to their own initiative which gives them more self-confidence and helps them to appreciate their own worth, for in thus representing the firm to the public, they acquire a certain sense of responsibility and do not fail to prove themselves worthy of it.

### Wins Confidence of Employees

"The fundamental rule of duty of any store is to inspire confidence, and no firm can prosper steadily without establishing its name on a solid base of confidence. It therefore follows that as the selling staff is the point of contact between the firm and the public, they must be imbued with that confidence themselves, and to this end the management must have won the trust of each individual member of the personnel.

"The employees must not feel that they are being exploited, on the contrary, they must have faith enough in the executive to know that their co-operation will be fully appreciated and remunerated. My motto when dealing with employees has always been to treat them as I would wish to be treated were I in their place."

The ideal of human service is thus kept before the minds of the employees of the Myrand and Pouloit firm to whom Mr. Pouliot gives brief and helpful addresses from time to time on subjects connected with store problems. The staff have no hesitation or fear of presenting their individual difficulties to the head for solution and the "esprit" de corps" among all ranks is a tribute to the efficacy of a system of principles.

## Ten Commandments For The Buyers

*Oppenheim, Collins & Company's Brooklyn store recently preached a sermon on economy and service to the public in the form of an advertisement listing the store's instructions to its buyers. It was headed "Oppenheim, Collins & Co.'s Commandments to Buyers," and read as follows:*

*"1.—No item of apparel is worth more than the least we can afford to sell it for.*

*"2.—Price your merchandise for what it is worth, rather than for what it will bring.*

*"3.—Do not think you can reach the public with prices that are out of the public's reach.*

*"4.—Only those things are easy to sell which are priced where they are not difficult to buy.*

*"5.—Remember that the less you ask for merchandise the more people are going to ask for it.*

*"6.—And don't forget that low prices need less advertising than high ones—and get more!*

*"7.—Also, keep well in mind that the longest thing in this world is a woman's memory.*

*"8.—After a high price she writes: Finis—after a low price she writes: To Be Continued.*

*"9.—As the beneficiary of a low price she may sometimes forget, but as the victim of a high one—Never!*

*"10.—Let us therefore price our merchandise, not high enough to be remembered, but low enough not to be forgotten!"*

# Turned Stock Over Six Times

## Proud Record of Firm of Neilson & Mills & Company, Limited, of Halifax—President to Retire This Year—Aim at Quick Turnovers—Popularized "98 Cent Sale"—Business Founded by Mrs. Neilson

ANNOUNCEMENT of considerable interest to the trade has been made this month by the well known firm of Neilson & Mills & Company, Ltd., of Halifax, N. S., to the effect that the President, H. O. Neilson, will retire from the firm this month in order to take a well-earned trip to the Southern States. The post vacated by Mr. Neilson's retirement will be filled by H. O. Mills who will be assisted by Emanuel Jansen, at present secretary the firm, in the new capaicty of vice-president and Treasurer. The present name of the firm will, however, be retained and the business will continue as heretofore under exactly the same management.

This firm has won for itself an enviable position in the merchandising world by reason of its progressive methods. At the end of the last fiscal year it was found that the stock had been turned over fully six times in the course of the past twelve months, leaving the value of the fixtures and stock estimated at $48,000. Sales for the present year so far show a substantial increase over those recorded last year, which was only slightly lower than that of 1920, when the business showed an increase of $75,000.

According to H. O. Mills, their policy of turning over merchandise quickly, using telegrams and express, and otherwise speeding up the various forms o purchasing service, has all reacted in the growth of the business, so that it is now becoming necessary to enlarge the present premises to its fullest extent.

One of the unusual features in connection with this business is the fact that most of its stock of ready-to-wear is made right on the premises, necessitating the employment of two cutters and 22 operators for the making up of suits, coats, dresses and blouses, etc. So popular is this service becoming that rarely can all orders be filled, particularly in the range of sports suits of French flannel priced at $19.85.

The Neilson & Mills Co. store was the first to teach Halifax women the value of the dollar by means of a weekly "98 cent sale" held every Wednesday morning. The reason for this regular event is due to the fact that the store closes each Wednesday at one o'clock, giving the entire staff a half holiday. The 98 cent specials in the forenoon, therefore, provide a good stimulus to tempt the housewife out in the earlier hours of the day. Remarkable values are regularly given during these sales which are now an accepted feature of Halifax mercantile activity.

The store is located in a new section of the city, formerly comprising nothing but residential dwellings, and close at hand to the famous Public Gardens, the pride of the city. With the expansion of the Neilson & Mills business, a similar progress in other commercial enterprises has been noticed, so that now Spring Garden Road has become one of the principal thoroughfares in the business part of the city of Halifax.

Founded as it was originally through the enterprise of the wife of the retiring President, Mrs. Neilson, it is distinctly a matter deserving of congratulation that so much has been accomplished in the short span of 16 years.



*H. O. MILLS*
*President of the firm of Neilson & Mills & Company, Limited, of Halifax, N. S.*

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H. R. Wood of Kitchener, Ont., has purchased the business of the Stratford Button Co. in Stratford, Ont

The Classic Millinery Shoppe opened recently at 700 Dundas St. East, London, Ont.

Ben Foster, who recently severed his connection with Nyman's ladies' store in Brantford, Ont., intends to start in business in a town in Western Ontario.

Miss E. Pearl Shaw, office manager of the Watson Mfg. Co., Brantford, Ont., was presented with many beautiful gifts on the occasion of her leaving the employ of the firm to be married.

### FARM WOMEN WELL CONVERTED TO CORSETS, FARM JOURNAL STATES

In the past month retailers of corsets have begun to give some attention to a consideration of the farm element in corset merchandising. The following extract from "The Farm Journal" is particularly appropriate at this moment:

"As compared with city people of all classes, farm women are well converted to corsets. According to the reports, 79 per cent. wear corsets all or most of the time. They wear out 1.5 corsets a year, on the average, and altogether the 7,435,000 farm women who wear corsets buy 11,152,000 corsets each year These corsets cost them $3.34 each, so the farm women contribute $37,247,680 annually to the corset trade.

"Department stores are getting nearly 40 per cent. of this farm trade. Much of the farm buying is done in the larger towns and cities, for these women travel an average of 7.3 miles to buy their corsets.

"In several very prosperous years the farm women of all grades of wealth developed a taste for better, more attractive and more expensive goods. Two years of cautious buying has whetted their appetites and if farmers get a fair crop this season, and fair prices, there will undoubtedly be extensive buying this fall."



*EMANUEL JANSEN*
*Vice-President and Treasurer of the firm of Neilson & Mills & Co., Ltd., of Halifax, N. S.*

# Dressing up for Summer Carnival

## Halifax Merchants Co-operate in Successful Summer Event—Conduct a "Visiting Buyers' Week"—Tourists Attracted by British Goods—Attractive Windows Without Great Deal of Setting—Some Windows Described

HALIFAX, Nova Scotia, was 'en fete' during the week of August 7th to 12th, when the entire population gave itself over to the enjoyment of a summer carnival in which stores and all local industries took an active part. As was natural, the whole city was gay with color, and the business section in particular made a splendid showing in honor of the event. Owing to the presence of a squadron of American war ships as well as the flag ship of the British fleet, there was an unusual influx of visitors who participated to the full in all the regattas, races, water pageants and other sports arranged in their honor.

The most successful aspect of the carnival, however, was undoubtedly due to the efforts put forth by Halifax merchants who co-operated in staging what was termed a "Visiting Buyers' Week" contemporaneously with the carnival. A strong appeal was made to absent Nova Scotians to return to their old home during this week, and in consequence store windows were filled with the newest and most attractive merchandise to entice and interest both visitors and citizens.

Among the best dressed windows noticed in Halifax by a staff member of Men's Wear Review, were those of the Colwell Brothers store on Barrington street. Here especial attention was given to the harmonious grouping of different kinds of merchandise, with little or no assistance from such additions as drapes or settings. The general effort was decidedly smart, including four distinct types of display cleverly arranged to create a good impression of the store's wide range of goods.

### British Goods Attract Tourists

First, was shown a group of good looking straw hats, marked at one price regardless of value, and shown in order to interest those men who might find an extra straw worth while to finish out the summer. This bore no resemblance to an ordinary sale window, but was dressed as though for a spring opening. Next came a display of high-grade silk shirts mounted on stands and arranged about the foreground with due regard for color harmonies, since only lavender and fine black stripes appeared on white grounds, to correspond with the ground color of a fine Scotch rug which was used as a setting. A black and white poster show card read as follows:

"Fashions inspired by the world's greatest designers, ready for your approval."

The shirts, by the way, were fitted with the appropriate collars and neckwear, and resulted in the sale of many of these accessories right out of the window. Tourists' needs filled two more windows of this store, and comprised a full range of genuine Scotch and English woollen goods, including dressing gowns, sweaters, scarves, rugs, slippers, spats, hose and neckwear, smartly posed in well balanced groups on T stands with a show card announcing "Ye English goods for ye tourist."

### Prefers One Range to Mixed Display

The entire display work for Colwell Brothers' store is in the hands of Messrs. Cyril H. Colwell and Ray K. Colwell, who have a theory that it is better to show a group of one sort of merchandise at a time, priced at one figure, varying qualities from day to day. Wool rugs, for example, are here shown one day at $5.50, the next at $2.99 and later on, a third assortment is shown at a higher price. This idea results in more sales than the old plan of mixing the various qualities together at once.

Another Halifax firm which believes in the method of showing only one kind of merchandise at a time in the windows is that of Winters Brothers, also on Barrington street. Here two striking displays were noticed, one of hosiery and the other of pyjamas, each range occupying an entire window to itself. The frontage is of the kind that runs inward to the door with the widest part at the side, consequently there was space to feature an artistic hand painted back ground showing a summer landscape against which cool and delicately colored pyjamas appeared to advantage. Ordinary canes were silvered over and used as supports on which to hang or support the garments and both piles and separate suits were judiciously disposed about the window.

The hosiery window was exceedingly interesting to many pedestrians, as it contained examples of every wanted type of men's hosiery from the cheapest cotton variety priced at 22 cents a pair up to the finest silk or English cashmere. Each group was shown separately, named and priced by a neat card. The passer-by could not fail to be impressed by the scope of the hosiery section in Winter Brothers' store by reason of this display.

### Luggage Forms Permanent Display

Farther down on Barrington street, the imposing window frontage of the W. F. Page store showed an interesting range of goods for both men and boys, including a corner window showing nothing but luggage for the vacationist. The windows featured boys' clothing and furnishings, priced at end of the season figures, while two more showed a comprehensive display of men's suits priced at four special figures, ranging from $15 up to $27.50. Artistic urns of gilded wicker containing sprays of flowers were the sole accessory used to decorate these windows.

### "Are You Prepared?"

Down in the business section, near the Queen Hotel, is located Scott's Toggery on the front door of which a paper placard was attached, reading "Are You Prepared?" This query, which might mean anything insofar as the pedestrian along Hollis street is concerned, has the effect of making men stop and drop into the store to ask the usual question, "Prepared for what?" The solution to the conundrum has of course to do with sufficient furnishings for the holidays.

### Friday Dollar Days

Another Barrington street shop, Condon's Limited, featured a clever window display of values at $1, in which the principal attraction was a generous sprinkling of crisp dollar bills used instead of price tags. A bunch of soft collars were tied together and set off with a "green back" while 3 pairs of socks, or a single shirt, or a smart cap, and so on, were similarly treated. The entire window was filled with choice bargains which form a weekly attraction at this shop. Friday is always bargain day at all Halifax stores, and Condon's Limited, find the dollar bills come in quickly the more they are shown in the window. No odd lots of merchandise ever accumulate in the store when this plan is regularly used.

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## OBITUARY

James Edwards, well-known in Canadian business circles as one of the pioneer leather goods manufacturers of Canada, passed away in his 78th year recently at his residence in Toronto.

The late Mr. Edwards was a native of England, but came to Canada in his early manhood, finally settling in Toronto 45 years ago. He engaged with signal success in the manufacture of leather goods, founding the James Edwards Company, Limited, which still bears his name. His concern is said to have produced the first leather schoolbag ever made in Canada.

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George T. Lewis, of the firm of Lewis and Patterson, dry goods merchants, died on July 10, at his home in Brockville, Ont.

# Only One Sale in Thirty-One Years

## That is the Record of Colwell Bros., of Halifax—Stock Watched So Carefully That No Merchandise is Carried Over From One Season to the Next—Special Attention Given to Shirts and Collars—Believes That Business Can Be Built in Dignified, Conservative Way

By M. G. de Soyres

THE sportsman reigns supreme in summer down in Halifax, Nova Scotia, the sea-port city famous for its facilities for all sorts of boating, including sculling, canoeing, sailing and motor boating, together with swimming, golfing, fishing and hunting. Visitors to this old garrison town become enthusiastic over the variety of out-of-door sports available at a few minutes' distance from the heart of the business section and enter heartily into the enjoyments to be found in and around Halifax. As might be expected tourists comprise a goodly proportion of the visitors and wherever the tourist foregathers, local stores are bound to reflect a note of modern progressiveness which is often the most noticeable sign of growth and advance characteristic of smaller cities.

Colwell Brothers' store has associated itself closely with tourists and sportsmen insofar as men's furnishings are concerned in the city of Halifax and is now accounted as one of the leading men's stores in the entire province, dating back fully 31 years. In 1891 the original firm was founded, locating on Hollis street, later on in 1900 moving up to Barrington street, where the store is now located. Of the original firm, one brother, H. Colwell remains, who, together with his three sons, conducts the business. Mr. Colwell, Sr., received his early training with another local firm during ten years previous to his entry into business for himself, and ever since then has been engaged in building up a following of customers with whom only the best finds favor.

### Only One Sale in 31 Years

The store occupies considerable area on Barrington street, covering several stories and having a double window frontage. Hats, furnishings and baggage are the principal items of merchandise carried and the firm has won a reputation as specializing in each of the three lines. Conservative methods are favored by the management, that is to say, nothing in the way of a spectacular or sensational merchandizing scheme is ever used, and even the usual 'sale' is so rare that it almost never occurs in Colwell Brothers' store. Sales, according to Mr. H. Colwell, are unnecessary, entail needless expense, and answer no good purpose insofar as his store is concerned. In this store the entire stock is carefully watched constantly and not a single item is carried over from one season to another. Should an odd article remain, it is given away to some needy person, while in the case of ordinary accumulations of odds and ends from week to week, a week-end special price is marked on the goods, which are displayed out on the counters in the usual way, and which invariably move out without any further pushing.

### Upholds Dignified Methods

Extravagance in any shape or form in advertising is frowned upon by Mr. Colwell. It is quite possible to build up a sound business upon conservative methods with a complete avoidance of sensational statements, according to his experience. Even price tags are rarely found in the window displays, except on Fridays, when the weekly specials are featured. But extreme emphasis is laid upon artistic displays, neatness in arrangement of stock and attractive show cards.

### Specializes in Shirts and Collars

The equipment of the Colwell Brothers' store is substantial and devoid of elaboration, carried out in solid fumed oak and plate glass. The luggage, raincoats and rugs are kept on the second floor, while the general merchandise is found on the ground floor. Among the various departments of the latter section which should be commented on in passing, is the shirt department, said to be one of the largest in the city, while the collar stock alone is estimated at five times greater than any other store in the city. So great is the demand for soft and stiff collars with this department that it is necessary to re-order stock by the hundred dozen, and yet so carefully is the stock handled that scarcely a dozen is left over at the end of a season. Two long glass cases contain shirts which are divided into two groups, one priced up to $3 apiece, the second containing shirts up to $10.

### English Goods Command Wide Sale

Every department contains its quota of English goods, for which the store has gained an enviable reputation, especially in regard to all types of high grade knitted goods. Where the tourist is concerned, there is nothing in the way of hosiery, sweaters and other fancy knit goods which the Colwell store cannot supply. English light weight cashmere socks are the famous specialty of the store, especially in fancy and colorful designs, while mention must also be made of the fact that every wanted item of boys' furnishings is also kept in stock.

Among the other specialties which are popular with the Haligonians is the wool rug, suitable for either motoring or boating, and frequently entire window displays are noted featuring a choice of pure wool Scotch rugs in smart blendings.

### Display of Brushes Fronts Entrance

Facing the front entrance of the store is a long glass case completely filled with a comprehensive assortment of brushes of all sorts, together with an artistic card which reads as follows:

"Brush up and shave up while the prices are down. We have the goods." This display is responsible for many sales of brushes which otherwise might not be called for.

All three of Mr. Colwell's sons are ardent devotees of sport and are active members of all the various athletic and sporting clubs in and around the city. The fact that Halifax men are unusually scrupulous regarding their attire, whether they are on the water or on land, has not a little to do with the scope of business done by this store and Colwell Brothers make it a policy to uphold the tradition of good dressing which is characteristic of all Halifax men, and pride themselves upon having the newest goods a little sooner than anyone else. Having to deal with a public which is discriminating in the matter of clothes, the standards of Colwell Brothers' business have necessarily been high and are in a great measure responsible for the reputation achieved by Halifax men, who have been served for the past thirty years by both generations of the Colwell family.

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Mrs. F. K. Van Norman, millinery buyer for Holt Renfrew & Co., Ltd., of Montreal, returned this month after an extended tour of the European fashion centres, including London, Paris and points in Switzerland.

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The T. Eaton Company's store in Winnipeg opened seventeen years ago on July 15th. It was the late Sir John Eaton who was responsible for this undertaking and through whose efforts this branch became one of the greatest commercial institutions of the west.

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The City Council of Ottawa, Ont., has passed a by-law requiring retail departmental ladies' wear, millinery, fur, house furnishing and novelty stores to close at 12.30 noon on Saturday during July and August.

# Give Real Money in Clearance Sale

## J. P. Farrell, of Fredericton, N.B., Says That Unusual Methods Must Be Used in Clearance Sales to Get People to Spend Their Money—Giving Money Helps Them to Spend It—Also Makes Strong Appeal to the Ladies—Dress Windows With Bank Notes

J. P. FARRELL, proprietor of the Royal Store, Fredericton, N. B., has a theory that mid-season clearance sales need to be run on original lines if they are to hit the target aimed at, namely, to dispose of all remnants of merchandise before starting a new season. In the average town of less than 10,000 population there is apt to be a similarity in merchandizing methods as practiced by local retailers which tends to make the buying public somewhat comatose when anything called a sale is announced. Startling announcements and unusual features require much careful planning and forethought on the part of the retailer who intends to put over anything of this nature in connection with his clearance sale, but granted that his plans have been well laid and precautions against failure taken, even the most conservative town will respond with alacrity once the advertising bait is swallowed.

"The public" remarked Mr. Farrell to a staff member of Men's Wear Review, "cannot be expected to buy goods that are not actually needed simply because such goods are cheap. The public must be given a reason for buying and must be tempted and roused into expectancy, and then it will buy anything. This is the main reason why I postponed my clearance sale this season until the beginning of August, or until most of the other clearance sales were finished. Then I decided to try a plan of holding a three-day sale, each day of which was a special event with unusual features, the principal attraction being the fact that I gave away real money with every sale of a suit of clothes for boys or men."

### Dressed Window With Bank Notes

According to Mr. Farrell, the idea of giving the customer cash instead of marking down the price is the most successful idea he has ever tried out and is certainly worth recommending to any retailer who wishes to reduce stock quickly. To give widespread publicity to the sale, Mr. Farrell had one of his display windows dressed with the suits together with dozens of crisp new bank notes in denominations of $2; $5; and $10, which were literally "draped" around the window, and announcement was made on a show card that one of these bills would be given with every suit purchased on the following days. When the doors opened on the initial day of the sale there was an eager throng of both men and women who rapidly picked up the twenty suits offered at $5 apiece, featured as a starter, while numbers of others came to purchase suits from regular stock, with each of which a $10 bill was given when the purchase price was above $25. Boys' suits also carry a rebate in cash above the prices of $7 and $12 varying from $2 to $5.

### Ladies' Day Attracts Women Buyers

The first day of this event was called Opening Day, the second Ladies' Day, and the last day, Saturday, the Big Day, in which every member of the family could find a bargain to suit his needs. Prices on all goods were marked away down and hundreds of genuine bargains were offered, but no goods could be exchanged, charged or taken home on approval.

Mr. Farrell is justly proud of his success in the men's wear business begun in a small way, some thirteen years ago. Since then the original store has been enlarged three times and is now more than 100 feet deep and is equipped with the latest fixtures for clothing, comprising six large revolving rack cabinets, with headwear and shirt display cases to match carried out in solid oak. The policy of the business is based on 'quality and satisfaction to all'.

Mr. Farrell is an enthusiastic sportsman as well as a successful retailer and takes great interest in the local Base Ball Club, on the executive of which he is a valued member. He is particularly interested in the welfare and interests of the man who works and takes pride in being 'hail fellow well met' with everyone.

### Gives Best Value At Low Profits

Although during sale time, the Royal Store makes it a policy to feature odd figures in prices, carrying out the idea of doing things differently, yet at ordinary times, the opposite plan is followed, and even numbers are used. Going further, Mr. Farrell believes firmly in the habit of taking less profit than was customary a few years back and prices clothing and furnishings at a close margin which means that sales roll up quicker and competition is impossible. A suit which should really be marked at $38. is priced at $35. in the Royal Store on the theory that cash is better than merchandise on the shelves any day. Every day merchandizing is done a little differently so that nothing becomes monotonous either for the staff or the public in the matter of display of goods. "It is the merchant who varies his daily routine of merchandizing who never finds business dull," according to Mr. Farrell.

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K. G. McRae of Revelstoke, B.C., has opened his new store after the disastrous fire of last spring. He put in a complete new stock of men's and boys' furnishings, boots and shoes, etc.

# Hickok Holds Semi-Annual Convention

### Representatives Attend From U. S. And Foreign Countries—Confidence in Future

The semi-annual convention of the salesmen of the Hickok Manufacturing Company, was held at Rochester, N. Y. Hickok salesmen from all parts of this country, as well as foreign countries, attended the convention; and it was one of the largest and liveliest conventions ever held by this company.

Daily meetings were held at the factory, at which the salesmen were acquainted with the new line of Hickok belts, buckles and beltagrams and new methods of selling. There were many discussions of the sales possibilities of the various new additions to the line; experiences in selling the line in various territories were exchanged by the salesmen.

On Saturday, July 8th, a picnic was given to the salesmen and employees of the company at Island Cottage Beach near Rochester. Athletic games were entered into enthusiastically by the salesmen and men and women employees of the factory, as well as the officers of the company. An elaborate menu added to the joy of the occasion and "a good time was had by all."

The convention closed on Friday evening, July 14th, with a banquet at the Rochester Club, which was attended by the executives, salesmen, and advertising agent of the company; all of whom, in turn, addressed their fellow-diners.

The following attended the banquet:

Jos. H. Nusbaum, Milton A. Nusbaum, Dan Nusbaum, George Lanni, John Lanni, Morrie Levy, Wm. H. Kallusch, Elmer N. Kallusch, M. W. Heinrichs, John F. Moran, Henry Halms, Leo H. Schiff, Sol Schwartz, Al Stein, Harry A. Levy, Harry Friedman, Jack L. Berlove, A. M. Boosey, Chas. W. Ovenburg, M. D. Fauman, G. D. MacLean, W. A. Walsh, Mr. Gorsuch, M. Sashs, R. P. Lopez, Mr. Hayms, A. Rosengarten, S. Rae Hickok, L. W. Shields, H. R. McAdam, Eben. Halley, H. A. Hamilton, A. E. McCoy, E. S. Mix, H. W. Schulze, I. C. Devendorf, C. Henry Mason, Adv. Counsel, Chester Keehley, Pianist.

Conspicuous was the absence of Tom Lanni, who had recently undergone an operation. A candle was lighted for him at the table and burned throughout the dinner.



## A Story Developed

*The accompanying pictures show how R. H. Macy & Co., of New York interested the public in the manufacture of silk from the raw material to the finished product. It was an educational display that attracted many thousands of people and on which the Macy Company cashed in to good account. The pictures from the top downward are as follows—*

*1—In a New York street window busy little silk worms dine on fresh mulberry leaves, spin, and prepare themselves for the life to come, for the edification of the passing public.*

*2—A close-up of the same window showing exhibit in more detail.*

*3—Showing the silk process from the egg to the finished fabric.*

*4—Sport silks by the yard shown in a window adjacent to display.*

# New Materials For Lingerie

**Japanese Importations are Attractive—More Material Because Skirts Are Longer**

A buyer for a Toronto importing house returned recently from Japan with a splendid collection of materials for silk lingerie. He says that Paris is making a great deal of crepe de chine this year. The beautiful linens which made French handwork so famous, now have a real competitor in silk crepe. This is by no means the flimsy and perishable material that we have sometimes associated with underwear.

Brocaded crepe de chine is an interesting lingerie novelty in his collection. This comes in afterglow (a lovely mauve), light blue, flesh and white. The new retailers who have seen it are very much taken with its firm texture. There are several Japanese kimonas made of brocaded crepe in this shipment also.

Another fabric buyer says there is every reason to believe grenadine and liberty satin will re-appear after their long sleep. The vogue which the material called "chouquette" has had gives a splendid indication. It is a liberty satin with a cotton back. The two are separate materials which are stitched together to give an allover blistered effect. In fact, this new fabric resembles the quilts our grandmothers were so proud of more than anything else. Parisian women are wearing it all Sum-

(Continued on next page)

# Educational Window Displays in Macy's of New York Help to Load the Delivery Trucks

## R. H. Macy & Co., of New York, Have Found That Sales Have Been Promoted by This Type of Window—Displays Show How Silk is Made from the Worm—Fabric Sales Are Boosted—Co-operates With Manufacturers

FOR the past few days it has been hard to get past a store window where Broadway and Sixth Aevnue and Thirty-fourth Street converge and the streams of shopping humanity meet. Hard because of the crowds that throng the sidewalk and because of the interest of the windows.

The window is last in a group of educational displays of the manufacture of silk, showing the progressive stages in a month's life from egg to insect. The worms—from stage of hatching from eggs to composing themselves for immortality—are seen in the large white tray in the center foreground of picture. Those that are growing up to become useful citizens are greedily eating the mulberry leaves which come fresh every morning by parcels from Florence, Mass. Others are busily spinning, paying their way in the world. The temperature is kept right for them by an electric fan which stands near by, and which has been taken out before taking this picture.

On either side of and a short distance from the worms are two bales of hanks of silk, each weighing 132 pounds and worth $1,000 each at the market price. One of these is from Japan, the other from China. They are designed to show the difference in the weight of silk, The Chinese silk being the lighter in weight.

The spools of silk strung and forming a decorative background are of orange silk showing against a taupe velvet curtain. Those standing about on plaques in design formation are of orange silk and purple, on taupe velvet.

Fleecy white cocoons piled in a heap in the center background, remind one of fat but carelessly filled spools of fine spun silk.

A very instructive part of the exhibit is the legend which gives interesting details of the life of the silk worm. Enlarged photographs complete the story of spool silk manufacture.

For the past two years Macy's have been running the educational windows at the rate of two a month. The idea originated with a member of the firm of R. H. Macy & Co., who takes a keen interest in educational matters of all kinds. His thought was not so much to sell goods as to educate the public to a knowledge of the processes that merchandise goes through before it is ready for sale.

Previous to this window display on spool silk was one on the process of web silk manufacture. The various elements used in its composition did not lend themselves to so graphic arrangement as this recent spool silk window. But the photograph shows its educational value. A real loom brought from the mills was set up and warped for action. Canton Crepe in its natural state was shown—before it was washed and dyed. It had the appearance of unbleached muslin. It was tacked on black velour, with warp left loose, to show how the shuttles move back and forth, meeting at the center as they travel. It can be seen at the left of picture, while on its right was displayed the finished product. A reel showed the winding of the silk into skeins, enlarged photographs told the process of mill manufacture—how threads are now twisted by a new machine in about one third the time that used to be consumed by hand. A glass case showed the stages in a moth's life and a large photograph gave more details of this little creature's existence. The chart, or legend gave such interesting facts as that one moth produces from 400 to 500 eggs.

Standing before the window recently, one heard such comments as, "You'd never think your dress meant all that trouble, would you?" "Isn't this interesting? I like to learn how things are made, don't you?"

Not all of the educational window displays have been on textiles, by all means. They have run a wide range of subjects in the past two years, from hair nets to house aprons and dresses and garden tools.

These window displays are under the direct supervision of A. W. Malet, Macy's window display artist. To get the necessary materials together for an effective exhibit, Mr. Malet approaches the manufacturers of the product he wants to use and sounds them out as to their idea of its value to them. When they are agreeable, he goes to the factory, looks the field over, suggests what parts of the plant best lend themselves to photography and which can be most easily and effectively shown in the window—and the show is on.

James Gould, the advertising manager of the R. H. Macy & Company store, then plays on the educational value of the windows in his advertising, and the result is a blockade in that particular section of New York.

That this form of advertising pays is attested by the way the sales in that particular article mount while the exhibit lasts and sometimes until long afterwards. There was a marked increase in sales of silk by the yard when the first part of the silk exhibit was in progress, and especially in the particular patterns of sport silks displayed in an adjoining window. When the hair net display was on Mr. Malet says they did a tremendous business in that useful but inexpensive little adjunct to a lady's toilette. One window display of house dresses sold six dozen before an advertisement appeared at all. An enormous sale in garden implements was the result of a window showing every convenience for producing a good crop, with some educational matter on scientific gardening.

There is never any lack of co-operation on the part of the departments, nor lack of interest in the particular department concerned. Mr. Malet attributes this to the fact that these windows are always charged as general office expense and not to the department which carried the goods.

These windows are always suited to the crowds which pass them. For instance, the Thirty-fourth Street windows are always used to display goods that would tract the commuter on his way to the Pennsylvania station. A test has shown that more house dresses and aprons and more garden tools are sold when displayed in these windows than in the Broadway ones, while with the finer afternoon or evening wear or other high class goods the opposite is true.

Letters have already begun to pour in from retail dealers all over the country asking for the loan of the exhibit on silk manufacture, or for information as to where one may be secured.

One thing whereby Macy's shows its spirit of service is in its readiness to take a suggestion for a window display from a customer, if a good one is given, and to handle it with all of the intelligent thought which it gives to these educational exhibits.

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### NEW MATERIALS FOR LINGERIE

(Continued from previous page)

mer in suits, street dresses and coats. It is rather bulky in appearance because of the stitching but promises to be the smart material for winter. There are several shipments in the Toronto fabric importing houses already and one or two retailers are even showing it.

Mauve and ivory are two of the leading colors in Paris, designers here are expecting big things of them in evening dresses. More material will be required this year because of the longer skirts, the very loose sleeves and the capelines (the last two characteristics applying to afternoon gowns.)

# The Outlook of the Cotton Crop

## Report Shows a 10 Per Cent. Increase in Acreage as Compared With Last Year—Yield Per Acre Less But Total Yield Greater —Noted Authority States That Yield Will Not Satisfy World's Needs—The Weevil Factor

THE July report issued by the Department of Agriculture at Washington on the cotton crop of 1922-3 indicates an increase of 10 per cent. in the acreage compared with last year, the total area being given as 34,852,000 acres. Not included in the total are 128,000 acres under cotton in Lower California.

The average condition of the crop on June 25 is returned at 71.2, against 69.6 on May 25, 69.2 on June 25 last year, 70.7 in 1920, and a ten-year average of 76.9. Compared with a year ago the condition of Texas is unchanged, while South Carolina, Georgia, and Arizona show decreases of 5.6, and 3 points respectively, but in all other States the condition is higher, the gains including 15 points in Virginia, 14 points California, 12 Missouri, 9 North Carolina, Alabama, Mississippi, and Tennessee. Florida and Louisiana are 5 points better than last year. The yield per acre is estimated at 151.9 lbs., against 152.2 lbs. last year, and the crop 11,065,000 bales against 8,433,000 estimated at the corresponding date a year ago.

The following table gives details with comparisons:—

| | | |
|---|---|---|
| Virginia | 51 | 34 |
| N. Carolina | 1,601 | 1,417 |
| S. Carolina | 2,230 | 2,623 |
| Georgia | 4,129 | 4,346 |
| Florida | 122 | 70 |
| Alabama | 2,995 | 2,269 |
| Mississippi | 3,200 | 2,667 |
| Louisiana | 1,311 | 1,192 |
| Texas | 12,312 | 11,193 |
| Arkansas | 2,843 | 2,418 |
| Tennessee | 819 | 640 |
| Missouri | 156 | 104 |
| Oklahoma | 2,840 | 2,536 |
| California | 82 | 140 |
| Arizona | 105 | 94 |
| Other States | 56 | 20 |
| Total & average | 34,852 | 31,678 |

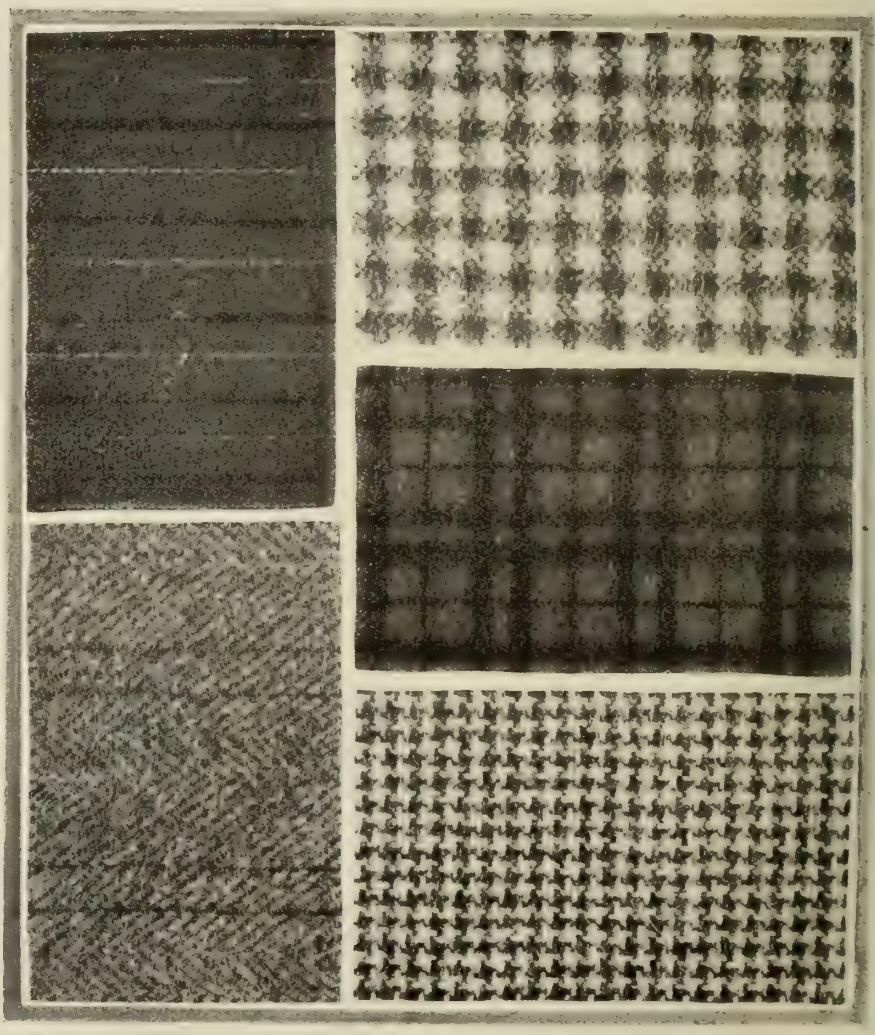
The Bureau, in a supplementary report, states that the increased acreage under cotton is the result of better prices and low stocks. The big carry-over from 1921 has been cut in half, and the surplus has practically disappeared. The improved condition of the crop is the result of better weather in the western States during the past fortnight, but in the eastern States, where there have been excessive rains, the condition has been lowered. Boll weevels are more numerous than ever before. Damage is already reported in the south-west, but owing to the lateness of the crop it is difficult to estimate the exact damage.

### Odds Against Good Crop

Writing in the Manchester Guardian with regard to the cotton crop situation, the well-known authority, Prof. J. A. Todd, says:

Without desiring, therefore, to be unduly pessimistic, I think it essential that the cotton trade should even at this early stage of the season, face and realize the dangerous possibilities of the crop situation. The opinion seems to be generally held that the world could very well do with a crop of 13 million bales this year. The fact must be faced that the chances of getting a crop of that size are now uncomfortably small. An improvement of nearly 20 per cent. on the June condition is not impossible, but it is unlikely. On the other hand, a deterioration of 2,000,000 bales from now is at least equally possible in view of the special boll weevil conditions this year. The mere possibility of a 9,000,000 bale crop this year may well make the trade shiver, but it is a possibility, and it ought to be taken into account. It is at least better to do so now than to refuse to consider it until it actually happens. It is better that this warning of dangerous possibilities should have come early, than that a fictitious improvement of the crop should have been shown by a high condition figure now, to be followed later on by serious deterioration.

(Continued on page 46)



*Five of the new range of tweeds which the Bird Woolen Mill Co., Ltd., of Bracebridge, Ontario, is showing.*
*Upper Left—Brown with stripes of dark brown and yellow.*
*Lower Left—Grey mixture with green stripe.*
*Upper Right—Black and white checks.*
*Centre—Two tones of green with red stripe.*
*Lower Right—Black and white in small checks.*

# Fashionable Fabrics Seen in Paris

## In Woollens, Poplin, Cote de Cheval and All Straight Ribs Are Very Fashionable—Crepe Marocain in Cotton for Pyjamas, Nightgowns and Peignoirs—Revival of Embossed Woollens—Thick Hairy Woollen Materials for Motoring—Silk and Knitted Lines

**Written Specially for Dry Goods Review by Our Paris Correspondent**

DEAR Mr. Editor:
The heat wave that we experienced early in the season brought out as I wrote you at the time, any amount of lovely light materials, voiles, organdie, and sponge cloth being snatched away to make daintly dresses, fit for the hot Summer days in the country and at the seaside. These have lasted hardly longer than roses, for now it is almost as cold as in Autumn, the sky is dull, and the rain pours down daily.

Already, everybody is looking for warm materials, and strange as it may appear, every garment sold for holiday purposes is made of the latest novelties of Winter materials. Woollen fabrics, hosiery, thick stuffs for motoring, one sees nothing but these displayed everywhere.

### Fashionable Woollens

In the way of woollens for dresses and tailored suits, I might mention that serge is less in demand; the same applies to gabardine and all the cloths woven in slanting ribs. On the other hand, poplin, côte de cheval, and all straight ribs are very fashionable. There are not very many instances where broadcloth is used. It seems difficult for this material to become in fashion again. Yet nobody can tell whether its vogue will not suddenly spring out. Years ago, one would not even think of Jersey cloth, and now it is almost impossible to see when it will go out.

### Beaver Brown Popular

Plain materials are used as usual, and it is said that the shade beaver brown is very much sought for. Trimmed with fur, it is certainly very fine, and that shade is less easily soiled than grey. This color, however, has been very much in demand this Summer, and I should be very much surprised if, at least for Autumn wear, many suits were not made of fil à fil, plain or checked in very slightly darked lines, for ladies' wear as well as in gentlemen's suits.

In fancy colors, we have always a ground of navy, black, grey, or tete de negre poplin, with groups of very thin stripes, of all colors and sometimes various widths from place to place. The ground, however, remains the larger portion.

I wrote you some time ago about crepe marocain. Originally, it was a pure silk material, of a fairly coarse appearance, made into robes chemises mostly. As the demand grew for it, it was successively also made in silk and wool, which is nice too, then entirely wool. Now, in the lingerie departments, they have even crepe marocain in cotton, to make pyjamas, nightgowns, peignoirs, etc. . . Many similar cloths are also made, which bear different names, but the manufacturing is practically the same.

### Embosed Woollens

The fashion also seems to revive of embossed woollens, and broche de laine such as those in demand some 30 years ago. These being very thick, will most likely be used in the cloak depts., and made up into straight capes, or coatees without much fashion in them. Padded materials and matelassés are also much in demand, especially in silk. Early in the season, there was a rage for "satin cloque," which is a kind of satin pressed so as to be creased in a peculiar way. It won much favor in the millinery dept. on account of its suppleness, and because it required hardly any trimming. It was not quite so successful in the dressmaking, because the creasing did not last so long, and then the material became longer or wider, and always shabby looking. The manufacturers then devised another material, also embossed, but by means of sewing machine work, they put a narrower muslin on the wrong side of the satin, and the width of that cloth was reduced by various machine stitchings. Sometimes it was of the same shade as the cloth, otherwise gold or silver threads were used. The designs were either of a zigzag style, which caused the said satin, when black, to look from a distance like astrakan fur, then they made flowers, motifs of regular lines, which were quite a success. Formerly, black only was thus worked, but now quite a lot of brown, and also white is used, the latter in blouses and waistcoats.

The same work is also done on wool, and may find many adepts, as it is sure to be very warm, and to require no trimmings besides a bit of fur at the collar, perhaps.

Under such circumstances, it appears unlikely that embroidery will be so favoured as it has been of late. At least, point de chainette and plumetis ought to be somewhat neglected. Beads, paillettes, braidings, openwork, on the other hand, may be much in demand, the latter especially if thick materials are used, to give them a lighter appearance.

### Silk Lines

In the silk lines, no doubt that all the light fabrics will be in demand for ball room dresses. Taffetas, so much in favour for wedding gowns, ought to be favoured too, especially if, as anticipated, there is a tendency towards wide skirts. Net, trimmed with beads, will surely be seen, as the latter trimming is too fashionable just now to be left out.

So far, for motoring coats, and later on, for very cold days wear, it seems that thick hairy woolen materials will be fashionable. Whenever fur is not obtainable, it is replaced by shawls, and full coats of that material, either plain or striped as explained above. For early autumn, flannel in white, with colored stripes may be made into a few suits if the weather is still fine, but this is mostly adopted for sport wear.

### Knitted Goods

There is sure to be also great competition between regular woollen cloths and knitted yarns. These, far from being out of fashion, gain favour daily, and it is quite a job for manufacturers to make something new in that line. Silk has practically in every case replaced wool, and is either hand worked or machine knitted, but in very fanciful patterns that look very much like hand work. As a rule, all blouses, jumpers, or sweaters thus devised are a mixture of knitting and crochet work, for instance a wide band in front will be a copy of old fashioned entredeux of crochet work. Filet silk lace is also seen on very rich garments.

At any rate, it is quite certain that such goods will still be in demand during the coming Winter, as many ladies make their own jumpers, and there is, consequently, a ready sale for the silk itself.

Next month, I will tell you about Winter novelties.

Yours very truly,
JEANNE GSELL

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A new ladies' wear store opened in Woodstock, Ont., recently. It is known as the Fashion Shoppe.

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The employees of the R. D. Ramsay Company store of Ingersoll, Ont., were yesterday the guests of the management at a most pleasant picnic held at Lakeside.

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Among recent incorporations, that of Dent Griffin, Limited, with a capital of $100,000, is the first indication of the establishment in St. Catharines, Ont., of a working connection of the great English glove manufacturers, Dent, Allcroft & Co.

# Chatillon, Mouly, Roussel & Cie.

*Silk Manufacturers*

*at:* LYONS, TARARE, VEYRINS, CORBELINS, (France)

*CREPES*

PARIS — *MUSLINS* — LYONS

LONDON — *SATINS* — NICE

NEW YORK — *DAMASKS* — MILAN

*BROCADES*

*FANCIES*

*All the Newest Creations*

M. AUBIN

*Canadian Representative*

**275 Craig St. West, MONTREAL**

# The Fall Demand for Cottons

September is always a busy, busy month in the Cotton Goods Department.

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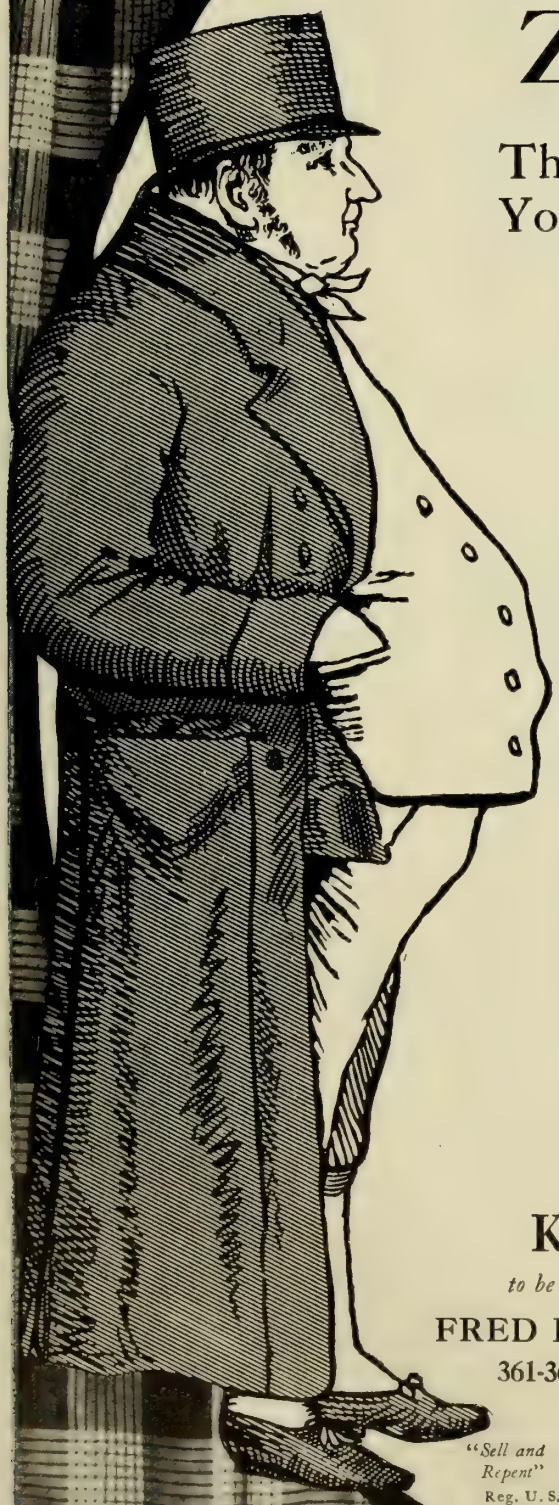
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*Established 1838*

"*Sell and Repent*"
Reg. U. S. Pat. Off.

# The New York Fur Trade Forecast

## Interesting Tendencies In Expression Of Style and Bear Imprint of Historic Inspiration—Japanese, Spanish and Russian Influences Predominate—Large Sleeves are Shown and Rich Linings Used—Silhouette Gives Effect of Slimness.

FUR styles for 1922-23 are now definitely decided and while it is undoubtedly true that the models now presented for approval do not inaugurate any radical chance of style, they do show interesting tendencies in the expression of style and an imprint of historic inspiration. According to a designer who has given the question of fur styles considerable attention, there will be three marked influences noticeable in the coming winter's fur modes, namely, Japanese, Spanish and Russian. The Japanese influence is said to be reflected mostly in daytime garments which will boast wide flaring sleeves, almost kimona like in their cut, while the fronts will be overlapped and sashed also in true Oriental style. Spanish effects will only appear in certain evening wraps which carry out the cape idea, while Russia will contribute an influence on sports coats, characteristic of the modes of that country.

### Draped Effects On Fur Wraps

The surplice side closing is a striking feature of the better coats for next season. Both on coats and wraps and even on capes this effect is shown, sometimes slightly draped to one side caught by a one button closing. This treatment is favoured by all the best designers and is probably the newest feature of the smartest fur garments. Perfectly straight lines, are of course, still shown in great numbers as the straight slim silhouette undoubtedly interests the majority of women, and to satisfy this demand, designers have cleverly combined straight and curved lines to convey an impression of slimness yet with no hint of monotony. Most of these combination straight and circular garments are made with straight fitted waist sections gradually flaring at the skirt section. Draping is even attempted in certain styles, especially uneven hemline effects which are both graceful and effective in even heavier peltries such as often employed to edge the hem of Hudson seal coats. Side panel treatment lends itself to the working out of the uneven hem line also and these two effects are frequently seen in conjunction.

### Sleeves Are Invariably Large

In all styles of fur coats the sleeve is an interesting point to study and presents an unusual number of types this season. While the regulation straight-line coat with square mandarin sleeves is one of the fashion features of the season, the coat that simulates wrap holds first place in fashion. Kimona and Raglan sleeves ending with a wide bottom, sometimes terminating in a flowing effect are made on the more conservative stylish garments. In all cases the sleeves are designed to be comfortable and roomy.

### Geometric Designs in Fur Patterns

The working and striping of skins in unusual effects is a veritable accomplishment this season. Mink skins treated so that the entire garment is striped with contrasting working of the skins are worthy of much comment. Unique patterns are achieved in the working of the skins such as diamonds, squares, ovals, etc., and the so-called "one way stripes" are lavishly used in preference to panels.

Considerable use is made of jewelled ornaments and fancy girdles on the dressier coats, especially Hudson seal, which will of course take the lead again next season in spite of the predictions of certain authorities on fur matters. Hardly anything is better liked nor more in demand than the staple Hudson seal, it is said, and what it may lack in color is more than made up by brilliant linings for next winter. There is even a hint that reversible furs may be put on the market owing to the demand for luxurious and beautiful silks for linings which are both costly and equal to the pelts themselves for the magnificence. Thus a natural mhskrat cape could be worn fur side out in daytime for everyday use and turned lining out for evening or theatre wear. Muskrat, by the way, is due for a revival of popularity not only for sports coats but for dressy styles as well. The cry for economy has necessitated the development of such inexpensive furs in expensive looking designs. Styles formerly seen in mink, kolinsky and seal are now to be found in muskrat, marmot and pony.

### Feature Less Costly Pelts

According to a designer who has studied the situation season after season, almost every woman wants a fur coat and many do not buy them because they can't afford to pay the price of a good one or of a garment that will serve double purpose of sports and dress wear. Here is where the far sightedness of developing the less expensive furs in really exclusive designs becomes apparent and will be more pronounced as the season advances. Some of the possibilities in this direction may be guessed at when it is mentioned that a cape of muskrat inset with full length panels of seal is not only luxurious in appearance but seems to gain in character by the combination of furs. A simple caracul coat cut on absolutely straight lines is relieved from plainness by cross sections of monkey fur set in at back and at the collar and sleeves.

### Wolf and Coon Fur Cloth Coats

In speaking of the fur pieces likely to be most wanted during the early fall and for wear as scarves and chokers, a leading wholesaler lists the wanted furs as follows, fox in brown shades as well as greys; stone and baum marten, squirrel, wolf, mink and fitch. In the ready-to-wear trade it is stated that wolf will be among the smartest furs for trimming the new dressy wraps, possibly because it can scarcely be detected from fox except by experts and is exceedingly dressy and becoming to the average face. Raccoon will likewise be used in this way.

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### THE OUTLOOK OF COTTON

(Continued from page 38)

To sum up, the season has begun badly. It may still pick up wonderfully, but at the best we shall get a crop no more than sufficient for the probable requirements of next season. At the worst—well, we shall have to cut our coat according to our cloth, but at least it would demonstrate once and for all the folly of being dependent on one source of supply for so large a proportion of our raw material. As for the course of prices in the near future, it is safe to say that the market has never been rendered so susceptible to weather and boll weevil scares. Spasmodic movements will be rapid, and one day's heavy downpour or rain in the belt may bring about a rise of as much as 1d per pound. The added danger of excessive speculation is another factor to be contemplated, and if developments coincide with present gloomy indications a remarkable and unprecedented season lies before us.

C. T. Revere of the New York Cotton Exchange in the course of an article on the cotton outlook devotes a paragraph to the weevil factor. He says:

As to the outlook for the new crop, practically everything depends upon the weevil. If the crop proves to be a large one the outcome will be little short of an agricultural miracle. All of which brings to mind the warnings so frequently and insistently expressed by Professor J. A. Todd two and three years ago. The

(Continued on next page)

# Toronto Furriers Enthusiastic

## Fall Business in Furs Good—Manufacturers Like to Make Wraps if Trade Will Co-operate—Fox is Best in Separate Pieces—This Year Holds Opportunities for Trade With Farmers

DO women in this country know that they can obtain the most elaborate furs in Canada if they will only show our furriers they are interested in them? Several men in the fur business have told Dry Goods Review that the consumer in this country is so accustomed to seeing furs, especially coats, made along plain lines that they think they must go elsewhere when they want designs that are out of the ordinary. This is something which the retail trade must discourage. In the first place, wraps are easier to make than the more tailored coats and secondly, a great many of the skins found in these elaborate creations have come from Canada. Yet women who can afford to spend from $1,000 to $3,000 on furs often buy them in New York while the Canadian furrier gets the smaller orders.

The trouble to some extent lies in the attitude of both manufacturers and retailers. The former have not made these up in sufficient quantities to interest buyers and the latter have omitted samples of these numbers in their winter's order.

In the large American cities, women with no greater means than Canadians, have been wearing wraps for two years now. If these were of cloth instead of fur, the vogue would have been here before. But the ordinary consumer will always have to depend on what our furriers show, because this is one line which is fairly safe from American competition. They have not seen these wraps in sufficient quantities to stimulate real interest and as a consequence, many orders in the past which might have been taken in squirrel and mink have been in the conventional seal, lamb and coon.

### Much Remodeling in Toronto

Although both manufacturers and shops have been kept fairly busy all during July, there was too much remodelling done to call business brisk.

The last two weeks show a marked tendency toward new orders, however, and two Toronto retailers report new business as better than in the same two weeks last year.

As to the much-discussed subject "Persian lamb versus seal," several firms now believe that price has settled the question of style. The continually soaring cost of muskrat skins will make seal more prohibitive than last year and lamb will grow in favor as a result.

Coon and muskrat are more than holding their own for misses' wear and are in fact the usual choice for flappers' coats, whenever lamb is for older women —that is when seal is too expensive.

### Fox For Early Fall

Although the trade was a little disappointed in fox last spring, most of the furriers with whom Dry Goods Review has spoken of late, are expecting better things of it this Fall. Brown and taupe are promised as best.

Muffs are seen in most of the sample rooms around Toronto. They are being made up only as an experiment, however, for manufacturers are really not looking forward to much business in them until the winter of 1923. Sable and seal are used for most of them.

### Coat Lengths

There is a tendency toward longer coats for this year. Most garments are from 40 to 45 inches, these lengths are best in almost every kind of fur offered.

Collars are not quite as large though still favoring shawl lines, Chin chin collars are also very numerous. As to sleeves, both the Jenny and mandarin styles are featured.

There is a wide choice of trimmings on this year's coats. Fitch is one of the new old furs and wolf is used very often. Then there are mole, squirrel and fox, all of which appear on both the coat and wrap styles.

Furriers are supplying quantities of caracul and monkey for use on cloth coats and even the best grades of beaver and lamb are in demand by cloak manufacturers, for, without doubt, the all-fur coat is going to have a certain rival in the best grades possible of fur-trimmed cloth coats.

The short sports coat has by no means disappeared. Many of the best-dressed women in Toronto are having these made again.

### Where Does Woman In Small Town Buy Furs?

There is no class of merchant in Canada which should take the "Buy in Your Home Town" slogan more seriously than the furrier. Manufacturers tell Dry Goods Review that merchants in smaller places are very much inclined to stock imitation furs because the "country trade want these." Moreover, many merchants believe women prefer to go to large centres for coats for which they wish to pay two or three hundred dollars. Fur manufacturers say that this attitude is due to lack of sufficient initiative on the part of the small furriers. With the system many of the makers have of sending out four to six coats which the retailer may return if not sold, the furrier in the small town runs no risk. Therefore he should educate his customers in the matter; people need to be told that most furs come from the large centres whether they are bought at retail in the cities or the villages.

Farmers' wives and daughters are dressing better every year in almost every kind of wearing apparel but furs. This proves that not enough effort is being made by the furrier. It is in his power to show them that good furs are just as warm as the dog skins which they are still wearing. Take this year for example when coon is so good. There are valuable opportunities for the enterprising merchant to urge the whole countryside which uses his town as a buying centre, to deck their women folks in coats of coon which the men for years back have worn as one of the best furs for hard driving.

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### THE OUTLOOK OF COTTON

(Continued from previous page)

bumper yield of 1920 and the deflation coincident with its marketing gave an appearance of fallacy to Dr. Todd's arguments, but they are now coming home with redoubled force. The cotton producer must be given sufficient inducement to take the hazard of production before the world can hope to have an adequate supply of raw cotton.

Thus far the plant has grown fairly well. Judged by size and foliage over most of the belt the condition is fair, and in some places brilliant. Only in unimportant areas has the crop got so badly in the grass that discouragement has resulted. This year, however, the botanical progress of the crop is of minor importance. We have had a wet April, a wet May, and a pleasant and showery June. This has been ideal for the progress of weevil propagation. Texas May rainfall was 4.48 inches, which was 1.16 inch greater than the State normal. This, of course, meant that some localities had abnormally heavy precipitation.

The best-considered view as to the outlook in the Atlantic States is that with showery weather in July and August the crop will be almost a total failure in spite of all that the farmers can do in the way of fighting the weevil. With dry, hot conditions, the crop may suffer some from drought, but the yield will be a moderate one. Dry, hot weather, which will aid the farmers in killing the weevils in the larval stage, will be the biggest factor in the fight against the pest.

# Value of a Definite Objective

## Mr. Sanborn, of Halifax, Proprietor of Successful Fur Retail Store, Says This Was the Foundation on Which He Built—Started Business Against Advice of Friends But Now Counts His Customers in Many Provinces of Dominion

TO SELL high grade fur in a small city with any degree of success requires somewhat different tactics than are employed in the majority of stores, for the reason that fur styles are dependent to a great extent upon local conditions and necessitate a wide knowledge of existing demand as well as the prevailing fashions in metropolitan centres. Owing to the restricted demand for more expensive garments and pieces, as well as the necessity for offering values on a par with those to be got in such cities as Montreal or Toronto, the average furrier has to face many difficult problems, altogether foreign to the retailer of ready-to-wear or other household commodities. When a furrier thus situated succeeds inside of eight years in building up a following which extends as far west as Calgary, it is a foregone conclusion that the problems and difficulties have been successfully dissipated.

The name of Sanborn's is practically synonymous with furs in the city of Halifax in Nova Scotia, even though the business has been in existence only since the Autumn of 1914. To a representative of Dry Goods Review, Mr. Sanborn explained some of the reasons which he holds accountable for his success in the fur retailing field, which has been attained in the face of almost unsurmountable difficulties. Any business beginning at the opening months of the great war had, of necessity, more than the usual difficulties incidental to quick establishment, and Mr. Sanborn's was no exception in this respect. His friends discouraged him strongly from attempting the apparently foolhardy idea of opening a fur store on the most important business street in the city, and still more from endeavouring to capture the best clientele available.

### Obstacles Proved Steps to Success

"I invested my money in the business despite all the protests of my friends," commented Mr. Sanborn, "and looking back, I am almost surprised at my success. I think possibly it was the fact that I had firmly resolved to make good which has carried me through difficulties, and to keep any resolution one has to possess will-power, grit, determination and persistence.

"My resolution," continued Mr. Sanborn, "consisted of the determination to sell a piece of fur, either a coat or a neckpiece, to every woman in Halifax whom I had selected in a specially chosen list, and I directed all my energies to attain this ambition from the very outset. You have heard possibly of the characteristic conservatism of maritime province people, and can thus understand what it meant to me to be able to record the achievement, at the end of my first year, that every one of those women had been sold some article from stock. I ticked off name after name as the months passed and finally my list was completely crossed out and my ambitions realized. Had I listened to the discouraging remarks of those who desired to save me from what they thought inevitable failure, it would have weakened my selling ability, but as it happened, my business is securely founded upon mutual confidence between my customers and myself, which is the one great essential in building up a fur business."

### Linings Shown in Window Displays

The Sanborn store is located on Barrington Street, practically in the most central and busiest section of Halifax. Its double window frontage is well dressed the entire year round, and forms the main publicity medium for the business. The background is of silver grey brocade inset by natural wood panelling, against which a single fur garment shown on a wax figure is displayed with excellent effect. A drape or two of rich brocade lining is also shown in each window, to entice the possessor of a coat dating back a season or two to have the garment relined.

Inside, the walls are lined with high glass cases mounted with mahogany, with many interesting examples of the finest Canadian furs displayed here and there on stands. Nova Scotia mink is justly renowned the world over for its superior color and gloss and this pelt is a specialty with the Sanborn firm.

### BLUE FOXES NOW

Blue fox farming is claiming considerable attention in Alaska. Blue foxes are known to be prolific breeders. One rancher is reported as having 35 pups in four dens. Blue foxes are worth around $150 each, so if these 35 pups all come to maturity, they will return a neat sum of $5,250 from four litters. The method followed in Alaska is to get possession of one of the numerous small islands off the Alaskan coast and let the foxes run loose. They are given sufficient food near their dens so that there is always enough for them to live on. In this way the blue fox industry is rapidly developing.

large workroom is maintained in connection with the store, employing many cutters and workers, whose watchwo is "quality" at every step in the operation of making a fur garment. Halifax women demand style in every type of fur they purchase but they insist upon certain subtle modifications in the design which are especially appropriate to the climate.

"Nowadays we must consider two types of women in the fur business," pointed out Mr. Sanborn. "There is the well-to-do matron who desires a really dressy garment, and there is the business woman, who must be smartly garbed yet prepared for all weathers. A fur store must be prepared to cater to both types. Yet they are all 'sisters under the skin' insofar as the response to a pretty lining is concerned, and there never was a better opportunity to sell beautiful contrasts in fancy effects, as now. Durability is rarely the requisite factor demanded by the average woman in buying a lining, but artistic and unusual colorings very often are preferred Hudson seal and black rat coats are still the predominant choice of Halifax women of each class, and the Sanborn store specializes in unusual types, so that no two are ever alike. Practically every coat sold is a special order garment, as few models are exactly suited to the needs of Halifax wearers unless adapted especially.

### August is a Profitable Month

The August fur sale is the big event of the year with the Sanborn store, an is now under way at the time of writing with the usual good response. Many coats are ordered on the deferred payment plan, with a $50 deposit, the balance payable on delivery next November. Storage, remodelling and insuring are also features of the store which help to keep business active the year round. The store assures satisfaction to every individual customer or refunds money, although the latter action has never been necessary. According to Mr. Sanborn, not one woman in a thousand is familiar with furs and it is therefore necessary to assure them of the trustworthiness of the store, for once having gained their confidence it will remain an invaluable asset. "We are known as recreators of American fur styles for women and are yearly extending our business by this means, outside the confines of Halifax to the surrounding countryside and even to the provinces of Quebec, Ontario, and Alberta, and I may say that any f business can achieve as much by building upon a foundation of solid confidence."

# Selling Below Cost an Unfair Method

## Price Cutting is Price Making—If Profitable Must Exceed Seller's Cost—Operating More Than One Store, No Excuse For Price Cutting—Should Practise Cost Accounting

**By NELSON B. GASKILL, Chairman U.S. Trade Commission**

A SELLING price has two points or poles of reference. It bears a variable current of other prices offered contemporaneously which constitute the "market." It may be either above or below the market at the option of the seller. In this phase a selling price is governed solely by the desire of the seller to obtain a sale. The other relation is to the cost accrued against the commodity when offered for sale. This production cost is fixed by operations of the seller and cannot be volitionally varied except as the processes prior to offer for sale may be modified and result in a lessening of charges.

It is axiomatic that a selling price must include a margin over production cost sufficiently large to include a balance after deduction of all charges incurred but not properly included in production cost, if the sale is to result in a profit. A normal, profitable selling price, therefore, may range from the "market" as its maximum to "production cost" as its minimum. If it is above the market, it is not likely to induce a sale, and if it is below production cost, it will not produce a profit.

Competitive selling prices, therefore, which must range between market price and production cost if they are to be profitable, represent the desire of the seller to effect a sale within limits that he cannot transgress and over but one of which he can exercise any lawful control.

### The Competitive System

The proper object of business is profit, and its necessary result must be profit. We have chosen to organize and conduct society upon the competitive system. The fundamental principle of the competitive system, the impelling cause of its adoption, and our adherence to it are that, properly applied, it tends always to an adequate return for the productive effort. It is an economic recognition of the truth in the statement that "the laborer is worthy of his hire."

Each member of society is at once a producer and a consumer, operating in both capacities on a competitive basis. It is often assumed that the consumer is a distinct class wholly apart from producers, but such assumption is a fallacy. The producer-consumer character of each member of society is fixed by necessity, and the principles that govern his productive operations in which he is the seller also regulate his actions as a consumer or a buyer. Each individual standing alone, just as society in mass, conducts this double operation.

But when the question is put to the individual in his capacity as consumer-buyer or to the mass of society in that character, "At what price are you entitled to receive that which someone else has produced?" the answer is likely to be, "For nothing if we can get it; for as little as possible if we must pay at all."

The answer is wrong, because it prevents the existence of that equipoise o the producer-consumer relation which the fundamental principle of the com petitive system demands. In an isolated instance the seller has received less than an adequate return and the buyer more. Multiply the individual into the sum total of all individuals in society, extend the operation of the theory to universal application, and there is exhibited an organized society of producer-consumer units, asserting and at the same time denying the right of a return for productive effort that equals the cost of production. This is exactly the condition that now obtains.

### What Price Cutting Means

Each individual in his capacity as a producer is entitled to a profit, and each in his capacity as a consumer is obligated to pay a price that yields a profit.

If you deny this, it seems to me that your alternative is in its logical conclusion an assertion of the right to reduce some part of mankind to slavery; because, if it is right to take part of an individual productive effort below its cost, it is right to take the whole effort and its result without any compensation whatever.

Price cutting is, of course, price making. It is the expression of the extent or degree of the desire to sell. It may be directed against the market, in which event it is adverse to all competitors, or it may be thrown forward against competitors in a particular locality or against a particular competitor. It may represent the seller's relation to conditions of supply and demand, it may express his individual preference for volume of sales, it may represent his efficiency and advantageous location as shown in his relatively lower cost; but if it is to be profitable it must exceed the seller's individual cost, and if it is to be consistent with the fundamental principle of the competitive system it cannot be less than the seller's own cost.

Habitual selling below cost as a method of doing business is in my judgment an unfair method of competition.

There are circumstances, of course, that justify its emergent use, just as there are conditions that justify the amputation of a limb; but these are outside the rule, not exceptions within it. The necessity of liquidation, for keeping an organization going through temporary stress, possibly during the introduction of a new industry in a competitive field, are emergencies that justify impairment of capital; but selling below cost is no more a part of the ordinary conduct of business under the competitive system than self mutilation is necessary to living.

### Competition May Increase Prices

We erroneously assume that all properly directed competitive efforts, as they are more and more efficiently performed, tend to a reduction in price to the consumer. They may quite as well and with equal justification increase the return to the producer and be exhibited in effect as an increased price to the consumer. It is quite apparent that when efficient methods of distribution and marketing adjust supply to demand properly, relieving one glutted market and supplying others previously short, the tendency is to a rise in price in the long market, a fall in the short market, and a settling of the general price level above its previous average. It does not follow then that the denial of the existence of the right to sell or buy below the seller's cost is a limitation upon the freedom of competition.

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### EMPLOYEES' BENEFIT ASSOCIATION HOLD SEVENTH ANNUAL PICNIC

Under climatic conditions which J. D. Chesney, general manager, characterized as "regular Almy weather," the employees' benefit association of Almy's Limited of Montreal, held their seventh annual picnic to Lavaltrie.

The steamer Three Rivers, of the Canada Steamship Lines, left Victoria Pier shortly before 2 o'clock, with 460 picnickers on board.

Lavaltrie was reached at 4.30 o'clock and the party proceeded to the park, where a series of races were run. The younger members danced in the park dancing pavilion. During the homeward trip there was dancing on the deck and a number of favorite choruses were sung.

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# Decidedly New Trend to Millinery

## Conclusion Reached After Seeing Showrooms in Montreal—Wide Drooping Brims, Dashing Bows or Mounts and Many Ornaments Seen—The Silver Lace Hat—King's Blue and Poinsettia Red Are Among Striking Colors—Hat and Scarf Sets

"THE LARGE hat is here" is the unanimous dictum of Montreal wholesale designers this month, in discussing the question of further developments in Fall millinery with Dry Goods Review. In fact, a glance round the already well filled show rooms which are featuring many unusual models prior to their regular showing on August 28th indicates that wide drooping brims, dashing bows or mounts and many diverse finishes in the way of ornaments will combine to give the millinery season of Fall 1922 a decidedly new trend.

At one show-room, where a wide variety of exclusive handmade models are on view, black hats and silver effects are predominant at present, but there is a sufficient number of the brown tones to indicate that this color will be much in demand later on in the Fall.

### Silver Lace Hats Are Unstiffened

Probably there never was a season when so much handwork has been used to elaborate millinery, yet the effect of the smartest hats is simple and apparently unstudied. As was announced last month, the pile fabrics, including velvets, pannes, hatter's plush and duvetynes will largely cover the range of materials of which smart models will be evolved, but together with these more severe effects will be found all sorts of delightful tinsel and metallic fancy cloths and laces with which the most exquisite dance hats, in either large or snug fitting shapes, will be created. The silver lace hat is the latest note in New York and is reproduced by a Montreal house and is mounted over black tulle in a soft, unstiffened effect, relieved only by a delicate spray of metallic fruits and flowers placed horizontally across the front of the crown. Small pull-on hats of the same lace are entirely youthful and becoming to "flapper" types for wear at "the dansants" from September onwards. The same silver lace has also been noticed used in "curtain effect" to face the underbrim of a large roll brim sailor of panne velvet, the "curtain" being merely an inch of the edge which is allowed to hang loose.

### Gauffred Satins Popular for Matrons

Satins are prominent in various new forms, including "gauffred" and "matellassee" effects, sometimes called "blistered" satins. The newer varieties, however, show less stitching to give the puffed effect and look as though they had been wrung sufficiently hard between the hands to give them a crushed surface. Quilted or puffed satin is used to form brims on satin and velvet combinations, the quilting being carried round and round in rows, heavily padded between the stitching.

The above fabrics are especially good in matrons' hats, quite a few toques being seen with a draped effect carried high at the back and usually finished with smart "diamante" ornaments. Drenched ostrich likewise lends itself distinctively to trim hats of gauffred satin and usually takes the form of a small mount set on the brim edge.

Both corded and moiré ribbons are employed in profusion to create a most unusual type of brim effect, built up in solid layers composed of folds of narrow ribbon. This novel treatment may be either one sided or carried right round the crown of the toque. Diamond daggers form an effective trim on hats of this type.

Hatters' plush is artistically treated when strips are woven together to form a solid banding laid around the crown. A soft edge to the wide drooping brim of a large brown model combined well with this weaving and was still further embellished by the addition of a French coq fancy, curling rakishly upwards at one side.

### King's Blue Vies With Poinsettia

Much emphasis is placed upon the Royal or King's blue for later on, as well, and not only are quite a number of black hats faced with this universally becoming shade but also entire toques are formed of velvet entirely of this blue. One such model had no other trimming save four graduated loops of soft velvet posed at the side back, the entire hat being made of soft dull blue. Poinsettia red is another new and striking color, eminently adapted for early fall wear. Even large hats, set off with a dashing bow of velvet, are entirely of this new vivid shade. One tiny toque was, however, seen trimmed only by myriads of tiny mercury wings set on at a sharp angle all round the edge, the entire model being of brilliant poinsettia.

Several adorable little hat and scarf sets were shown in this display, including a snug pull-on toque made of soft duvetyne combined with rich metallic embroidery in a Paisley or Persian pattern, together with a scarf to match with ends of the brocade. One such set featured a choker scarf made of black duvetyne embroidered with jade wool fruits outlined with gilt threads, and lined with gold cloth veiled in jade chiffon. The small hat accompanying the scarf was softly draped.

### Platinum Flowers Appropriate on Felts

A six-cornered model had some of its corners folded back on the brim while an uncurled ostrich mount was laid softly against the crown to detract from the geometrical effect. Another model of brown plush was trimmed round the crown by innumerable little ribbon ends each tipped with a platinum flower. These platinum flowers, by the way, are distinctly new and come in wreaths as well as single blossoms. Platinum bugles are lavishly used to stud brims of upturned hats and possess a glitter and polish effective in autumn headwear.

Silk tubing is an especially novel aid to the milliner this fall, who may use it effectively in developing inserts in wide brims, forming pretty scrolls or motifs which can be used as an edging as well. Tubing also forms solid cabochons which are sometimes edged with monkey fur. Either white, black or marten colored monkey will be equally smart this fall to trim dress hats and the ever popular black and white combination will reappear developed in monkey with the advent of September.

Veils are used on many of the imported French hats shown in Montreal. One from Suzanne Talbot was of black velvet with an oblong square mesh veil draped to fall into a long point at the back. Much chenille is used on these veils which are often tied back under the crown of the model.

### Egyptian Colorings are Liked

Egyptian cabochons of jet, painted with bright colors are much noticed on smart tailored hats in addition to arrow heads or quills of the same substance. Severely tailored sports hats of stitched velvet are simply trimmed with a flat parrot in royal blue and nut brown combinations, laid upside down against the brim.

There is to be a decided vogue for these excessively plain tailored hats developed in fabric or velvet, made with plain roll brims and with little or no trimming. Black velvet will be principally featured at first in these styles.

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While on a business trip to England, the death occurred on board ship, the Majestic, of H. J. Peters, head of the firm of the J. H. Peters Company, Toronto, manufacturers of textile smallwares. He was born in Germany, but emigrated to the United States over forty years ago. In 1900 he came to Canada, and in 1912 he succeeded the late Samuel Nordheimer as German Consul, which position he held until the outbreak of war.

Deceased was a member of the Board of Trade, and of the Canadian Manufacturers Association.




*THREE CHARMING HATS FOR THE WELL-DRESSED WOMAN*

*A.—Long beach duvenor is utilized in making this model. The facing of the brim is made of Venetian faille. Beautiful, embroidered roses adorn the crown.*

*B.—A design of shirred Bobolink velvet finished attractively with metallic ornaments which are affixed to the sides of the brim.*

*C.—This model portrays the real art of millinery. It is designed of antelope velvet, the crown being trimmed with clusters of yarn grapes. The facing of crushed satin o[illegible] the brim gives it an unusual note.*

*Shown by Gage Bros. & Co., 18 South Michigan Ave., Chicago, U. S. A.*

# Confidence Builds Millinery Trade

## This Has Been the Experience of Proprietor of Patricia Hat Shop of Toronto—How a Sale Was Lost But a Friend Won—Does Not Allow Credits—Milliner Should Be An Artist and Not Afraid of Work in Busy Seasons

WHAT does the expression "losing a sale" mean? And is it ever good business to allow a selling opportunity to slip by? These are questions which salespeople should ask themselves occasionally, if they are looking for future as well as for present business. They are questions that department heads and managers might study also for it is they who are often responsible for the attitude clerks occasionally have of getting as many sales slips as possible in their books to-day and allowing to-morrow to pay.

This necessity for looking forward to the future is applicable to millinery even more than to many of the other lines carried by dry goods merchants. In the smaller places particularly, the millinery trade is built up on confidence. For the man or woman who really wants a permanently paying business, price is not the important factor in selling hats. Most merchants know this but they find it difficult to resist the present wave of forcing sales which has swept the country because of competition from people in business who are unworthy of the name "merchant." It was not a bartering, wheedling, abusive attitude toward customers that made England famous as a nation of shopkeepers—it was the British tradesman's understanding of human nature and his longsightedness which did it.

### Only Sales Which Bring Others Profitable

A representative of Dry Goods Review had this brought very forcibly to mind lately by a pleasant personal experience with a Toronto milliner. It was in the Patricia Hat Shop, a charming little store on Yonge street that the incident occurred. A young lady came in to buy a white taffeta hat. The proprietor showed her those she had, all of which were very attractive but not becoming to the customer. The latter then spied a lovely red feather toque, which suited her very well. She then asked the milliner her opinion as to whether she should choose it instead, describing the occasions on which she intended wearing it and her gowns. To the surprise of our representative, the milliner answered. "No; you need a white hat." This was in spite of the fact that she knew the customer would go elsewhere for it.

Dry Goods Review could not resist the temptation to ask this milliner her reason for losing the sale. Her explanation was most satisfactory. "Had that young lady walked out with the red toque and found later that she could not wear it, she would remember me with a certain amount of dislike for all time. She may not come back to me later on but there is a big chance that she will because she will remember she liked something in this shop." This proved true, for the customer was afterwards heard to say she intended going back for one of those feather toques as soon as she returned from Muskoka.

This is where losing a selling opportunity builds for the future more quickly and surely than "getting a sale at any cost will ever do."

### Price-Cutting in Millinery Shops

There are two types of specialty shops which are prone to allow discounts on the marked price. These are; ready-to-wear and millinery stores. It is all a matter of training. If the best shoe stores, glove and hosiery shops and department stores, can sell on the one-price method, so can these others, provided they are willing to train, patiently and persistently, their customers of the cut-rate variety.

For this reason the proprietor of the Patricia Hat Shop prefers business girls to society women. Another class she mentioned in particular was nurses. Neither of these types ask for reductions as a general rule and they do not expect alterations without charges.

The women whom some milliners look on as their "best customers" meaning those who have come to them regularly for years are not always an asset in themselves according to our informant. They expect too many favours because they are regular patrons; they want a great deal of time when making a purchase and they are often very unreasonable. The big advantage of these is in the new customers they send. This is the one reason why a milliner can afford to have a fair proportion of "best customers" among her clientele.

### Credits and Deposits

Contrary to the methods of many high-class milliners, the proprietor of the Patricia does not believe in allowing credit, even though she has some of the most prominent women in Toronto on her list of patrons. Her sole reason is that credit in millinery fosters exchanges. Though she does give exchanges she positively will not take back a hat which has been used even though it gives no evidence of it. A hat worn in Toronto even once, is certain to be seen by several hundred women, few of whom may remember it until it appears again in a shop window. If a hat sold for cash is returned, the customer will soon take it back if she cannot get a refund. But what use is there in billing a customer for a charged hat that she has turned in? From a legal point of view, moreover, a merchant could not get damages in this case.

Most milliners ask for deposits when a hat is asked to be copied from another. This woman does not because she thinks such a method forces customers very often to take what they do not like. She does not offer to make another unless she is fairly certain the woman is interested and then she again takes a chance that she will return to see it. Her patrons know they can depend on her that the new one will be copied exactly—probably the best reason why she can do business without deposits.

For hats that are held she asks deposits but credit slips are always given to be used on further purchases if these are not taken.

Another interesting point is the Patricia's method of handling requests for hats to be sent out on approval. A boy takes them out at a time when it is known the one who is to see them is at home and he waits until a decision is made. This may be a little more expensive than the usual system of letting the customer take them home and return them the following day but it is much more satisfactory.

### Has a Trail of Customers

The Patricia has been in existence for only six and a half years. Previous to that time this milliner had been in business in towns in all parts of Ontario and in several cities in the West. That she must have won lasting friends is proven by the fact that she has sent at different times, orders to every town where she formerly was.

One reason for the prestige that she has gained is because she has always done an "exclusive" business in the best sense of the word. She has made it a rule never to make hats alike unless a customer actually orders them. This can be managed very easily she says. Customers that are worth-while are willing to co-operate when they understand what this means to them.

### Milliner Must be Artist

The woman who wants to make a success of a millinery business must first of all like millinery. She must be willing to sacrifice a little for the sake of her reputation. For example, the milliner who sells a dozen machine-made hats for three dollars, cannot expect to build up as permanent a name as she does who sells only two or three hand-made ones for twelve dollars. Moreover, better profits can be obtained

(Continued on next page.)

# Models Seen in Montreal Houses

## Considerable Interest Shown in Golden Brown Shades—Three Distinct Types in Persian or Hindoo Turbans—Fabric With Duvetyne Face and Fibre Silk Back for Brims or Large Bows—Large Bandannas for Trimming

METALLIC brocades of novel patterns, some of these showing silver grounds with a black pattern running through them, are much emphasized by leading millinery designers this month. These materials are much in evidence in the imported models just received from New York, inspired by Parisian houses of international reputation. In addition to brocades, all sorts of metallic cloths of unusual type, silver and gold laces combined with velvet and long-haired plushes, and it would also seem that there is to be quite a little ostrich in vogue.

French modistes are using the tinsel cloths in smart ways and as long as they are of unusual pattern and weaving, they will undoubtedly remain in the vogue. Fancy gold cloth facings are lavishly used on large roll shapes of black velvet, trimmed with black and brown burnt peacock.

Golden brown shades seem to be spoken of with great interest by many designers and these shades are to be seen in the new ostrich fancies which carry out drenched effects with distinction. Dance hats of brown maline trimmed coquettishly with a tiny eye veil and a band of mink fringed with metallic leaves are said to be a coming craze on this side, following their initial success in Paris.

Silvered vulture and burnt peacock, metallic and velvet ribbons, and much Persian embroidery seem to be among the outstanding decorative notes for the coming autumn season, while in staple fabrics, hatters' plush is really smart in black and dark colors, velvet continuing in favor as well in bright hues.

Fur will be more lavishly used, especially in grey and brown colors, and quite a bit of use is made of natural tails in all furs as a piquant trimming.

### Turbans of Persian Inspiration

Many designers comment upon the coming vogue for Persian or Hindoo turbans for next winter, and Dry Goods Review is informed that there will be at least three distinct types in these models. Last season the Hindoo turban enjoyed considerable vogue developed in metallic fabric but was somewhat trying to many faces. This season, however, these turbans will be elaborated with overdrapes, sometimes ending in a heavy tassel at the side, and these softening outlines will be adaptable to mostly every face. Old Persian embroideries will be exceedingly effective when developed as turban facings, particularly when draped from side to side to give breadth to the face. Delicate little patterns in interesting color blendings are used in many of these charming turbans which will probably be in great demand once fur coats are worn generally.

### Reversible Duvetyne Cloth

A new fabric which is said to be in great demand in New York, is composed of a duvetyne face and a fibre silk back. It is largely used to form both brims or large bows on account of its natural stiffness and is usually stitched or bound at the edges, or else picoted. Color combinations are unusually lovely in this fabric, among them being black with silver, cerise with flesh, and all the high colors of the season. The material comes in 40-inch widths and can be had in self colors as well as the combinations.

Embroidered leather is a really new note, which is sponsored by several leading buyers in Montreal stores. Dark green kid, for example, is smartly worked with gilt threads, while mocha is elaborated with gold and silver in a really lovely effect, featuring a flat solid pattern.

Combinations of scratch felt and moiré ribbon are among the smartest effects for the up-to-date woman that have been shown in many seasons. These fabrics are either worked straight or on the bias and made to look like a striping in sports hats with a small brim. The ribbon is about half an inch wide and is stitched down on both sides to the felt to give the striped idea. This is smart when used in black on gray felt shapes.

### Bandannas Now Approved by Fashion

Large bandannas in Paisley patterns on rajah grounds are among the newest millinery trimming shown by a leading New York firm which specializes in millinery fabrics. These come also in satin grounds with an allover futuristic design that emphasizes the blending of high colors. These bandannas come in large sizes and can be cut in two and used on two hats. Pebbled crepe, in a soft, drapable quality is shown in all the high colors for fall, while lacquered brocades are popular in black, brown and navy for creating semi-formal millinery.

Mention must be made also of the variety of feather fancies offered this fall for the adornment of tailored hats.

Coq and pheasant, quills and pompoms are all said to promise exceptionally well, and it is even rumored that flowers will be created out of feathers in such forms as morning glories, and peonies.

Ribbons must not be overlooked either, for probably four out of every five hats this fall will feature some sort of ribbon note in any width from the very narrowest to the widest. Novelties will naturally have the first choice, especially unique little ribbons made of chenille and gros grain, or metallic and satin combinations, mention of which was made in last month's issue of Dry Goods Review.

Chenille will be much used in addition upon all over cloths which resemble hand-sewn braid and yet can be worked up into a smart hat without any of the arduous labor incidental to sewing on several dozen yards of narrow braid.

Announcement is made by Montreal wholesale houses that the regular showing of fall millinery will be held on August 28th with an additional display of mid-winter modes at Thanksgiving. Buyers will do well to keep these dates in mind when visiting Montreal.

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### CONFIDENCE BUILDS

(Continued from previous page.)

on good merchandise if properly handled.

In busy seasons, the milliner must be willing to give up all her time to her work. She should be just as eager to make becoming hats as her customers are to buy them. Moreover, there is such a thing as "doing as one would be done by" which means good value in material and workmanship, fairness in price and the truth at all times.

Everyone cannot be a designer or even a trimmer. There must be decided taste and long experience for either.

These are some of the lessons which Dry Goods Review learned from the proprietor of the Patricia, lessons which were taught by actual experience rather than by discussion and which seem worthy of placing before the millinery trade.

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The Right House has commenced business at 1887 Queen St., East, Toronto.

"Kay's, the Beaches dry goods store," has opened up at 2012 Queen St., East, Toronto.

Wm. Peake of Moncton, N. B., left Montreal on the Regina for a three months' buying trip to Europe.



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Our stock in every Department will be fully maintained throughout the season.

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etc.

# FALL MILLINERY ANNOUNCEMENT

*Our opening display of the fall season's model millinery and trimmings will be held in Montreal and Toronto*

August 28th

*Ottawa and Quebec*

September 4th

*You are most cordially invited to attend these openings.*

DEBENHAMS (CANADA) LIMITED

MONTREAL 21 St. Helen St.
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## *The Fall FISKHATS Reaffirm Leadership*

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Largest assortment of newest 2 pc. frames always ready for immediate shipment. Write or call. You get the best.

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*An attractive array of wanted*
*Ribbon Creations*
*Write to-day for an assortment*
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## The Official Organ Mistake

WITH a lack of foresight which indicates an old-fashioned ignorance of the successful relations between a trade paper and the members of the trade it represents, the Timber Industries Council of British Columbia, comments the Financial Post, has decided to establish a journal of its own and arrangements have been completed under which the Pacific Coast Lumberman becomes the OFFICIAL ORGAN of the Council. The Post goes on to say:

Apart altogether from the fact that the Pacific Coast Lumberman and the Western Lumberman have, in active competition, been giving the lumber trade of the Pacific a splendid service by maintaining healthy relations with the lumber consuming markets and that the manufacturers have now taken a questionable step in taking over one paper to be continued on competitive terms which can hardly be regarded as fair or equitable, is the conclusion born of experience that official organs defeat the very purposes for which they are conducted.

The well conducted trade paper represents various branches of the trade itself as well as the consuming public upon which that trade is dependent. Unless the relations between manufacturer, wholesaler, retailer and consumer are healthy business stagnates. To maintain such relations problems must be continually faced and solved. Many of them are unpleasant, but their solution is the function of the trade paper which is properly serving its field.

The official organ must obviously serve selfishly the interests of the particular branch of the trade which controls it. If owned by manufacturers then wholesalers or retailers will not believe that it serves their interests; if owned by wholesalers or retailers, likewise it is regarded as their man Friday. In no case is the public interest likely to be properly respected. The result is that the official organ is conducted to please the people who are paying for its publication —and they usually pay heavily in the long run—and it is ignored by other sections of the trade with whom there should be co-operation and understanding in the interests of all concerned. Printers' Ink has effectively shown "Why Trade Associations Should Stay Out of the Publishing Business," and the following extracts are from articles which recently appeared in that publication:

When an association starts a periodical and goes out in the trade to solicit advertising, it is asking them to support a paper which is not founded on sound publishing principles.

A few associations decide that the independent papers do not "write them up" often enough and start their own publication so as to insure an unlimited flow of puffery.

The circulation is artifical; this circulation is generally maintained by virtue of the subscriber's membership in the association and is kept up regardless of the editorial merit of the paper.

Advertising in such publications is seldom sold on its merits. Seldom will the clever salesman remove the velvet glove from the mailed fist, but the hard iron of the implied threat is nearly always visible to the discerning buyer.

Such publications are of doubtful advertising value because of the difficulty inherent in the proposition of keeping the editorial contents on a par in reader interest with that maintained by a well-edited, independent paper.

When the lumber manufacturers of the Pacific Coast own their own paper they may expect to have their "fur rubbed the right way," but how can they expect that this is going to improve those relations with the dealers which make for good business and mutual advantage?


# Ostrich for Fall

We have ample stock in all the wanted styles for your Fall trade. The most popular are

***Pom Pom effects***

in the new Persian colorings.

***Willowed Pom Poms***

in soft drooping creations, together with burnt Peacock in its various forms.

***Coque Mounts***

in the new "Firefly" effect.

**As Always**

*"The New Things First"*

**Stocks carried in**
**Ottawa - Montreal - Winnipeg**

**Dominion Ostrich Feather Co., Limited**

78 Wellington St., West, Toronto

**Representatives:**

**H. B. Taylor,** Mappin Bldg., Montreal.
**J. G. Martin,** Hammond Bldg., Winnipeg.
**E. R. Briggs,** Western Ontario.
**J. A. Ayearst,** Ottawa.

# Secrets that Make Neckwear Pay

## Fall Shows Much Promise for Cautious Buyers—Two Weeks the Time Limit Buffalo Man Gives Goods to Move—Novelties Require Special Care—Merchandise Which is Subject to Feminine Whim Sells Best When Service is Stressed to Nth Degree

TO KEEP abreast of the market in women's neckwear for the coming fall season, buyers will require even more activity and ingenuity than in other years. The neckwear business is just coming back into its own and now that the taste for it is revived, it is within the power of merchandising and display men to make it a real neckwear season.

The buyer for this department in one of Buffalo's largest stores, says that the attitude of promoters of this line should be to lead the demand as well as to supply it. This, he believes, applies to every store in every town, irrespective of its size. People want novelty in neckwear. Here are a few of his secrets—secrets which have brought his department in three years from a position of comparative insignificance to one of prominence. Even with the disinterest that is supposed to have prevailed in the last two seasons, he has sold enough neckwear almost every week to startle some of the firms which have diagnosed the neckwear business as "dead."

### Never Buy the Same Thing Twice

"I do not do my buying in part order, the balance to be wired for as justified by demand. I buy what I can sell, and I never buy the same thing twice. Many a time the manufacturers say to me: 'But this style we sold you went well, did it not? It was in demand? Your cusmers were pleased with it; then why not take a repeat order?'

"My answer to them is invariably, 'Show me something new. If one firm cannot supply me with what I want, there are others who can. I buy the best qualities and the newest styles in the best materials. In women's neckwear, the whole question is not price, but style. A woman will not buy a twenty-five dollar article for 25 cents if it is right out of style. It would be no good to her.

### Lower Goods Until They Move; Never "Mark Down"

"Of course, it is impossible to gauge the demand exactly every time. A man may sometimes make a mistake, and taste may alter swiftly in this line. Now and then something may not go as expected. In such cases, I simply price it lower until it does move. If a style does not go in two weeks' time I clear it out.

"No, I never show goods 'marked down.' The price is simply lowered. The sales girls make no mention of the fact that it has been lowered. Whether the customer buys or not at the new price is a question for her to decide. It is a matter of style with the customer rather than price, I find, and even in advertising, price is seldom quoted."

Most neckwear manufacturers send their travellers out every few weeks. They have been forced to do this because of the sudden changes to which neckwear is peculiarly subject to. It gives the retailer a chance which he does not get in many lines. This Buffalo man says when a novel line appeals to him (and he believes that personal taste should count a great deal in the question of selection) he orders, not a half a dozen probably not a quarter of a dozen, but only one. The number of customers who are attracted by it, their remarks and the actual time in which it takes to sell are the things which make him decide whether he will send in a repeat order. In this way he rarely is caught with more than one of any line.

### Display for Detail

It is rarely advisable to display neckwear above the heads of customers. In studying display methods, this buyer says that he has noticed the numbers of stores which show collars on the ledges of the wall cases four or five feet away from the eye. Detail is important in selling this line and the counter is therefore, the place for it. Cheaper goods should be on top and the finer in a softly lighted case below. A table in the centre with bargain neckwear is the best drawing-card for his better lines that a merchant could have. Little Tuxedo organdie collars at 15c and vestees at 35c are good examples of live bait. They call attention to the need for neckwear and closer examination results in the sale of better lines. If saleswomen will be guided by the motto that "style and fit sell neckwear better than price," they will often achieve quicker and more satisfactory results.



*The sports bag for the sports outfit. It comes in various colors and in leathers to imitate tweed, homespun and plaid. The handle of one long strap and one short one is an attractive feature. As in most of the new bags there is a large mirror. Shown by Western Leather Goods Co., Ltd., Toronto.*

The two chosen friends of neckwear are ribbons and veilings, according to our informant. Ribbons tied in bunches add a color touch to the bargain table and a lovely background for the better lines in the glass case. Veilings and neckwear are usually wanted by the same customers. Moreover, having them together saves mirrors. Mirrors are most esential in selling both of these lines. Dry Goods Review was told. Even one or two hand-mirrors should be kept in the department.

### Boxes Kept All Year Round

"I think that too many stores rely on their neckwear and veils as gifts only for the Christmas season. We find that many customers ask if they can have boxes before deciding to buy and others have told us that they did not make their purchases elsewhere because they could not get boxes. We use them all the time. They are black and white and make attractive settings for our merchandise.

"Of course, we would prefer having our imprint on them but we found that this is not satisfactory in a large store like ours where we sell the cheapest and the best goods under the same roof. In a specialty shop, however, or in a department store which is looked on as the best in town, I think it advisable to use the name.

"It is a general rule here that goods are to be placed in boxes only when they are priced at one dollar or more. Even then, clerks are instructed to ask if a box is required. Much waste can be avoided by this method. If a customer asks specially for a box, however, for collars or veils or even hair-bows that cost only a few cents, they are given them. It means service and in departments that depend on feminine fancy, service is nine points of this store's merchandising law."

# Are Stressing Sales of Accessories

## In Four Out of Five Maritime Stores Hosiery Department at Front Door Results in Big Sales—Some Methods Used by Halifax and Fredericton Stores—Hints on Creating Bigger Glove Sales—Sales Lost by Incomplete Lines

DRY GOODS REVIEW is finding an increasing number of dry goods merchants through the country who are paying more and more attention to the selling of dress accessories including such items as hosiery, neckwear, ribbons, gloves and jewellery. In four out of every five stores visited in the maritime provinces lately, the hosiery departments were located close to the front door and in every case goods are shown out on the counters. In every case where the hosiery counter was located at the front entrance the merchandise manager of the store informed Dry Goods Review that sales had increased fully 100 per cent. over the volume previously sold in another location. In other stores volume had been increased by other means, such as the plan used by the F. B. Edgecombe store of Fredericton, N. B., where hosiery occupies a large part of the ground floor due to the fact that all the less expensive lines are displayed right out on the counters in bins, priced at several figures below one dollar a pair, and comprising all the staple cottons and lisles, etc., in black, brown and white. According to the management of this store, such a display method saves time in serving customers since they can pick out what they require themselves, while it also enables sales clerks to pay more attention to sales of high grade hosiery, because the cheaper grades sell themselves.

### Hosiery Stock Under Glass

In Mahon's Limited of Halifax, all hosiery is kept under glass, but so displayed that the entire stock is visible to the customer and is thus protected from dust and handling. Twenty different styles are carried in stock on the average, and are kept in deep drawers with four sizes to each drawer. Over 40 different styles of hose for children are also featured in this section, while the adults' ranges are kept separately, classified according to brands.

A bin is kept on the hosiery counter in which all odd pairs of hosiery accumulating during a week's selling are placed. These are sold off at a reduction from their regular price, plainly marked by a display card. Another bin for children's socks is also kept on hand for the same purpose.

No substandard hosiery is ever sold at Mahon's Limited, the feeling being against this departure in merchandising. On the contrary, efforts are constantly made to interest customers in the very best hosiery and the sales staff are at pains to explain how to launder fine qualities, even keeping a supply of Lux on sale from time to time for the convenience of customers.

### Novelty Gloves Stimulate Business

Gloves are another dress accessory given expert attention in Mahon's Ltd. of Halifax. Here the glove counter occupies the chief position close to the front door and extends half the length of the entire ground floor. All gloves are kept under glass as in the case of hosiery, and carefully stocked in drawers; only odd pairs are shown out on the counter, in the special price bin which successfully disposes of all left-over stock. According to the capable head of this section, Miss Hubley, gloves are most successfully sold when price is forgotten entirely and the merchandise is sold on its style and wearing merits. Miss Hubley has built up an enormous business in novelty gloves, manufactured and designed according to her special order and though these naturally command goodly prices carries no stock over at the end of any season. Thus, customers at Mahon's Ltd. are enabled to purchase an entire outfit exactly harmonizing or matching as required, due to this forethought in buying accessories and other goods.

### Stocks Larger Sizes

A special service is also afforded to customers of this department in the matter of glove cleaning, which is undertaken at nominal prices for the convenience of purchasers of new gloves who may desire to leave their old pair to be renovated. Miss Hubley believes in keeping a good stock of larger size gloves in stock in addition to the regular sizes, and finds that eights are called for very often by people who explain that they cannot obtain a good fit anywhere else. Much profitable business is often missed by failure to stock women's gloves in the extra sizes. Many customers also are unaware that there are two types of fingers supplied in gloves and Miss Hubley thinks this point could be stressed in advertising the glove department, since many women labour under the impression that their hands are peculiar and cannot be fitted with ordinary glove fingers.



*An envelope bag on the English style. It is of beaver calf and comes in both grey and brown. The new feature is the shirred elastic front of silk moire which holds the change purse and allows for its expansion. There is a memo tablet with pencil and, at the back, a handkerchief pocket. Shown by Western Leather Goods Co., Ltd., Toronto.*

In displaying the other lines of dress accessories, Mahon's Ltd. have achieved distinct success. These lines are all too often kept in the background at ordinary seasons of the year and given more space at Christmas or Easter in the majority of stores, but with this Halifax firm, a splendid showing of fine neckwear set off with the daintiest of inlaid French ivory toilet goods, as well as vanity cases, glove mirrors and chain girdles, is constantly featured in the glass case fronting the main entrance. Hand bags are also shown in profusion, but cleverly displayed to feature the linings and fittings, which after all, are of far more importance in most cases, than the outside of the bag.

### Hand Made Ribbon Novelties

In Wood Brothers' store, also of Halifax, the ribbon department is given the place of honour at the front door, and is steadily achieving a name for itself for its original, hand-made novelty merchandise evolved by the staff and shown in exquisitely decked show cases against a single length of the widest brocaded ribbon, unrolled as though by accident along the floor of the case. No price tags are used here, but a regular feature is made of "Friday specials" on which day, various items of stock are specially priced and are eagerly picked up by hostesses in search of bridge prizes or as gifts for showers, birthday parties, etc. Any type of ribbon novelty will be made up at short notice for customers by the staff, while directions for making at home will also be given if desired. By such means, the ribbon business in this store has been kept at a record volume with each successive month.

### APPAREL SHOPS ENTERING HAND BAG FIELD

Greater diversification of retail distribution in the United States of ladies' hand bags and novelty leather goods is indicated by the increasing number of specialty stores, in other lines that are handling these goods. Prominent among the fields in which hand bags are being featured quite extensively is that of cloaks and suits. Formerly these dealers confined their efforts strictly to the apparel lines, accessories being considered too small an item to warrant attention. Since the hand bag has become so important an adjunct of the woman's street costume, the possibilities for profitable sales in such goods has induced some of the fashionable shops along the Avenue to put in comprehensive stocks, and, in some instances, to open a regular department.

Recent additions of leather goods stocks in prominent shops of this kind, notably the Bedell stores, Worth, Inc., and the Brooklyn branch of Oppenheim & Collins, emphasize the potential influence of this field for leather goods retailing, and the business has already assumed substantial proportions. It is understood that the hand bag department at the Oppenheim & Collins store in Brooklyn, was established as an experiment and if successful, other stores in Manhattan and Philadelphia will add similar lines, making an important addition to the chain store outlet. The Bedell stores are carrying bags and leather novelties in the various branches, with buying headquarters at New York, in charge of an experienced buyer. It would seem that the chain store idea as applied to small leather goods is being successfully applied through the medium of these apparel shops which represent a logical market for distribution outside of the exclusive shop or departmental store.

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### SOME NOVELTY BAGS

The avenue envelope bag and the English avenue bag are articles in demand at the present moment. They are shown in a number of novelty leathers and look particularly smart in bright patent leather with a ribbed pattern embossed in straight lines. The demand for patent leathers which has been strong in the large centres all spring and summer has extended into fall purchases, particularly on lines retailing from $5.00 upwards.

Vanity boxes have again made their appearance in a better class of goods. For the past two seasons, large quantities of very cheap goods have been on the market retailing at about $1.00. The new novelty styles can be bought in nicely finished merchandise to retail at not less than $1.50 and not more than $5.00.

Fancy-corded handles 15 inches long, some having tassels at the sides, are a fall feature and the large mirrors which the trade liked so well in the spring are again good.

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### WHY HE DID NOT GET THE ORDER

He did not believe he could get it when he went for it.

He went in the spirit of "I will try" to get it instead of "I will" get it.

He would enter a would-be customer's office with a sneaking, apologetic, self-effacing air, which aroused contempt and disgust rather than admiration and confidence.

He took up most of his time trying to overcome a bad first impression.

He had the nerve, but lacked gentleness and tact.

He said mean, sharp, cutting things if he was rebuffed.

He did not know how to make a pleasing first impression.

He did not like the business.

He made statements that he could not back up and promises that he could not fulfill.

He never learned the secret that absolute reliability and strict integrity are the best sellers in the long run.

He was a jollier, and although it worked well the first time, he found flattery a poor weapon after his customers found him out.

He did not thoroughly believe in the thing he was trying to sell.

He was too long-winded. His prospect got tired before he got to the point.

He worked his prospect up to the point of enthusiasm, but he could not clinch the bargain.

He looked upon the man at the other end of the bargain as merly a tool to favor his own ends, instead of looking out for the man's interests.

He did not know that people always suspect the man who talks down competitors.

(Continued on page 87)



*The Lady Nancy Astor model made in baby octopus. Note the Venetian bar top and the braided cord handle. It opens at both front and back with ample pockets under each opening. Shown by Western Leather Goods Co., Limited, Toronto.*

## *SOME OF THE NEW FALL BAGS*



*Left—Avenue Envelope. Centre—The English Avenue. Right—Novelty fitted bag without a frame for misses. Shown by Canadian Leather Products, Limited, Toronto.*

# Retailers Openly Oppose Receipt Tax

## Convention of Eastern Ontario and Ottawa District Branch R.M.A. Passes Resolution Authorizing Dominion Board to Fight Tax on Receipts—Many Merchants Unaware of Nature of Receipts To Be So Taxed

BROCKVILLE, Ont.—Two hundred retail merchants, representative of various lines of trade in Ottawa and many parts of Eastern Ontario, assembled in convention in Brockville, Ont., this month unanimously endorsed the receipt tax resolution shown on this page. It was moved by A. D. Carscallen of Tamworth, and seconded by L. N. Poulin of Ottawa.

Thanks to the organizing ability of J. C. Campbell, secretary of the Eastern Ontario district, and to the valuable assistance rendered by the Brockville committee, the convention arrangements were carried out without a hitch. The attendance was good and the delegates entered enthusiastically and earnestly into the discussions. The chair was occupied by Henry Watters, president of the Eastern Ontario district association and managing director of the Standard Drug Co., Ottawa, and a lengthy but enlightening exposition of the Sales Tax was given by E. M. Trowern, secretary of the Dominion Board, Retail Merchants' Association of Canada.

In the evening a banquet was held in the town hall, and the business part of the programme was concluded Thursday morning.

The Brockville committee in charge of arrangements consisted of: A. M. Patterson, chairman; H. W. Gilhooley, vice-chairman; H. J. Muldoon, secretary, and William Rhoades, treasurer.

### Let Businessmen Run the Country

The spirit manifested throughout the meeting was that the government should step aside and let businessmen run the business of the country. There was altogether too much interference with trade.

The delegates were welcomed by Mr. Patterson, who expressed the hope that the day was close at hand when every retail merchant in Canada would be identified with some branch of the R. M. A. He said it was in their interests to do so.

Mr. Trowern confined his remarks entirely to taxation matters. It was one of the most important and perplexing problems with which the association had to contend. The difficulty was that legislation was being introduced from time to time by men who knew absolutely nothing about business. In his opinion taxation should be simply to raise revenue, and for no other purpose. He said there were at present ten systems of taxation, all of which were tumbling over each other and costing the country thousands of dollars. There was not even a vestige of system about it. He compared the government plan with that of the Retail Merchants' Association, where one assessment was made for all purposes.

Mr. Trowern thought Canada was too sparsely populated to have any cumbersome system of taxation. The time had come when it was up to the retail merchants to stand up to the government and demand their rights. There was no use waiting for another change of government, for one party was as bad as the other. "I would tell the politicians to step aside," he said, "and leave the business of this country to businessmen."

**"Whereas in the opinion of this convention the placing of stamps on all receipts of ten dollars and over for the purpose of raising revenue is an unnecessary and annoying arrangement and one that will fail to accomplish the object in view, we recommend that the tax be abolished, and request the Dominion Board to take the matter up with the Government."**

### Judges Cannot Understand It

The speaker then proceeded to show the density of the act. Even the judges could not understand it. He was prepared to give one hundred dollars to some charitable institution, if anybody could explain to him what the Sales Tax Act meant.

Reference was next made to the classification of certain retail merchants as manufacturers, and Mr. Trowern pointed out that it was only after a great struggle that the government was induced to exclude certain retailers from this classification. These included blacksmiths and tinsmiths, but there were still a number who were being unjustly placed under that classification, and therefore there was still a big fight ahead.

"I tell you," said Mr. Trowern, "that we have got to be consulted before the government puts over any more such freak legislation."

"It is not the people who are running this country, but the officials of the various government departments."

### Receipt Tax

Following Mr. Trowern's address, there was a discussion of the receipts tax with the subsequent adoption of the resolution quoted above. From the discussion, it was seen that the delegates were very much at sea as to the government's intention in this regard. Some were under the impression that all retail merchants were obliged to give receipts whether they wanted to or not, and some could not make out, from the wording of the Act what a receipt constituted. Mr. Trowern said his impression was that a receipt was any slip of paper upon which an acknowledgment of purchase was made, whether it was only an ordinary scrap of paper or a regularly printed receipt.

Dry Goods Review representative pointed out that the department had not yet made any hard and fast rules. He had been informed by a high official that it was the intention in the near future to draft regulations governing this section, and until these were forthcoming it was only guess work to say what would and would not happen.

However, it was the general opinion that it was a clumsy piece of legislation and should be struck off the statute books before it had any opportunity of doing the harm it was bound to do.

## Last Minute Doings at Brockville

**The following wire was received from Dry Goods Review representative at the convention of Eastern Ontario retailers at Brockville.**

**Resolutions adopted on second day are as follows:—1. Request to the government to redraft the Sales Tax so its meaning will be better understood.**

**2. Convey to the government our regret that the legislation so carelessly drafted has been allowed to pass the House and Senate.**

**3. Request Dominion Board to have all advertisements referring to co-operative societies, farmers' clubs and chain stores carefully scrutinized and to prosecute firms using false and misleading advertisements.**

**4. Request Dominion Board to strongly oppose proposed bill which would prevent manufacturers fixing prices on their product. Most members favored price fixing by manufacturers as long as sufficient spread was allowed.**

**It was the unanimous opinion that the provincial legislature was attempting to obstruct retail merchants from carrying on their business in a legitimate, honest and straightforward manner.**

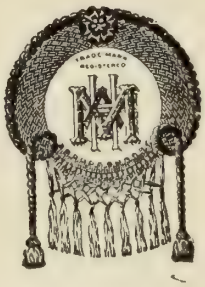
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Veils—Veilings
Radium Laces
Blue Bird Hair Nets
Gold *and* Silver Tissue Cloths
Dress Trimmings & Sequin Tunics

*Orders Received will have our prompt and careful attention*

*The* ADAMS-BARRETT CO.
*LIMITED*
64 Wellington St. W. Toronto

# Moulton Trimmings



## For Autumn Selling

All the latest Fads and Fashions are shown in The Moulton Fall Range of Braids, Fancy and Military, Beads, Chenille, Cords, Drops, Fringes, fancy and plain, Girdles, Ornaments, Tassels, Knitted Trimmings and Soutache.

Let us have your requirements at once.

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**4 Inspector St. Montreal**

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| *CHINA WARES* | *ELECTRICAL GOODS* |

Check over this list and see us

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THE "MATINEE"

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*Black or Colored Leathers* *Send a Sample Order.*

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ALL STYLES

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SILK BAGS

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THE LATEST "SALLY"
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Colored Leather, Patent Leather, Moire Silk.

WRITING FOLIOS

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LETTER CASES

LADIES' BELTS

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CHILDREN'S PURSES

**CANADIAN LEATHER PRODUCTS**
**LIMITED**
**144 FRONT STREET WEST · OPPOSITE UNION STATION · TORONTO**
**BUY DIRECT FROM THE MAKER**

# Practical Underthings Being Shown

## Return of Lace Is Marked—Canadian Women Want Pyjamas at Better Prices—Manufacturers Making Efforts to Combine Garments—No-lace Corset and Short Front One Are Two Interesting Models in Present Showing

LACE IS seen on improved lingerie more than it has been for two or three years. In fact, lace houses are feeling quite optimistic over the adoption by Paris of trimmed garments. Not that this means the decline of the tailored types for many manufacturers are still turning these out in considerable quantities. Hemstitching is still used but lace is often added, the latter being sewn on flat rather than frilled as in other seasons.

There seems to be a feeling for yellow in lingerie this year, practically every shade of it being shown. Crepe de chine is very good and there is more georgette being made up into underwear than last year.

Pyjamas are wanted by Canadian women according to reports from department heads. The two-piece is liked better than the other because it is more comfortable but many stores say they cannot give these at a price nearly compatible with the price of nightgowns of similar quality. Several manufacturers have informed Dry Goods Review that the extra time taken in making these is responsible for the difference. Yet in the United States, pyjamas of good cotton materials can be bought as low as $1.00 and rarely for more than $2.25. Silk pyjamas were seen by our representative in several Buffalo stores for $3.00. In Toronto, cotton two-piece lines have as their lowest price, $2.25 and nearly all of the silk ones are shown at from $6.00 up. Several women have openly declared, according to salespeople that pyjamas are one line which they always buy on the other side. So here is an opportunity for our manufacturers and our retailers. They no longer can claim the field is not large enough.

### New Combination Groups

Lingerie manufacturers are on the whole most aggressive when it comes to new ideas. So many women have shown an inclination to abandon vests this Summer and wear brassieres in place of them, that one manufacturer has made a brassiere-vest combination, the brassiere portion being a separate piece stitched into the vest at the top.

A Toronto firm has made a brassiere which is said to be the answer for a garment which will not slip under the corsets—a complaint which retailers are hearing a great deal of in brassieres. This new one is made in two pieces, back and front. To each is attached tapes which may be tied as desired. This does away with the trouble at the waist line, which is the place where most brassieres fit badly. Selling by bust-measure does not assure waist measurement because this is not the same in any two people. The only difficulty Dry Goods Review can see in this new garment is the lack of neatness in it. Tapes tied at both front and back do not add to the general outline of the figure. But this brassiere certainly can be moulded to the figure better than any garment we have seen.

Another combination is the knicker and underskirt. With the vogue for longer skirts and the consequent return of petticoats, this should meet with success. There is no doubt that the knicker will be good this winter because of the lengthened skirts but this does not mean lack of interest in bloomers. They are the most staple line that underwear makers have brought out in years and for

(Continued on next page.)




*1. Made of cotton tricot cloth in white with reinforced waistline.*
*2. Of all-elastic in the diamond pattern. Comes in flesh color.*
*Shown by F. Longdon & Company (Canada) Limited, Toronto.*

# Good Advertising and Varied Stock

## Essentials That Have Helped to Build Successful Corset Department for the Paquet Company of Quebec City—Will Not Permit Goods Taken Out on Approval—Importance of Personal Appearance to Salesmanship—Few Sales Held

FROM a small corner scarcely noticeable among the more imposing and successful sections of the Paquet Company store of Quebec City, has grown a corset department which rivals in profits any other in the business. Its development is largely due to the efforts of its manager, Mrs. Nesbitt, who has built it up in the course of the past 14 years from comparative insignificance to its present important status. Mrs. Nesbitt has many interesting theories on the subject of corsetry which should be of interest to those to whom the business of selling this class of merchandise presents problems.

### Stock Well Assorted and Advertised

"We have built up this department by dint of using plenty of good advertising and keeping the stock right up to the minute in variety and novelty," commented Mrs. Nesbitt to a staff member of Dry Goods Review. "I believe in using newspaper space often, at least once a week of course. The advertising is always timely and is directed to keeping the subject of corsetry foremost in women's minds. In this city, the majority of women prefer to invest in the more inexpensive models and therefore we have succeeded in building up a really large following with 98-cent corsets of a well known make, which affords good value for the money. Women of Quebec would rather purchase four pairs of 98-cent corsets than one $4 pair, and no amount of education will change this tendency. It therefore behooves us to keep offering the best possible values all the time so that the wearer of a 98-cent model will be constantly reminded of the idea of buying again and again.

"Despite the tendency to buy cheaper corsets," continued Mrs. Nesbitt, "Quebec women, nevertheless, are fastidious about their appearance and enjoy shopping in a department which is always dainty and well appointed. I take pride therefore in maintaining the appearance and efficiency of this section at the highest standard possible and our constant effort is to please our customers so that they will come back. We invariably keep in mind the fact that there will be a "next time" and personally I do not think we have ever lost a sale by reason of failure to give service and individual attention to each customer.

### Discourages "Approvals"

"Our policy is always 'Money back if your corset is unsatisfactory,' but we do not permit goods to leave the store on approval," pointed out Mrs. Nesbitt. "This is an extremely bad policy and should be quite unnecessary if measurements are carefully taken and a fitting given at the store. Of course it is really not worth while to waste time over fitting a 98-cent corset, so it is usually best to concentrate one's buying upon good sensible models which are best adapted to the majority of figures. The back-lace variety, of course, are most popular with us in all grades, and we therefore take especial pains to educate our customers how to lace these models properly, and above all, how to take them off at night. Even a 98-cent corset can be given twice as much wear if it is loosened each night when it is taken off."

### Frequent Sales Unnecessary

To a question regarding the advisability of holding sales in the corset department, Mrs. Nesbitt stated that she believed in the semi-annual clearance sale only, as a means of keeping the corset department at its best. Too many sales tended to lower the value of good corsets and had a bad effect upon regular business. Besides, where the bulk of business is done on popular priced models, it is unwise to hold sales of any kind, except the usual stock clearance sales in January and July, when discontinued or out-of-date models are best got rid of. The sole concession made by Mrs. Nesbitt in the way of offering reduced prices is in the case of brassieres. A large pile of bandeaux and regulation brassieres priced at 49 cents each is kept permanently on the glass show case at one end of this department and with each sale of a corset, the staff usually makes a corresponding sale from this pile, which is always neatly arranged to display the attractive qualities of the goods. Often a 98-cent corset worn with a good brassiere will so improve the figure of the wearer that she is willing to purchase better grade models next time in order to preserve the good effect for a longer period.

Children's waists are also stocked in this department, and a few boxes of popular styles are also kept out on the counter to attract passers by.

### Show Cases Elaborately Dressed

In the matter of lay-out, Mrs. Nesbitt has taken considerable trouble to make her section among the most attractive in the Paquet store. Located close to the elevators, she has ranged a long and well lighted silent salesman at the end of her department, the shelves behind it and on either side. The glass show case is kept dressed with the daintiest of satin or tricot brassieres and corsets, displayed against pastel tinted paper and set off by various dainty accessories. French women are irresistibly attracted by such display as this and their fingers literally itch to handle the alluring creations of lace or silk which are so moderately priced.

### Staff Are Attractively Dressed

Mrs. Nesbitt holds one other theory which, however, she does not boast of personally, but which is nevertheless one of the chief characteristics of her well appointed corset section. This has regard to the personal appearance of all those who are connected with the department. Mrs. Nesbitt herself dresses invariably in a crisp and delicate handmade blouse of some fine white material with a black skirt, and she is careful to be as carefully groomed even in this simple uniform as though she were setting forth to attend a function. She contends that in selling such intimate articles of apparel as corsets and brassieres, the saleswoman must herself be immaculately dainty and neat, for nothing so quickly prejudices a customer as the sight of a carelessly dressed and untidy person behind the counter.

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## PRACTICAL UNDERTHINGS

(Continued from previous page.)

all concerned it is to be hoped they are here to stay.

### New Corset Designs

The Canadian branch of one big American corset house is responsible for the invention of a corset which is the direct descendant of the front-laced model but has some of the merits of its older ancestor, the back-laced one. This is the corset with no lace at all. It is not a slip-over or a pull-on such as Paris is talking of so much these days and is not altogether of elastic as these are. It is made out of regular corset materials and hooks up the front with neat boning down the back. The fitting is done with lacing under the four-inch inserts of elastic just in front of the hips. This lacing makes the corset perfect fitting, it is claimed, because the elastic will allow two inches increase or decrease. They have the advantage of preventing protrusion at both front and back, one of which usually occurs in the two styles we have at present.

The same Toronto firm has made another corset with a low front. This is for slight figures particularly, as most thin women have trouble with the front bones. This corset is cut nearly four inches lower at the front and over this, so that a neat appearance is given, there is a loose "gate" which is attached to the corset hooks.



# Not at the Lowest Prices But—

Warner's Rust-Proof Corsets are absolutely guaranteed not to Rust, Break or Tear. Consequently, on present market costs, we cannot put the material we feel is necessary into a corset to sell below $12.00 per dozen.

But from this price up, particularly from $15.00 to $36.00 per dozen, we believe we are offering corsets which will give the utmost satisfaction to your trade, and profits to you.

## *Warner's Rust-Proof* Corsets—

(Made in Canada)

Here are some of the new styles recently added to our line which have met with a ready response from the trade.

**Style 0938**—Made of pink novelty cloth. A rubber top model for slender figures. Sizes 19—26. Price $12 per doz.

**Style 109**—One of our big selling styles for the average to heavy figures. Made of strong pink coutil graduated clasp and a 5 inch rubber gore in the back. A splendid stock number. Sizes 20—36. Price $18 per doz.

**Style 0917** A popular number for the average figure. Frilled rubber top style and made of pink novelty cloth. Sizes 19—28. Price $15 per doz.

**Style 373**—A particularly good fitting number for the average to heavy figure. Semi rubber top with raised back to pocket any extra flesh under the shoulder blades. Made of strong soft finish coutil. Pink only. Sizes 22—34. Price $36 per doz.

## Popular Front Lace Styles

**Style 502**—A popular priced front laced model for average figures. Made of pink coutil with semi-rubber top. Lace trimmed. Sizes 20—30. Price $18 per doz.

**Style 36**—More popular than ever this year. A fancy frilled rubber top model for average figures. Made of strong pink coutil. Sizes 20—30 Price $21 per doz.

**Style 900**—A pink brocade model which sells on sight. Rubber top style with fancy silk stripe frilled elastic. Made in sizes 20—28. Price $24 per doz.

### Our New Canadian Terms

**6% 10 days - 5% 30 days - 30 days extra**

# THE WARNER BROTHERS COMPANY

**356 St. Antoine St., Montreal, P.Q.**

# THE BREAD AND BUTTER LINE

YOU will make the most money selling Gossard Corsets and Brassieres. And money is the end and aim of any store-keeping business.

The reason you will make more money is because

## GOSSARD FRONT LACING CORSETS




*Have you stocked model 202? It is the most remarkable corset ever offered to retail at the suggested popular price of $2.50, for the slight to medium woman. It will bring you new business.*

designed to the nine ideal figure-types, are *always* in style. They adhere to the unchanging fundamentals of ideal figure proportions, beauty and good taste and are not built merely to conform with the vagaries of fashion.

*Your stock of Gossard Corsets is good until sold.* You do not have to cut prices or have bargain sales on the Gossard line. With the Gossard line you can be sure of fitting more figures with a smaller stock; you can be sure of fitting your customers better and giving them greater satisfaction.

All this means a much more rapid turnover and a smaller investment in your corset department—and a larger profit each year.

For definite particulars as to how our advertising helps sell *all* your customers on the Gossard line write us immediately.




*Model 200, designed with [illegible] the superiority of Gossard artistry for the average to stout figures. You can sell this Gossard at the suggested price of $2.50 to women you never sold before.*

*The* CANADIAN H. W. GOSSARD CO. *Limited*
*366-378 West Adelaide Street, Toronto, Canada*

*Chicago New York London Sydney Buenos Aires*

# The Story of the Ostrich

## Where the Ostrich Feather Comes From and How It Is Made Fit for Miladi's Hat—Starching An Interesting Process—Feathers Made Black By Chemical Reaction Not By Dyeing

Managers and department heads tell us they like to see articles describing the processes used in manufacturing their lines. They find that their salespeople are interested in these, because they can help them to help their customers.

This article was written by a representative of Dry Goods Review who was permitted to watch operations in the factory of the Dominion Ostrich Feather Company, Limited, Toronto.

PRACTICALLY all of the world's supply of ostrich feathers comes from Africa; about 20 per cent. from Northern Africa, that is, the Sahara Desert district, and the balance from the Transvaal or British S. Africa. The birds are farmed on ranches which are sometimes as large as three thousand acres. The largest ranches have alfalfa farms in connection with them. This is the principal food of the domestic ostrich and as the appetite of that bird is enormous, the cultivation of alfalfa is done on a large scale. An ostrich will eat about as much as two horses per day and will finish off with a dozen oranges eaten whole. During the World War the ostrich growers supplied large quantities of alfalfa for the mules and horses of the British armies operating in German East Africa and Salonika.

The plumage is taken every nine months, making two "crops" in a year and a half. The feathers are not pulled as is sometimes supposed, but clipped off about 2 in. from the body, so that the treatment of the ostrich is very humane. The entire plumage is taken at a clipping, leaving the bird stripped. These feathers are marketable during the first thirty to forty years of the ostrich's span of life, which is usually in the neighborhood of two hundred years.

The birds are well looked after, scientifically fed to promote growth, and at certain times of the year their bodies are sprayed to keep them free of insects. Ostriches are bred and cross bred very much as prize cattle, a good pair sometimes bringing as much as $10,000. In order to encourage the industry, the government of S. Africa gives cash prizes every year for the best bred birds.

The total clipping from one bird in the nine months weighs about 1½ lbs. This 1½ lbs. will sort out into about 8 different grades. The feather growers ship their entire crop of unassorted feathers to commission houses in Port Elizabeth. Here the feathers are given a rough cleaning and then sorted into the various grades. After grading they are sold at auction either at Port Elizabeth, Cape Town or London, England. Farmers frequently borrow money from their banks while the plumage is still on the birds' backs. The banks have experts on their staffs, who examine the growing crop before passing on a loan.

### Male Feathers Best

As in most birds, the feathers from the male ostrich are best for most purposes, although manufacturers have so perfected their treatment of the female ones that it is difficult for a novice to detect the difference in the finished article. The male feathers are of course more expensive and those from the full-grown bird sell for more than those of the young one because of their length and breadth.

The feathers in the raw state are not attractive. Those of the female are grey and brown, and those of the male black and white: none of these colors are particularly good and they lack the lustre which is seen in the dyed feather.

The best plumage is taken from the wing and a small section of the tail. These are called wing feathers in the mature bird and spads in the young. Besides these there are the boos feathers (which lie under the wings and are smaller) the drabs, bycocks, feminas and whites—all trade names for ostrich feathers in common use but of different commercial value. The price of raw feathers ranges from $15 to $200 a pound, according to the size and texture.

When the feathers reach the factory they are again graded, the very best being dyed into black feathers.

The quality of the feather depends




*THE VOGUE IN CHILDREN'S HANDKERCHIEFS*

*These little kerchiefs for every day in the week are the big craze in New York at the moment. They are made of fine Swiss lawn with hand-loom embroidery. There is a picture and a day of the week on each and they are attractively boxed. Shown by H. P. Ritchie & Company, Toronto.*

mostly on the flue—a term for the separate sprays attached to the quill. When the down covering the flues is thick, the feather is fluffy and easily curled.

**Bleaching and Dyeing**

Feathers which are to be any color but black are first washed in soap and water and then bleached. Bleaching destroys the fat in the quill and flue and is necessary if the feather is to take the dye evenly. Those which are to be dyed black are put through a solution of sodium trisulphide to remove the fat. White feathers are blued after bleaching.

Feathers are dyed by absorption; that is the dye is absorbed into the quill and fibres of the feathers. They are first given a "mordant" or preparatory bath so that when entered into the dye bath, the color will penetrate more quickly and evenly. The mordant varies for the grade of the feather and the color used in dying. Oxalic, tannic, tartaric, and sulphuric acids are the mordants most commonly used.

The process of dyeing feathers in colors is much simpler and easier than that used in dyeing black. One bath in the color will give a rich shade if the dyer is experienced. Because of the strenuous treatment to which those being dyed black are subjected, the male bird's feathers are preferred on account of their heavier quills and flues. Even these shrink under the black process to the size used in colored feathers.

It takes a six-day continuous process to dye feathers black. When a bath of black is once started it must be finished; any interruption in the process will ruin the goods. They go through nine different vats, which takes six days and nights. During the day time the temperature is kept to 175 deg. F. The feathers are not dyed black; during a certain stage of the process, a chemical reaction takes place of "fixing" the color to prevent its turning red. Some of the chemicals and dyes used in the black process are: Logwood extract (this is the sap of a semi-tropical tree); archille extract (obtained from a specie of lichen); cyanide of potassuim (deadly poison); ferricyanide of potassium. Great care in the correct amount of the various chemicals and the length of time in the different baths is essential. The slightest error is apt to ruin the feathers. Frequently this factory puts through $2,000 worth in a simple bath.

An experienced dyer will frequently start six or eight color vats at the same time, seeming to know by intuition when each particular batch has absorbed sufficient dye. This is quite a trick when it is remembered that various colors require different intervals of time and different vat temperatures, and that some grades of feathers absorb color quicker than others.

**Starching**

All ostrich feathers except the black ones are starched before they are curled. This explains why feathers will not curl after being washed in the home. Few women know that they requ starch in order to open the flues to the fullest extent. When partly dry after dyeing, the feathers are dipped in starch water and then passed through an ordinery wringer. The starch is afterwards beaten out on large rollers made especially for the purpose. This beating also dries out the flues. The quill is dried by allowing the feather to remain in a heated room for several hours.

There is a designer whose sole work is to invent patterns which he thinks will please milliners, costumiers and those who deal in feather novelties. Drawings are made of every design and these are copied by the workers.

To make ostrich mounts, boas and other intricate articles, the quill is usually split so that only a thin thread of it remains to hold the flues. This can then be bent into any shape required. When a feather is not long enough, an-

(Continued on page 80.)




*Above are shown three of the newest fancy goods novelties shown by Hambly & Wilson, Limited, of Toronto. The upper one is a hand embroidered table spoon case, stamped on white linen and bound with embroidery in blue, pink and black. The centre shows some celluloid novelties for children. The lower is one of the newest novelties in a colored basket embroidered in wool flowers.*

# TORONTO EXHIBITION VISITORS




are cordially invited to our showrooms. Watch for our large warehouse directly opposite the union station.

TO OUR many customers and to all in the trade we are pleased to announce that we have in stock RIGHT NOW an immense and varied range of toys, dolls, and fancy goods for Christmas trade AND CAN MAKE IMMEDIATE shipment.

Leather Goods,
Toys,
Dolls,
Games,
Fancy Goods,
Decorations.



Druggist's
and
Tobacconist's
Sundries,
China,
Glassware.

Illustration is of one of our newest Silver Plated Five O'clock Tea Sets

# NERLICH & CO.

146-148 Front St. West, - Toronto

**Opposite Union Station**

# A Mesh Bag Market of More than a Million

## *There's a Share for You*

FOR fall and the holiday selling season of 1922—the biggest advertising campaign ever put behind a mesh bag line; one of the strongest ever planned for any jewelry item!

## An International Campaign

Fifteen magazines will carry Whiting & Davis Mesh Bag advertising, from September to December inclusive:

**Saturday Evening Post**
**Ladies' Home Journal**
**Cosmopolitan**
**Delineator**
**Vogue**
**Harper's Bazaar**
**Theatre Magazine**
**Atlantic Monthly**
**Century Magazine**
**Harper's Magazine**
**Review of Reviews**
**Scribner's Magazine**
**World's Work**
**Town and Country**
**Town Topics**

**In Canada:** a circulation of these magazines of over 250,000; a **reader** market of more than a million; is the opportunity which this campaign offers to Whiting & Davis dealers. An opportunity **not** limited to the mere circulation of the publications in any community, because advertising on this tremendous scale—a 40,000,000 market in the States—creates **vogue,** style demand. And the market for the **fashionably correct** article corresponds pretty nearly with the number of women in a community.

## Bring Them to Your Store

This business in your town is yours for a little effort. The use of the beautiful Whiting & Davis display card, running the free Whiting & Davis Mesh Bag electros in your local paper, effective window and show case displays will distinguish your store as Whiting & Davis headquarters. It will concentrate the selling power of the **local** Whiting & Davis national advertising in your store. This is profitable—worth having.

The Whiting & Davis Trade-mark and Tag are featured in all national advertising. Point them out to your customer, emphasizing the fact that your Whiting & Davis Mesh Bags are Canadian made.

MESH
WHITING & DAVIS CO.
BAGS
TRADE MARK REG. U.S. AND CAN.

# *Whiting & Davis* MESH BAGS

In the Better Grades, Made of the Famous "Whiting" Soldered Mesh

*(L. W. Cooke, Manager)*

Sherbrooke, Quebec



New - Practical - Stylish

# Leather Goods

## Be the First to Show Them

Your customers will want new bags to match the new Fall apparel—have the goods, do not have them send out of town for their needs.



We have a splendid range and if you are in the City during Exhibition call and see us, we are right down town.



## The Western Leather Goods Co., Ltd.

Manufacturers

*255-257 Richmond St. W. - Toronto*

# Special Exhibition Offer

**We have selected a few good numbers from our stock and have priced them at very low figures.**




**5509 n/3 Shida Basket** .....**$6.50 doz.**
(6 nests in assortment.)

**3180 n/3 Shida Baskets**.....**$3.50 doz.**
(6 nests in assortment.)

**5507 n/3 Shida Bread Baskets**..... **.75 each**
(2 nests in assortment.)

**5631 n/3 Shida Fruit Basket**.....**$2.75 each**
(Mahogany color).
(1 nest in assortment.)

**5686 n/3 Bamboo Sandwich Basket**.....**$2.10 each**
(Mahogany colors. 2 nests in assortment.)

**5479 n/3 Bamboo Waste Paper Basket**...**$1.75 nest**
(1 nest in assortment.)

**4512 Silk Lined Work Basket**.....**$1.60 each**
(1 only in assortment).

**5661 n/3 Shida Silk Lined Work Basket**....**$3.50 set**
(1 set in assortment.)

**5641 n/3 Shida Silk Lined Work Basket with handles and needle case**.....**$3.25 set**
(1 set in assortment).

**3247 Large Silk Lined Shida Work Basket**..**$4.50 each**
(1 set in assortment.)

**5947 n/4 Baby Basket**.....**$1.95 set**
(1 set in assortment.)

**64 Baskets in above assortment for $25.00**

We would be pleased to have you call and look over our stock when you are in the city at the Exhibition or at any time. Your mail orders will receive prompt attention.

## G. R. GREGG & COMPANY, LIMITED

50-52 York Street - Toronto

**Warehouses also at Winnipeg and Vancouver**

# See This New

## The La Mode Hair Net

*CANADA'S BEST*

Attractively put up in the new Cabinet for quick and easy selling




The Coupon just across the way fits any envelope

**It's right down here**

A cordial invitation is extended to all visiting buyers to call at our show rooms and inspect our fall range

## Ladies' Wear Limited

*Our Dresses, Waists, Silk Underwear and Neckwear are produced in Canada*

**563 College Street, Toronto**

W. F. Goforth, President

# Hair Net Cabinet

## Every La Mode Net Guaranteed




Feature in your show window—Display cards supplied
Colors: Mid, Light, Dark, Black, White, Auburn, Blonde, Grey

**CAPS SINGLE MESH CAPS DOUBLE MESH FRINGE SINGLE MESH FRINGE DOUBLE MESH**

**La Mode Hair Nets will satisfy the most exacting customer**

**LADIES' WEAR, LIMITED,**
**College Street, Toronto, Can.**

Gentlemen:—

Please send me the new cabinet with a five gross assortment of La Mode Hair Nets.

NAME .....

CITY..... ..... PROV.....

Permanent show rooms at

509 Drummond Bldg.
**MONTREAL**

102 Booth Bldg.
**OTTAWA**

205 Curry Bldg.
**WINNIPEG**

217 Lancaster Bldg.
**CALGARY**

Bower Bldg
**VANCOUVER**

IF YOU REQUIRE LINES FOR YOUR BABY DEPARTMENT WE HAVE THEM—

RATTLES, DIAPERS, BIBS, FEEDERS, HAND KNITTED GOODS, ANGORA HOODS.

OUR RANGE OF ART NEEDLEWORK IS VERY COMPREHENSIVE. NOVELTIES, PILLOWCASES, TOWELS, ETC.

ALL COLORS IN SHETLAND FLOSS, SPORT WOOL, SAXONY, FINGERING WOOL, ANGORA WOOL.

*D. M. C. THREADS*

*Flossell Artificial Silk*

Hambly & Wilson, Limited
11 Wellington St. W. Toronto

**JULIEN GIGUET**
**2 COURS DES CHARTREUX, LYONS**
**France**
**Manufacturer of**
**NATURAL HAIR & SILK HAIR NETS**
**With Elastic**
**QUEEN OF BELGIUM PAULETTE**

GALLIA CAP
COIFFURETTE—Nec Plus Ultra.
ELASTIC VEILS
MADALON—In cabinets of 12 dozen each.
ELEGANT—In cabinets of 4 dozen each.

We carry these lines in stock.

**SOLE AGENTS FOR CANADA**
**M. CHASSAGNE, LIMITED**
HEAD OFFICE:
**45 St. Alexander St. - Montreal**
**Representatives in**
**Toronto, Winnipeg and Vancouver**

# Money-Saving Information

"The most useful information contained in any paper I get"—so a Western banker writes in to-day's mail, renewing his subscription for FINANCIAL POST.

"Very often," his letter goes on to say, "I am called on to suggest investments for small amounts, sometimes as low as a few hundreds, and I find your Investors' Inquiry Service a reliable partner to consult. If every investor knew there was such a service at his call it would surely lessen the losses of many of these people."

The Investors' Inquiry Service fills just that need. Unless you are perfectly sure of your investments, write us before you buy.

It costs FINANCIAL POST subscribers nothing to be sure before placing hard-earned savings in stocks that may never have a chance of paying dividends.

Trained service men will give you the benefit of keen analysis based on the facts behind the securities you are considering. This is one of many features enjoyed by our readers.

143 University Avenue **THE FINANCIAL POST** TORONTO Canada

# "JULIAN SALE" LEATHER GOODS

THE LARGEST EXCLUSIVE LEATHER GOODS HOUSE IN CANADA



## Special!

THERE IS A DECIDEDLY INCREASING DEMAND FOR THE LARGER SIZE

## Vanity Boxes

**We have appreciated the fact and are in an excellent position to meet it**

Place your order to-day for this special number—we are ready to make immediate shipment.

**No. 98/20—Vanity Boxes**—Size is 9 inches long and 5½ inches wide. Made of fancy buffed leathers in brown, blue and grey, and in black patent leather, nicely fitted and beautifully finished, has large mirror, and the price to the trade is

## $45.00 A Dozen--Net

**This line is but one of the many good values in Vanity Cases.**

**Write, phone or wire your orders.**

The Julian Sale Leather Goods Company Limited

**600 King Street West, Toronto**

# Specializes in Native Products

## Davidson's, of St. John, N.B., is Far-Famed for His Native Articles—Handles Great Quantity of Wool in a Year—Some Novel Baskets for Tourists—Has Done Unique Business for Many Years

THE PEOPLE of New Brunswick and Nova Scotia are especially interested in the promotion of their native handicraft work, such as has been created by country women or Indians for generations past. Scarcely a dry goods store exists in that maritime provinces that does not devote more or less space to native basketry, knitted work, rugs, bags and so on, in its regular stock.

### Davidson's for Wools and Baskets

Many years ago a small store was opened in St. John, N. B., by a far-seeing man called John R. Smith who believed that there was a demand for all such handicrafts as were carried on by the various Indian settlements around the province. His store was taken over some 22 years ago by a successor, John A. Davidson, previously associated with Mr. Smith in the initial enterprise, and this business is famed throughout New Brunswick as a centre for every sort of basketry, wools, men's socks, moccasins, and so on. The store is small in size but literally jammed with merchandise, which is piled almost to the ceiling on the floors and in the windows, with a unique intermingling of all the various types of goods.

Tourists as well as local shoppers know of Davidsons', although no publicity work has ever been undertaken to enlarge the scope of the business. Instead, the fame of its wares has spread by word of mouth far beyond the confines of New Brunswick and letters ordering goods arrive frequently from such far provinces as Manitoba and British Columbia as well as from the United States.

### Specializes in Yarns

A description of its interior is not complete without mention of the enormous stock of wools which fills up o entire side of the store, arranged in deep bins, according to brands, all the colors being mixed together to produce a brilliant effect in the little shop. All round the ledges are hung skeins of colored wool from nails, and down below a similar row of hand knit socks is hung. Every preference in the way of hosiery for men, women and children is to be satisfied at Davidson's where the stock comprises both manufactured and hand-knit hosiery as well as both domestic and foreign yarns. It is claimed that the yarn business done each year by this store is among the largest in the maritime provinces, a it is not unusual for the proprietor to have to instruct feminine customers as to the requirements for various types of socks, estimating the number c skeins and so on.

All day long the little store is kept busy and the huge stock of yarns and baskets is, of necessity, renewed several times a week, particularly during the Fall and Winter months when baskets and yarns both seem to be inexhaustibly popular. During the cool Summer months the Indians ply their craft of basketry, creating many unique and beautiful effects out of split woods and sweet hay, carving bows and arrows, stringing snow-shoes and stitching elaborate bead embroideries on moccasins. These they bring to Mr. Davidson who from his life long association with the Indians is able to advise them as to the types of basketry, etc., most in demand and to give them new ideas to recreate in these materials.

### Baskets of Every Size and Shape

Among the most wanted styles of baskets shown in the store was an "automobile basket" developed in natural split wood in a size to fit exactly into a running board and equipped with two small wicker pots into which thermos bottles can be slipped and kept firmly upright during a trip. Brightly colored market baskets of a dozen different varieties, as well as dainty fancy work baskets fashioned out of New Brunswick sweet hay, fragrant as a clover field, are shown in many odd shapes. Toys such as canoes, wigwams, picture frames of birch bark and so on are likewise featured. Baskets vary all the way in size from the largest clothes hamper down to the tiniest thimble container and are a study of great interest to everyone who appreciates work of this nature.

Should you require a paddle for your canoe or a nice new wooden print for your butter, a wooden spoon for the kitchen or a pair of straw office cuffs, your wants can also be supplied at Davidson's without difficulty. These are in part the range offered in this unusual little shop, which is perfumed with the aroma of sweet grasses and of the odor of new woods.

Outside the front door is to be found the one and only indication as to the character of the shop, namely, a life-like dummy sheep, painted white and standing on a bright green stand to represent its native meadows. This sheep is accounted as one of the curios of St. John commercial life and dates back fully 75 years, having withstood the storms and winds of three quarters of a century in order to symbolize to passers by the character of the goods within the store. Placed out on the street, this sheep has become a land mark, appreciated by older residents of the city, as well as curious tourists who make vain attempts to purchase it, and marvel that its value is held so high.

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## THE STORY OF THE OSTRICH

(Continued from page 71)

other is added to it so cleverly that the join can hardly be seen. The quills are spliced and then sewn together, the stitches being concealed as much as possible.

Curling is not a difficult process. A dull knife is drawn over the flues, four or five being taken at a time. The trick is to draw the knife evenly so that the pressure is the same all along the flue. An ordinary worker can curl a yard of ostrich on both sides in ten or fifteen minutes.

### Burnt and Glycerined Ostrich

Burnt feathers of which we hear so much these days are treated with a solution which destroys the down on the flue. Burning is said to have originated because of the great prejudice which exists against peacock in the natural shade. Burnt peacock met with such success that the same process was tried on other feathers, notably ostrich and pheasant.

The so-called glycerined feathers are not nowadays treated with glycerine. This process, which was used formerly, proved very unsatisfactory; as soon as the glycerine evaporated, the flue reopened. For the past three years after a great deal of experimenting the same effect has been obtained by using various mineral oils, combined with gelatine, formaldehyde, and magnesium chloride, intimately mixed.

Manufacturers of ostrich feathers in this country have a great many difficulties to contend with as pioneers in the industry. Even though the feathers cannot be grown in Canada, they have to pay a British preferential tariff of 10 per cent. and a general one of 15 per cent. on their imports in the raw state. When these are manufactured elsewhere and shipped here, the duty on them is only 20 per cent. preferential and 27½ per cent. general.

The obtaining of machinery presents obstacles also. In fact so few machines can be found which are of any use in the work, that ostrich manufacturers have made most of those they use.

It is difficult to get experienced workers in Canada. This factory, which employs at times as many as two hundred girls as finishers, has trained every one in the various operations required.

# Czecho-Slovakia Has Place in the Sun

## This Little Country Turning Out Fancy Lines For the Whole World—Revival of Many Old-fashioned Designs in China and Pottery—Wanted: Another Doll Novelty

A TOUR of Toronto's wholesale importing houses would convince a casual observer that without Czecho-Slovakia, we Canadians would be in a bad way as far as our smallware lines are concerned. The number of things marked as the product of that little country is extraordinary. The rapidity with which it has returned to its former basis is remarkable when it is remembered that not more than ten per cent. of the present workers learned their trades previous to the war.

The line in which Czecho-Slovakia has made most remarkable strides is in earthenware and pottery. Of course the very best grades of china still come from England and France, but for durable and attractive lines in medium-priced ware, the product of this country cannot be equalled.

Here are a few of the things which are imported from this tiny republic: bead necklets and fringes, bead rosaries and beads sold by the pound, crystal goods, ink stands and scent-boxes, imitation jewelry and trinkets, glass and metal buttons, imitations of precious stones, tin and wooden toys, mechanical toys, glass mirrors, toy pianos, pottery and earthenware, particularly of the semi-porcelain type.

### Why Dishes Are Hard to Get

Dry Goods Review is constantly hearing from retailers the complaint that they cannot get their stock lines of dishes filled within a reasonable time. There are some of these merchants who seem not to understand the difficulties with which importers have to deal and cannot satisfy their customers in this regard.

China manufacturers do not start on one pattern until they have sufficient orders to keep their whole factory busy. In other words the complete works is occupied with only one design at a time. This means that the world's supply is all turned out together.

Each operator learns how to make only one article in these factories so that the same man cannot turn from a plate to a cup as required. This is why there must be enough work to make it worth while turning the whole place over to one design. Moreover, only one pattern may be placed in the kiln for firing at a time.

In countries now making earthenware for the first time, this delay is necessarily longer than in England and France. The patterns they use, especially in the semi-porcelain ware, have been out so short a time that the world has not yet required repeats on many of them.

Importing houses in Toronto report a bigger demand for all kinds of souvenir and emblematic lines than they have had in many seasons. They are asked for in china, brass and celluloid. In the celluloid, national and local emblems are favored, but in the china and brassware historical designs and heads of notable figures are selling. One of the best numbers is the brass door-knocker which carries a significant figure.

Mottoes are again prominent in pottery and earthenware. The demand for semi-porcelain cups and plates with scenes and quotations from famous writers has been surprising. Candles, vases and plaques of this type are being supplied to gift shops and souvenir stands in greater quantities than they have for the last four or five years.

### Other Novelties Which Sell

Ruskin ware is gaining every month not only in the cities but among the outside trade as well. In every town where travellers show it, there is a big proportion of the retail trade interested. The comparatively high price seems a help rather than a hindrance when the consumer learns the real value of it.

Most of the Ruskin ware in ordinary use is of the lustre variety and comes in the beautiful shades which have made it famous. But there are other pottery lines made by this famous English factory which are just as wonderful in their way. There are the "self-colors" a name given to those which are in one color and without the shiny finish of the lustre ones; the "mottled" pottery has a foundation of one of the usual shades with designs or spots in contrasting tones; the "kingfisher blue" and the "dove grey" are different from any of the others in their finish. All of these varieties of Ruskin ware are called "repeats" because they may be duplicated; then there are the "non-repeats." The last named are so-called because there are not two pieces alike in the whole commercial world. This pottery is made in such a way that when fired every piece is different. Very beautiful designs are obtained in it, particularly in the very large pieces.

Buyers say that the Merry Olde England ware is taking very well in the British Isles and that wholesalers and large retailers are beginning to push it in this country.

Astra and Chameleon ware are two more of the pottery family which are good now and which are promised as even better for spring.

Although the better lines of earthenware and pottery are strong all over the country, importers say there is a corresponding demand for cheap grades ranging from 10c to 25c retail. In fact they are looking for a return of the day when everybody buys everybody else a cheap little what-not to put away in some dust-ridden corner.

### What Will Replace Kewpie?

The days of the kewpie doll are at last numbered. Its reign was brilliant and long for a novelty but it has at last come to an end. The strange thing is that there is nothing in its place. The kewpie will no doubt sell again at the Canadian National Exhibition but it will be for lack of something new to whet the appetite of the midway ball-throwers rather than because of its own popularity.

The Teddy bear is still holding its own and toy dealers say that they can always depend on a goodly share of business from it no matter what else is being featured.

Someone has suggested that the next novelty should be made beautiful. It is a pity when there are so many ugly things in this world, that clever toymakers think of adding to the number. It is claimed that these things have a bad effect on people's minds and spirits. This is particularly true of children in whose hands these toys usually fall.

Of course there are many people who revel in the grotesque—people who love yellow cats with long necks and Oriental "fumbs-up" creations, but the child is the real test of the pleasure such things can give. Few children will choose these in preference to the beautiful toys which are made to resemble the things they see in nature.

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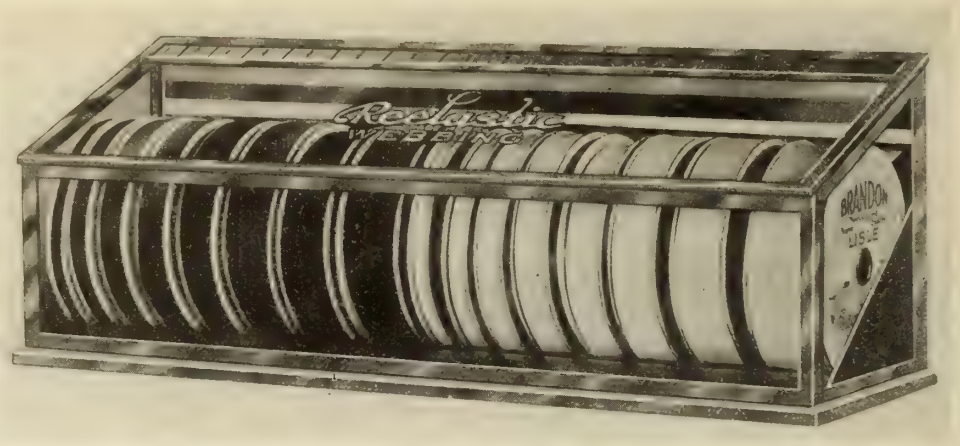
The annual picnic of the F. R. MacMillan's store, Saskatoon, was held July 26, the staff and ther friends leaving th store by automobile at two o'clock f Pike Lake.

The big feature of the afternoon was the baseball game between the managers and staff. The game lasted only six innings, but was full of sensation. Mr. MacMillan and Mr. C. O'Brien formed the battery for the managers, a for the staff, Messrs. R. Atcheson and E. Paul. It was found necessary af three innings to change the pitcher on the managers' side, and to give the opponents a chance.

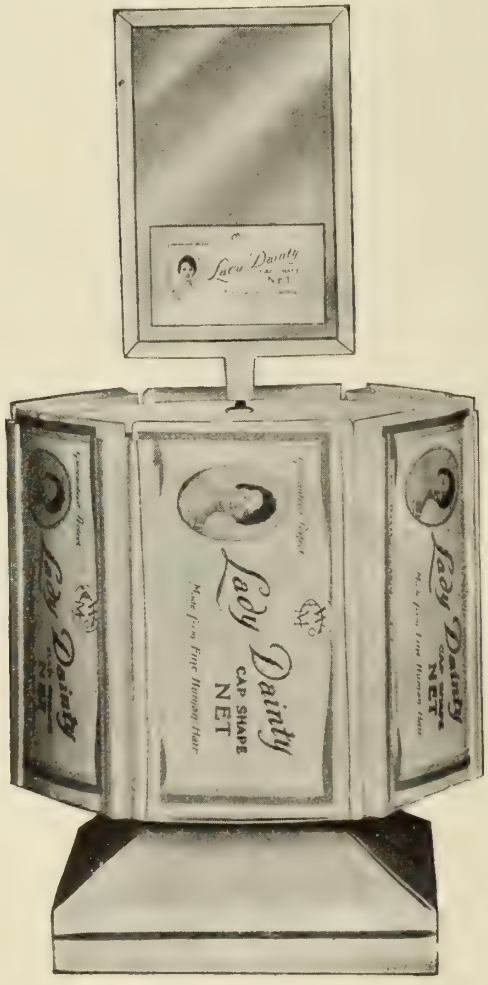
The lineup was as follows:

Managers—Captain, W. G. Perry, Messrs. J. Paul, W. Adams, R. R. Brown, F. R. MacMillan, E. A. O'Brien, E. D. McMartin, P. J. Bouthilette, E. S. Evanson, C. O'Brien.

Staff—Captain, R. Atcheson, Messrs. W. Field, H. Rhoden, D. Rivitt, Cole, J. McCammon, J. Whiteford, R. Hand, Warren.



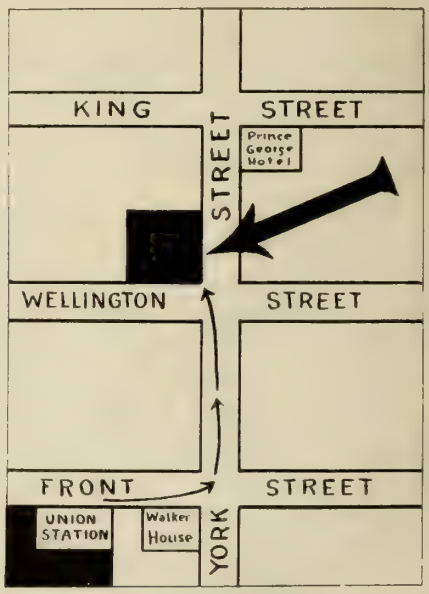

We are having good success with our Elastic Cabinet. It is the best proposition in the market. The Cabinet is thoroughly practical and if displayed in your store will greatly increase and facilitate your sales of Elastic. Let us send you one on approval.




# LADY DAINTY HAIR NETS

are continually making warm friends amongst the ladies on account of their wearing qualities and size.

**VISIT US WHEN IN THE CITY FOR THE EXHIBITION**



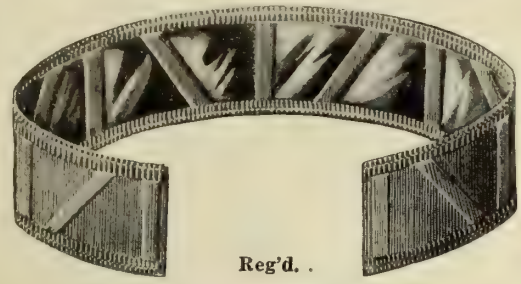

## WRINCH, McLAREN LIMITED

**120 Wellington Street West, - Toronto**

*The Smallware Specialty House*

# *THE PRINCESS*

**Oblique Boned Satin Faced Petersham**



**Reg'd.**

This make is superior to any other make, giving a decided support to the skirt, also an excellent finish.

Made in straight and shaped, black, white, 2, 2½, 3 inch. To be had from all wholesale houses.

Also lower makes in mercerized art silk, silk, plain, boned, straight and shaped. Bound edge makes, etc.

**Men's Felt and Soft Hat Ribbons. Ladies' Hat Ribbons, Black and Colors.**

*Wholesale Only*

**F. W. LLOYD**
**115 Fore Street**
**London, E. C.**
**ENGLAND**

*Your Enquiries Will Be Appreciated*





## WM. E. WRIGHT SAYS:

**"It's in the making.** We buy only the best materials from the best mills for making WRIGHT'S Tapes, but the materials and our special converting (important as they are) are secondary in value to our method of making.

"The principal reason for cutting materials on the bias is to obtain elasticity and if this is taken out in the process of making into tape, the most valuable quality of the bias folds is gone.

"Our patented machinery enables us to retain the fullest elasticity in our tape. Our cutting, folding and winding processes leave the maximum amount of stretch for the use of the sewer at the time she applies the tape.

"Remember **'It's in the making'.**"

**Send for Color Card of**

# WRIGHT'S BIAS FOLD TAPE

showing our full line of **fast colored percales**, also Wright's E-Z-Trim. You will find this card to be a great convenience in making up your orders. It shows our 13 plain, 7 checked and 6 striped colors of Tape and 7 colors of E-Z Trim.

## WRIGHT'S BIAS LAMPSHADE TAPE

**Something new and useful for the Notion Department. Sample card showing 7 colors sent on request.**

**WM. E. WRIGHT & SONS COMPANY**

*Manufacturers*




350-370 Scotland Road

Orange, N.J.




In U. S. Pat. Off.



# THE "GEM" of NIAGARA

*The Brand Name for Quality Notions.*



## CREATING A DEMAND

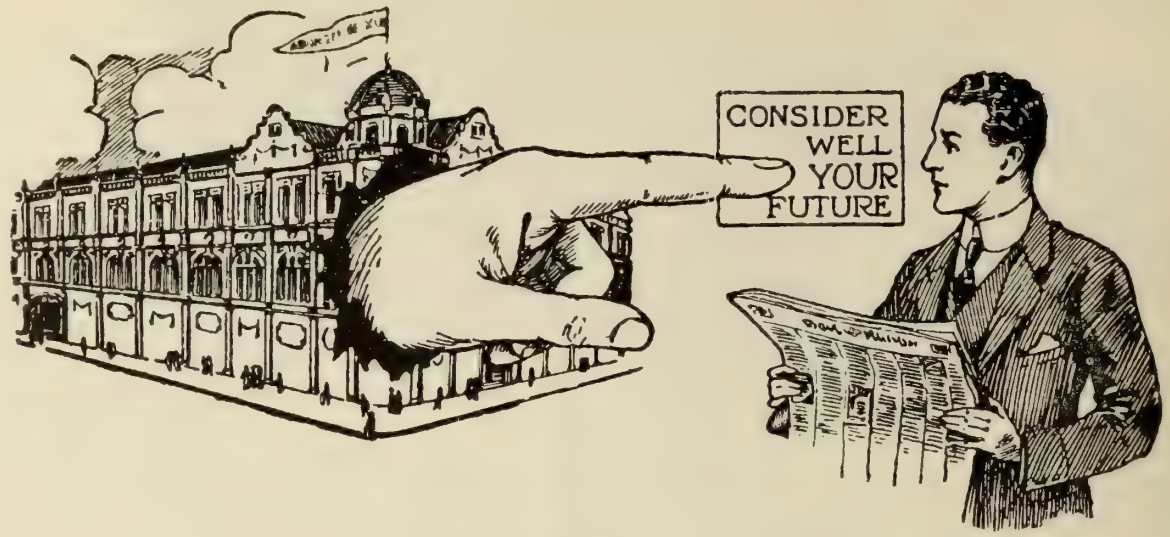
For the Gem of Niagara brand fasteners, hooks and eyes, hook and eye tape, and safety pins by our persistent advertising in Good Housekeeping, McCall's Woman's Home Companion, Delineator and other publications—reaching from 10,000,000 to 12,000,000 women readers—will mean money to you.




If your jobber does not yet carry this line, write for nearest source of supply.

**The smart appearance of the "Gem of Niagara" line brightens up your notion counter.**

**Francis Mfg. Co.**
**Niagara Falls, N. Y.**
Famous for Fine Notions for Over Quarter Century.




*Mr. Merchant:*

# IF YOUR STORE COULD POINT ITS FINGER AT YOU AND SAY—

*"Consider Well Your Future"*

Your future depends upon the results of to-day. Are you doing the business now that your store ought to do? If your own store could point its finger at you, would you be stirred to real effort and quick action?

**The Kwik Sales Promotion Service**

**Will Arrange Your Special Sales**

The Kwik Sales Promotion Service will plan your special sales advertising from start to finish. It will suggest how best to advertise and when. It will prepare your newspaper advertising, store cards, price tickets and window banners in the most effective style.

Every detail in connection with your special sale will be handled by men of wide experience in all branches of sales advertising. Write us, giving some idea of your store, and we will gladly furnish particulars of a suitable sales event.

## $1,000 Increase In a Day

A special Birthday Sale brought an increase of $1,000 in the day's business of a Hamilton store. Similar increases have been reported during the August sales. Are you going to hold a Clearance Sale? Let the Kwik Sales Promotion Service suggest and advise. A consultation puts you under no obligation.

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## The Kwik Sales Promotion Service

66 Bond Street, Toronto

# Need of Knitted Outerwear Dept.

## Belief That Many Sales Are Being Lost Through Method of Dividing Knitted Outerwear—Better for Customer and Store Alike—Some of the New Knitted Garments Seen in the Montreal Field—Children's Wear Big Feature

FOR the Fall trade many exceedingly lovely novelty garments have been evolved by a leading Montreal knitting company which specializes in knitted outer-wear for both children and grown ups. In an interview with the head of this firm Dry Goods Review was informed that there are to be no startling innovations but rather the Winter samples show adaptions of the Summer styles, developed in heavier yarns and in closer weaves.

Mohairs and silk mixtures with wool are to be shown among the more elaborate of the novelties, including pullovers, coat sweaters, sets and scarves. In perfectly plain, tailored knitted garments the weights will be slightly heavier than has been previously the case and the neutral colorings will have the lead in sweaters of the better sort.

Probably the leading innovation is the development of the coat sweater along the lines of a mannish effect, reminiscent of the English "Cardigan" without a collar of any sort, merely a band to finish the neck knitted in close construction tapering off into a V effect where the coat meets in front, fastened with double twin buttons on wool links. Capacious pockets and a narrow belt complete the practical nature of this new type of sweater for the Canadian girl.

About the same percentage of pullovers will be offered as was the case last season, featuring plain round necks, slightly oval and deep V openings in front. Less of the vivid oriental patterning will be seen in favour of simple one color effects, and ribbing will be less pronounced, preference being shown for smooth weaves. Moderately round collars will be attached to some of the pullovers which can be worn with or without an additional blouse collar. In general the Winter styles in pullovers will measure about 24 or 35 inches in length while the coat sweaters will run slightly longer, as much as 27 to 28 inches.

### Brushed Wool Coats and Sets

For real winter sports wear the smart woman will want one of the newest brushed wool coats embellished with vivid stripes or else stripings of black on the white. These coats are sold preferably in three piece sets comprising Tam o' shanter, scarf and coat. Pullover models are also developed in this shaggy and delightfully warm wool, one such model being created entirely of orange striped in blurred green and blue, an effect which will be extraordinarily effective for Winter sports, as is also all white edged with yellow and blue.

Considerable emphasis is accorded to the subject of scarves this Autumn particularly in such yarns as brushed alpaca and cashmere. Practically every wanted width can be had varying from 10 to 36 inches, while the preferred length is 72 inches. Checker board effects are a popular weave, combining blocks of dark and light shades intersected with white or some other light tone. Stripes are however coming to the fore as a decorative treatment of knitted goods and vary all the way from rainbow effects to broad and vivid bars of a character to vie with Jacob's coat of many colors.

### Kiddies Adopt Knit Goods Universally

In children's wear there is opening up one of the busiest seasons ever experienced, according to the same authority. This executive estimates that as much as 50 per cent. of the season's business will be done on children's goods including sweaters, knitted suits and dresses and sets. The ever popular Oliver Twist suit comprising trousers and blouse buttoned together will continue as much in demand as ever, while kilted skirt effects in jumper styles will be equally good for girls. A new style of 4 piece set for small children is developed in heavy brushed wool in camel's hair effect, comprising an overall, cap and mittens. The legs of the overall are finished with seam fitted feet, so that the ankle fits smoothly and without the usual annoying wrinkles so often seen when rubbers are fitted over overstockings.



*J 3110—Ladies Tuxedo, Moss-stitch, pure wool Sweater Coat, with belt, in the selling shades of the season--Black Brown, Buff, Navy and Scarlet. Shown by Alphonse Racine, Limited, Montreal.*

### A New Department Wanted for Outer Wear

In commenting upon the prospects in knitted goods for the coming year, this manufacturer pointed out several significant facts which should be considered by every retailer and merchandise manager who is in any way concerned with the purchase of knitted apparel. "The time has now come," he explained, "when there should be a knitted outerwear section in every store, and the present system of dividing knitted goods up among four or five buyers is entirely out of date and cumbersome. From the customer's point of view there is no object whatever gained in having to go to the neckwear department in order to purchase a scarf, and to the millinery department to buy a knitted hat, and to the ready-to-wear department if a knitted dress or cape is desired, and so on. A customer, furthermore, is only too likely to find that she cannot make up a complete set of any wanted type of knitted goods for the reason that store buyers have an aversion to duplicating any kind of goods found elsewhere in the store. Consequently, with Fashion decreeing sets as essentially smarter than odd pieces, what is a customer to do when an entire outfit cannot be bought at once without endless trouble?

### Buyers Should Clear Stock Quickly

"Then take the standpoint of the manufacturer who has various kinds of knitted goods to dispose of. He makes up matching sets because they are in demand by the consumer, but when he takes them to the store he has to sell the sweaters in one section, the headwear in another, the scarves in another and so on. The chances are, moreover, that the buyers will refuse to take any piece which can be matched up into sets, and so the idea of uniformity is entirely

(Continued on page 88)

# Silk and Wool Hose for Fall

## Plain Cashmere in Light Colors Comes Next—Canadian Mills Turning Out Enough Children's Hose to Satisfy Demand—Wool On the Increase in Underwear—Hose Selling When Retail Prices Close

"THE hosiery puzzle for Fall has finally been settled," says the Toronto representative of several knitting mills. "All of the manufacturers who are interested in hose are stocking very heavily in the silk and wool mixtures. These are certain not only for Fall but all through the Winter for high-class trade. The wearing quality of this mixture is one of the big reasons for its possibilities. Moreover, it makes a well-fitted stocking and is always dressy."

"What about wool heather mixtures?" asked Dry Goods Review. "There is no doubt that these will sell but in the cheaper grades rather than in the best all-wool mixtures as in other seasons. For the trade that prefers good wool hose, plain cashmere will be best. These will be stressed in all the light shades, bamboo, mouse and biscuit being particularly featured."

### Silk and Wool Colors

All of the knitted goods firms in Toronto are showing the following colors in their silk and wool hose: sand, all the new brown shades, particularly muffin, toast and Rembrandt, silver and pigeon grey, periwinkle, black and white.

For next Spring one manufacturer has a line of silk and Lisle hose ready. These are being featured as better wearing than the all-silk. The Spring shades are made up in these, the henna range being again prominent.

### Children's Hose

A year ago it was said that seventy per cent. of the hose made for Canadian children was imported. To-day, our factories are able to take care of the demand themselves. In fact one buyer believes that for next summer there will not be any importing done. This will certainly be the case if our manufacturers are able to keep their prices well under the foreign hose as they are at present. At least two factories are now giving all their time to children's hose, and several of the older ones have added machinery for this work.

Children's hose for next spring will be in both half and three-quarter lengths. The colors are promised as about the same as this year and cuffs are still good.

### Good News In Underwear

Already one Hamilton mill has turned out four times as much woollen underwear as it did last year. The type required is of the pure wool Botany variety. In fact there has been a remarkable decline in demand for coarse wool even for men's underwear.

Orders for wool wear have been received from all directions, even from the cities, where it was thought a year ago the wool trade was dead in women's underwear at least.

In this line also Canadian manufacturers have ceased to worry about imports. Heretofore most of their competition was in English goods. But Canadian women were not satisfied with the cut of these garments as a rule. Manufacturers have tried to please them in this matter and now have lines with low and bateau-shaped necks, no and short sleeves, as well as different lengths of drawers in the wool garments just as in cotton. They have tried also to fit their garments closer so that a more tailored appearance is given than in most of the foreign garments.

### Only the Best Selling

A Toronto buyer called the attention of our representative to the remarkable business which some of the mills in this country are doing while others are turning out very little. He says that without exception, those which are busiest are the ones making good grades of knitted lines, whether they be sweaters, hose, underwear or novelty things. The day of the cheap knitted garment is gone.



*Pure wool boys' and girls' golf stockings, ribbed knit, reinforced heel and toe, shown in colors of heathers of blue, brown or lovat; solids of fawn or silver grey. Fancy cuffs on dark colors in patterns of diagonals or blocks in blue, green or purple. On light colored stockings patterns of white, fawn, silver grey or grey and white, fawn and white combinations. Shown by Kenwood Mills, Limited, Arnprior.*

The panic of last year made many manufacturers turn to cheaper grades than they had turned out during the war and the years following it. But the majority of these have given up this work because, although the consumer thought for awhile that he wanted it, he did not when the test came.

### Retail Business in Hose Large

Toronto stores report a splendid season in women's hose. They have had to give big reductions and many inducements, however, to get this. Most of the stores have special hosiery tables near the main entrance and they are selling even their regular lines very close.

The Murray-Kay Company which has had in operation for some months a special offering in women's hose, declares that this is one of the biggest successes they have ever had. A two-dollar hose is offered with an unconditional guarantee. This means that any woman may return a pair which she considers did not give her sufficient wear. There is no time limit placed upon the guarantee. This offering was made as a test of the honesty of Toronto women. They have more than justified the company's opinion of them. Less than half the percentage of hose which was expected, has been returned.

The firm have a special mark on each guarantee tag which shows the month in which the sale was made. The customer does not know this, however. In very few instances have women made inconsiderate demands. Even when this is done the Murray-Kay Company gives another pair of hose if required, the name and address of the person being the only check on repetition of the request. These names and addresses are not necessarily used but asking for them whenever a second pair of hose is given out in exchange for worn ones, has a remarkable moral effect on most women, it is claimed.

The only point on which the company insists is that with every pair returned, there must be the guarantee tag which was attached at the time of the purchase.

Special arrangements were of course made with a Canadian manufacturing firm in order to have this feature offering.



*J 3111—Ladies' Heavy Tuxedo, pure wool Sweater Coat, with sash and stole collar-front, fancy-barred in contrasting shades, Black and White, Buff and Brown, Royal Blue and Black, Turquoise and White. Shown by Alphonse Racine, Ltd., Montreal.*

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**WHY HE DID NOT GET THE ORDER**

(Continued from page 36)

He was canvassing only until he could get something better.

He carried a sour expression and had a forbidding manner.

He lacked cordiality.

He lost his temper and was disagreeable when he was first turned down, and could not succeed in overcoming the bad impression.

He unloaded cheap lines and undesirable goods upon one customer, and then bragged about his shrewdness to the next.

He could not make his prospective customer feel that he was a real help to him in the selection of what he actually needed.

He did not study his proposition, and he could not answer all objections.

He did not bring the whole man to his task.

His tongue outlasted his brain.

He could not concentrate his talk; he scattered too much.

He was polite only as long as he thought he was going to get something.

His cold, reserved manner made a first impression, which he could not overcome.

He gave one the impression that he was a beggar instead of the representative of a reliable house.

# Coal Shortage Helps Wool Lines

## Undergarments of Wool Selling Better Than for Years—Canadian Mills Doing Large Export Trade —Retailers Should Boost Fancy Knitted Underwear

KNITTING mills throughout Ontario report business as fair in every line with a much larger percentage of orders for wool undergarments than last year. This increase is in both men's and women's garments. The sweater demand has been quite up to expectations, particularly in silk. In spite of a rather cool Summer, bathing suit orders have been very large and many retailers are already beginning to interest themselves in next Spring's samples.

There is less in the way of novelties shown this year than last, an indication no doubt that trade is good in those on the market. A Hamilton, Ont., firm is making cotton knickers for Fall and Spring, as well as bloomers, because of the great vogue these are having in New York. The travellers who have shown them have had splendid results, though no decline in orders for bloomers has been noticed because of the knickers.

A mill in Dundas, Ont., has succeeded in making an all-cotton Winter vest for women which can hardly be distinguished from wool, so soft and pliable is it in texture. Dry Goods Review during a recent visit to this mill, was asked to compare one of these cotton garments with one made of 80% wool and 20% cotton. The resemblance was so close that only an expert could detect the difference.

### Porous Knit Liked Abroad

Another underwear mill in Hamilton is turning out great quantities of porous knit underwear. Very little of this is for home consumption because Canadians have found other cotton lines which they think have all the advantages of porous knit but in Europe and in Australia and New Zealand, there is a big demand for it. In this factory five machines are kept busy all the year round on undergarments for export trade.

Sweaters and football suits are being sent to Australia and New Zealand by Canadian mills in large shipments these days. Other knitted lines are wanted more and more each year, our firms say, in fact some of the manufacturers are beginning to look upon their export business as an important factor.

### Does Trade Stress Fancy Underwear?

Dry Goods Review called on the heads of several mills this month in the interests of knitted wear readers. One of the strongest impressions carried away after these visits was the effort our mills are making to turn out every line that American firms are making for the trade. Yet these manufacturers say that buyers will not take these lines seriously. Except for the largest stores, merchants are inclined to keep to staples in knitted cotton and wool wear.

One traveller expressed it as his opinion that knitted ware departments have lost a great deal of trade to the white-wear and lingerie departments because they have not been able to offer women lines which are as tasty as they want.

Two undergarments manufacturers at least, are making knitted cotton vests with tops of silk jersey. These are as attractive as the crepe de chine and silk chemises which are sold in most stores. Then there are combination garments and separate bloomers made in Canadian mills which many buyers overlook when placing orders. As one salesmanager expressed it, "These are the garments which bring profit; the cheap all-cotton lines at from 35c to 75c are not nearly so good because they have to be sold in such large quantities. I think that a great many women have gotten into the habit of buying undergarments made from woven fabrics because they could not find fancy ones in the knitted wear lines."

With several stores now making the opera vest with straps of the very best silk ribbon, retailers now have their chance. This year in particular should be a good time to stress these vests in wool because women are in the "wool mood."

Provided our mills can obtain enough coal to carry on, next winter should be the biggest season in many years; if houses cannot be heated to the temperature Canadians have accustomed themselves to, wool and plenty of it will be a welcome boon in underwear.

### Outwear Shows Little Change

Whether the Tuxedo or the pullover will be the better is a question which no longer worries the knitted wear buyer. They have both become staples. Most of the mills are making the two styles for Spring showing.

That the wearing of knickers is not a fad is proven also. It is an established fact that more women will be seen with them this Fall and Winter than last. Some will even wear breeches.

The expectation of a wool season has had its influence in sweaters also. Those shown for Fall and Winter trade are, in a majority of cases, made of a very heavy grade wool. Many are buttoned right up to the neck although they can be opened in Tuxedo fashion when desired.

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"Barrymede," Toronto, the beautiful summer home of H. H. Fudger, was the scene of a happy picnic party on Thursday, when Mr. and Mrs. Fudger played the role of genial hosts to the Robert Simpson Co. employees of Sherbourne House Club.

# Knit Goods Industry in Canada

## Official Figures Show 127 Knitting Mills in the Dominion—Ontario Leads With 90 Mills—Aggregate Production is $53,532,705—Hosiery Imports in 1920 Were $6,350,492—Some Interesting Information

ACCORDING to the last official information from Ottawa with regard to the knitted goods industry in Canada, that is, for the year 1920, there are 127 individual plants in Canada as compared with 114 in 1919. The province of Ontario leads in number, there being 90; while the other provinces are as follows:—British Columbia, 4; Alberta and Saskatchewan, 4; Manitoba, 3; New Brunswick and Nova Scotia. 4; Quebec. 22. This report shows that the capital invested in these 127 plants is $40,896,419; the number of employees, 14,062; salaries and wages paid, $10,395,525; the cost of materials, $31,761,536; and the value of the products. $53,532,705.

### By Provinces

The figures quoted above made up by provinces are as follows: Alberta and Saskatchewan: Capital, $69,731; employees, 40; salaries and wages, $25,095; cost of materials, $41,439; value of products, $81,829.

British Columbia: Capital, $377,490; employees, 176; salaries and wages, $156,076; cost of materials, $238,505; value of products, $623,875.

Manitoba: Capital, $393,265, employees, 146; salaries and wages, $190,-687; cost of materials, $477,850; value of products, $793,031.

New Brunswick and Nova Scotia: Capital, $3,153,092; employees, 760; salaries and wages, $1,443,859; value of products, $3,005,586.

Ontario: Capital, $30,447,449: employees, 10,724; salaries and wages, $7,-768,009; cost of materials, $24,050,872; value of products, $39,917,878.

Quebec: Capital, $6,461,331; employees, 2,216; salaries and wages, $1,699,-569; cost of materials, $5,509,011; value of products, $9,110,506.

### Increases Over 1919

It is of interest to note the increases under these various headings over the previous year—a fairly good indication of the growth of the knitted goods industry in Canada. The increase in the number of factories was 13; in invested capital, $6,746,826; in employees on salaries, 160; in salaries, $480,333; in employees on wages, 907; in wages, $1,-454,453; in cost of materials. $5 212.800; in the value of products, $8,480,703.

### Production

The quantity and value of the various articles manufactured during the year are given, showing that hosiery lines are in the lead with a production of 2,-805,859 dozen pairs, with a selling value at the factory of $16,697,421; underwear, separate, with 1,532,283 dozen and a selling value of $13,663,982; sweaters, cardigan jackets and fancy vests are third with 255,290 dozen and a value of $9,650,342; and underwear, combination, with 277,790 dozen and value $5,551,911. These four items account for $45,-563,656, or 85 per cent. of the total value of the production.

### Classes of Products

In hosiery, the following quantities and values are given: Woollen and worsted, 690,557 dozen, valued at $4,-566,233; merino or mixed, 407,683 dozen, valued at $2,765,749; cotton, 1,326,-918 dozen, valued at $4,714,749; silk or silk mixed, 380,701 dozen, valued at $4,-650,690.

In combination underwear, merino or mixed, 53,686 dozen, valued at $1,796,-208; all wool, 18,880, valued at $850,-918; all cotton, 180,224, valued at $2,-773,785; silk or silk mixed, 2,500, valued at $131,000.

Underwear separate; merino or mixed, 269,545 dozen, valued at $4,125,-061; all wool, 77,029, valued at $1,891,-702; all cotton, 1,185,710 valued at $7,-647,219.

### Materials Used

Cotton yarn still leads in the materials used. In 1920 the value of cotton yarn, at the factory, used was $7,427,-224. Worsted yarn comes next at $6,-122,900. Some of the other materials used are as follows: Raw cotton, $2,-413,732: raw wool, $1,943,818; woollen yarn, $3.310,107; merino yarn (cotton mixed), $1,298,090; silk yarn, $2,127,-563; tops, $2,173,614.

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### NEED OF KNITTED OUTERWEAR

(Continued from page 85)

lost. Buyers are still making the mistake of holding knitted goods over from season to season when any stock remains on hand, apparently not realizing that knitted goods are now designed and made up on models as ephemeral and uncertain as Dame Fashion herself. Hence, when sweaters remain unsold at the end of the season they should be pushed right out regardless of cost, otherwise a dead loss will have to be taken ultimately.

"There is no such thing any more as a staple sweater," continued this representative of the Montreal knit goods field. "Even the simplest styles, tailored as plainly as a man's coat, are yet earmarked by certain style features which are as passee at the end of a season as last year's millinery. And buyers in Canadian stores still make the mistake of holding on to merchandise rather than clearing out everything and beginning each season fresh with new goods, new colors and new prices. I have watched leading knit goods departments in the city of Montreal and found that literally scores of sales have been lost through lack of sufficient range in shades, insufficient sizes and so on, proving that old stock is holding up the progress of many otherwise successful knit goods departments all through Canada."

The only answer apparently to the situation is in the creation of a new section to be called the "Knitted Outerwear" department, such as is now to be found in every progressive American store at the present time. It is understood that the Ottawa firm of Murphy-Gamble and Company have inaugurated this idea recently with entire success and are finding the plan to be satisfactory both to customers and store aliike. Knitted goods are no longer an experiment as everyone knows, and there can be only one logical solution to the question of how to increase sales in knitted goods, namely, by the installation of the new department as outlined above.



*Women's full length, full fashioned, sports stockings, brushed, and white ribbed. Both are shown in a variety of shades and have the reinforced heel and toe. Shown by Kenwood Mills, Limited, Arnprior*

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F. W. Field, British Trade Commissioner for Ontario, states that British capital is more anxious to expand in Canada. He says that there is a big improvement in the textile industries in the United Kingdom.

# The Making of Cotton Underwear

## A Multiplicity of Operations Involved Even in the Cheapest Garments—Three Machines Employed in First Stage of Cleanliness—Spinning, Knitting and Bleaching Processes Described—Welfare Work for the Employees

HOW many salespeople realize the a mount of work that goes into the making of cotton underwear? Do they know that the vests they sell for 35 cents are made from cotton which has undergone from thirty to forty operations in the factory?

Because of the light color of raw cotton, factories of this kind are always bright and cheerful. Moreover, since cotton is one of the cleanest raw products used in the commercial world and no injurious colors are used in dyeing underwear, cotton mills afford no dangers from the standpoint of health.

### From Raw State to Yarn

Raw cotton is received in bales weighing approximately 500 pounds each and composed of hundreds of layers of soft yellowish white material, resembling what is known commercially as cotton batting. (In fact, cotton batting is that portion which has been separated from the best grades in the process of cleaning.)

The cotton is first blown by an air-blower to the picking machines. These work on the tooth plan, separating the fibres so that the particles of raw cotton seed and loose dirt fall away from the cotton. It takes three picking machines to get the cotton into its first stage of cleanliness. The refuse from these machines is quite dark in appearance, although to an ordinary observer, the cotton seems very clear on being entered. The pickers have attachments which press the cotton into layers before it is passed on to the combing machines. Combing is the final cleaning process, after which the cotton comes out in fluffy irregular shapes which made our representative think of the lovely, white clouds one sees on a very fine day in summer.

Examination of these bunches of cotton will show the fibres running irregularly as a result of the various cleaning processes. These have to be made run all one way and for this a drawing frame is used.

### Spinning

It is then necessary to reduce the thickness of the fibre if it is to have a maximum of strength with a minimum of bulk. So the cotton is then put through a series of machines called technically the scrubbing, flubbing, intermediate, roving and Jack machines, all of which help to reduce the fibre and prepare the cotton for spinning.

Spinning is done in much the same way as in most spinning mills except that the yarn is made as fine as possible. This is to give that soft texture so essential in women's underwear. The yarn is first spun in tops then into cones and finally on bobbins, the last being the easiest form for the knitting machines to work from.

*The accompanying article was written by a staff member of Dry Goods Review after a visit to two of the mills of J. R. Moodie & Sons, Limited, of Hamilton, Ont. This firm have three factories in Hamilton and one in Shawinigan Falls, Quebec.*

### Knitting and Bleaching

Underwear material is knitted on circular machines into lengths of several yards. It is bleached before being made into garments.

Previous to bleaching the fabric is boiled in a special solution for five hours so that not a particle of foreign substance can be left in the cotton when it goes into the bleaching bath. Bleaching takes 4½ hours. The chlorine for this is made in the factory.

The fabric goes then to a spreader which straightens it out to its full width and passes it on to the dryer. The cotton passes along automatically the entire length of the drying room, coming out perfectly dry; the process occupies about twenty minutes. Two thousand pounds a day are dried in this manner.

After folding, it is pressed with a steam lapper by a rolling process, not by ironing. This takes out every fold and wrinkle and makes it fit for cutting up into garments which are perfectly tailored.

### Making Into Garments

The fabric after being cut into smaller lengths, is marked with the aid of patterns according to the desired style and size. Some garments are cut by hand and others by automatic machines which cut 36 at a time.

The finishing processes are most interesting. In the factory which makes light underwear more than 70 girls are kept busy putting on lace, crocheting, buttonholing, banding and flat-seaming—all by power machines. One machine even sews on the tape for holding elastic and runs the elastic through at the same time. Another cuts the garment evenly at the bottom, neck and cuffs while it is crocheting. Even the ribbons used in shoulder straps and the label are done by machine.

In the finishing room probably as many more girls are kept busy. These do hand work for the most part. The better garments have their tapes run in by hand and all bows are tied by hand. After examination for flaws the garments are hand-folded and then pressed on machines which can take care of 8 or 10 at a time. They are placed in boxes of 6 or 12 as required, each lot being branded with the maker's name.

### Better Lines Made Here

This factory does not devote all its attention to the cheaper grades; some of the very best lines are turned out as well. Bloomers in the newest shades and in silk jersey and vests with jersey silk tops are made. It is said the Canadian trade does not know that many of our underwear factories are specializing in these garments which they feel they can manufacture at as good prices as the lines for which they are known, if buyers will give them their support.

### A Welfare Work

Like the majority of our Canadian factories, these mills give attention to the health of their employees. The method used seems worth while telling our readers of, since it is a little different from the usual. Instead of a trained nurse, a doctor is kept in constant attendance in the three Hamilton factories. He has an office in every mill and spends a part of the day in each of them.

When a man or woman applies for work, medical examination is part of the conditions required. Those which are accepted are graded as A, B and C, according to the condition of their health at the time. They are placed at work in the mill which the doctor considers is best suited to them.

Regular treatment is given free of charge. When employees who have suffered from disabilities are cured, they are allowed to undertake other work.

This method is said to have produced excellent results in the general condition of the employees.

In each factory there is a cafeteria where the food is carefully chosen and well prepared. Besides the regular noon hour, a quarter of an hour is allowed in the afternoon when those who so desire, may buy what they wish in the cafeterias. This short rest is looked on by the heads of the firm as a very necessary means of keeping the work up to the standard.

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The death occurred in Long Beach, California, August 18th, of William Ewart Northway, youngest son of Mr. and Mrs. John Northway, of Toronto. He was formerly manager of the Northway store on Yonge street, Toronto.

# Paris Designs in Knitted Wear

## Sleeveless Knitted Dresses to Slip Over Organdie and Lingerie Dresses—Beltless Models Stressed—Mannish Influence Still Strong in New York—Scarfs to Match Sweaters

EUROPEAN buyers of long experience say they rarely make a mistake when they buy what Paris women are actually seen wearing and that one could almost omit searching the retail stores and the factories for new goods, provided one attends the races, the theatres and the restaurants. The same applies to New York. Many of our buyers for both wholesalers and retail houses stress the things they see in the hands of the manufacturers too strongly. If the femininity of Paris and New York are not wearing what their factories are turning out, then Canadian women will refuse, ninety per cent. of the time, to accept what our manufacturers offer them.

One of the most important points to remembers is the actual time required for a novelty to cross the Atlantic and to reach from New York to Buffalo, Detroit and Seattle and from these points over to Canada. A year is the usual time to allow most of the radical changes in Parisian styles to obtain a real hold in New York. Lesser fads of the novelty type often find their way in six months. From four to eight weeks elapse usually from the time the new idea strikes New York until it has any prestige in our Canadian cities. The time of year in which France and the big American centres accept a novelty should also be taken into consideration. A fad which arrrives late in one season, will as a rule, not reach its next point of distribution until early in the same season of the following year.

### Knitted Wear in Paris

This rule has particular application to knitted wear. Paris is bringing out novelties now which certainly will not be felt this Fall here and noticed only slightly in New York. For example Parisian designers are making sleeveless knitted dresses, designed to slip on over organdie and lingerie dresses. The beltless models are also stressed.

For sports wear, a new process of knitting has been found which requires a fine wool and a close stitch. The fabric is not only very supple but it does not get out of shape as most materials with loose stitching do and there is a smooth surface almost like a woven fabric.

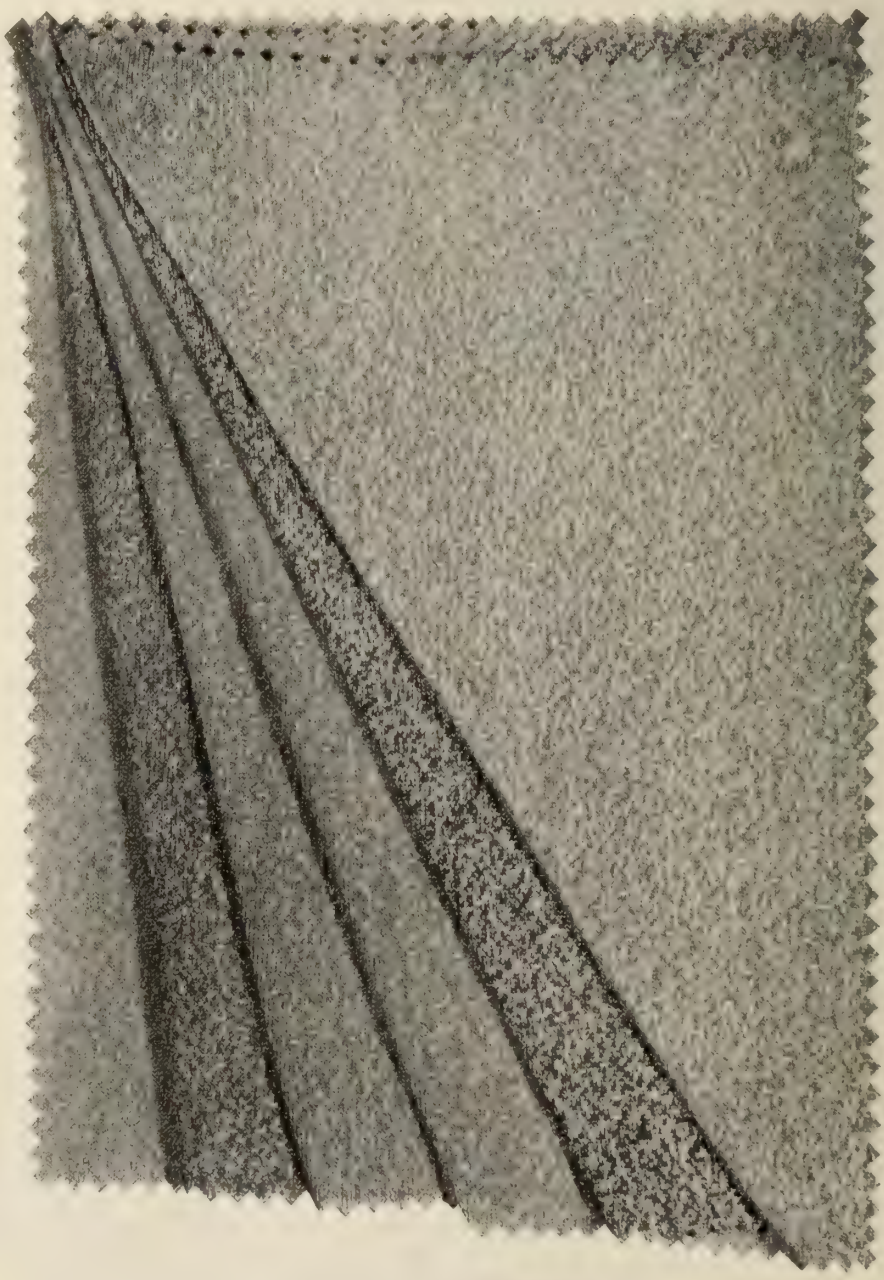
Berthas are appearing on French knitted gowns and knitted capes are very much favored by smart Parisiennes.

None of these things will be noticed in Canada this Fall but for buyers who are looking ahead to next Spring, there is valuable information to be obtained by watching the trend in Paris from month to month.

Both in knit goods and in other sports' wear, the mannish influence still has a strong hold. It is said that both lines and materials have been borrowed for Fall from men's wear styles. So great has been the demand for mannish suits that manufacturers intend to give more attention to them next year. Though earlier in the season it looked as though the woven materials would be a little stronger for sports' wear, there is now reason to think the knitted lines will have a little the best of it.

Scarfs to match sweaters will be featured again in the Fall. Sweater buyers from Toronto believe that that there will be a big revival here early in the Fall, probably the second week of September, because of the use to which sweaters can be put even in cold weather when there are scarfs as well.

New York is experiencing a revival in hand-made sweaters just now. Other American cities report interest in yarns for hand-work. Decreased yarn prices are said to be responsible. Some stores have even begun again to give knitting lessons. This will, of course, keep up the prestige of the slip-over because most women find it easier to make.



*TWINKLETONE*

*THE HAWTHORN MILLS LIMITED are showing a line of the above for Spring, which from New York reports, is quite in favor, and will be featured in dresses and sport costumes. This knitted fabric is a silk and wool composition, and is produced in quite a wide range of colors, from which it certainly derives its name.*

# How Knit Underwear Is Made

## Underwear Ranks Second in Importance of All Lines of Men's Furnishings Carried—Growth of Canadian Knitting Industry Has Been Phenomenal—Over $300,000,000 Invested—Process of Manufacture Described

UNDERWEAR is a profitable line of merchandise and instead of standing at the bottom of the list of men's furnishings should rank at least second in importance of all lines carried in stock.

Last year an enterprising American manufacturer discovered that, out of 53 stores investigated, the total volume of underwear sales ran anywhere from 10 per cent. to as high as 33 per cent. as against the store's volume of business. According to this manufacturer shirts, neckwear, hats and hosiery are sold in higher proportion to underwear and are in every way given more showing in the average men's wear store, yet underwear possesses a thousand different features which are invaluable as selling points if thoroughly understood, besides which the process of manufacture and the numerous different styles now on the market provide an almost inexhaustible source of interest to the salesclerk who will take the trouble to think of knitted underwear as something more than a mere necessity.

### Methods of Manufacture

To begin with some facts about the knit goods industry, it should be remembered that the majority of knit underwear garments made in this country are cut from fabric knit in tubular form and sewed up. There is little full-fashioned goods, therefore, the method of manufacture is almost uniformly done in the manner hereafter described.

Winding is the first process, though there are large mills which start with the raw cotton and spin their own yarn. Generally yarn is purchased. The circular underwear knitting machine does not knit the garment but it knits rolls of tubular fabric, forming a continuous piece of double thickness when laid flat. Its width is determined by the size of garment to be made. The rolls of knitted fabric are washed after coming from the machine. Usually they are treated with a chemical of alkaline properties. In the case of balbriggan, an oil is used to soften the fabric. Bleaching takes place in this part of the process, then packed in an extractor, the cloth is whirled at high speed to force out the water. The drying is accomplished by blowing hot air through pipes over which the fabric is placed, or by hanging the fabric on rollers in a heated drying chamber. In the case of fleeced underwear the cloth is run between sets of rollers which tear up the heavy backing yarn knitted in for this purpose.

Whether fleeced or not, the cloth now goes to the cutting room and is cut in lengths according to the sizes to be made, and is piled up to the limit of cutting thickness either by hand or machine. Defective pieces already have been cut out and the cutter, working with a long, extremely sharp knife, or with an electric cutting machine, follows the pattern, the pieces being ready for the actual construction of the garment. They are inspected for defects, stamped with the size number and bundled in dozens.

### Putting the Garment Together

The cuff or drawer bottoms are looped or seamed on the sleeves or legs, seaming is more general because of the slowness of the looping process. The fabric is slit on a special rib-cutting machine though sometimes shears are used. The garment is now sewed together on a machine which at the same time trims off surplus material. Only the better grades of underwear are cover seamed. Shirts and union suits then are laid out to outline the neck, after which a machine cuts out the marked portion and stitched round the inside of the back of the neck. The front is then slit down as far as desired and the fronts are faced to strengthen the buttonholes. On the button side, a reinforcement is also added and spaces for the buttonholes are marked out and stitched around by a machine, a "plunger" knife automatically cutting the cloth inside the stitches. Buttons are also sewn on by a machine.

### Final Processes

Following the processes outlined, come the pressing, folding, labeling and boxing, so that in the making of a knitted union suit the garment is not a work of a few pairs of hands, but comprises more than 30 operations between winding and shipping.

No branch of the textile industry in Canada can boast of such a rapid and altogether abnormal development as can the knitted goods branch. During the past decade the wonderful progress of the knit goods trade has been a conspicuous feature in Canada, an increase of 100 per cent. in the past ten years. The equipment of these mills, not only in motive power and machinery, but in dyeing, bleaching and finishing, is unsurpassed anywhere. Many of the mills are supplied with electric turbine power from the large rivers in Western Ontario, where most mills are located. The capital invested in Canadian knitted goods industry is approximately $30,000,000.

The Canadian knit goods trade owes its origin to the town of Belleville, Ontario, where the first attempt to turn out goods on a commercial scale was made in 1857 by an Englishman who brought out three handknitting machines and a quantity of yarns. Two years later this man became associated with a partner and between them, they developed power-made knit goods with success. Thus commenced the knitted goods business in this country which has become such a well known factor in the trade, the output of which reaches the sum of $45,052,000 annually.

In an analysis of the preference of customers regarding styles of knit underwear the following list has been compiled, showing that medium weight wool union suits and two-piece garments are the biggest sellers for all year round wear for the country at large:

Union suit, knitted cotton in light weight, ¼ per cent.; in medium weight 3 per cent.

Union suit, wool, in light weight, ¼ per cent.; in medium weight 22 per cent.

Union suit, wool, in heavy weight, 9 per cent.

Two-piece suit, cotton knit, in light weight, ½ per cent. in medium weight 3 per cent.

Two-piece suit, wool knit in light weight, 1 per cent.; in medium weight 23 per cent.; in heavy, 7 per cent.

### Knit Underwear for Summer

When customers ask about the coolest type of underwear for summer the sales clerk is safe in recommending knit underwear in a light weight because it rapidly absorbs and evaporates the surplus moisture of the body and prevents the wearer from taking a chill from damp clothing or overheated skin and open pores. The open structure of loosely spun yarn allows a freer circulation of air to envelop the body and in turn helps cool the surface of the skin by aiding evaporation. At the same time it should be remembered that this same type of underwear, maybe of somewhat heavier weight, is an ideal warmth conductor as well, since it allows air to circulate and keeps the bodily temperature equal. Underwear of knitted cotton especially will launder perfectly and will not become lumpy or heavy. The flat knit garment of medium weight is therefore the ideal garment for all the year round use by any man who desires to get the maximum of comfort, value and use out of his purchase.

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The Retail Clothiers and Furnishers Association of Virginia in semi-annual convention passed a resolution condemning the army and navy stores as misleading in their methods of operation.

# Foreign Influence Is In Evidence

**Construction and Trimming in Knitted Lines Give Prominence to Figured Sweaters**

One of the leading knit goods houses in the United States that has just shown its fall lines gives a good deal of prominence to the foreign influence in their construction and trimmings, according to Women's Wear.

This house places great faith in the immediate future of knitted outerwear, and is adding coats, suits, scarfs and hats to its line, which formerly included only sweaters. Special English and Swiss machines have been installed and a number of distinctively foreign fancy constructions are represented in the fabrics.

Three-quarter length coats, copies of Swiss models, are figured and striped, and given Tuxedo collars, cuffs and pocket borders of brushed wool, which repeat in softer form the contrasting colors of the rest of the garment. Brushed wool and brushed vicuna are extensively used here, not only for entire garments, but also for collars, cuffs and bands, which are simply intended as trimming.

**Loose Weave Resembles Knitting**

The English hand-box loom turns out a fabric which has the appearance of being knitted, but is in reality woven in rather a loose construction. Coats of this in tan are trimmed with brushed wool collars and cuffs, and embroidered at the border in colored motifs.

The greater part of the line consists of figured wool slip-ons in novel styles. One in a vivid shade of orange red is brushed all over, and boxed at the border in black. The edges on this model have a more shaggy appearance than usual, a touch which is distinctly attractive in this type of sweater. It shows a turnover collar at a V neck, an effect which appears a number of times in this line.

A favorite device is the turning up of the hem, which is finished with a row of brushed wool. This comes, of course, in the slip-ons, and usually in the figured numbers, some of which are very bold in their use of bright contrasting colors.

**Brushed Wool Collars and Borders**

High collars and wide borders of brushed wool contribute to the Russian appearance of a model that is youthful and smart. A coat model in white brushed vicuna is bound with fiber silk, and in some of the brushed models dropstitch stripes are discernible.

Representatives of the more popular priced end of the line is a neat little slip-on in plain gray with a distinctive zig-zag motif running horizontally.

Scarfs of brushed mohair or vicuna are striped, plaided or in jacquard patterns of varying elaborateness. Hats are to be had to match some of these.

**RETAILERS HOLD KEY TO PROSPERITY**

Memphis, Tenn., Aug. 18.—"Property and high prices have nothing in common. As prices fall the purchasing power of the dollar climbs. This constant fluctuation means nothing from the general public standpoint," Charles Henry Mackintosh, former president of the Associated Advertising Clubs of the World, told delegates to the Cotton States Merchants' convention.

"Retail merchants hold the key to national prosperity," Mr. Mackintosh continued, "if they will take the proper interest in the buying market.

"Ninety per cent. of all merchandise sold in America must pass to the ultimate consumer through the hands of the retail sales person behind the counter. Experiments made recently show that this avenue is only 45 per cent. efficient. It has been shown that 55 sales out of 100 made by advertising are killed by the sales people."

**TO MANUFACTURE SILK LINGERIE**

Houlding and Coleman, Limited, manufacturers of knitted scarves and fabrics, Toronto, have added a new line to their output. Their plant lends itself readily to the manufacture of certain lines of lingerie and they have produced a new material called "lingeriette" which they are using in making step-ins, knickers, bloomers, combinations, camisoles and vests.




*A window which sold 15 dozen silk hose in one day. The after-results from enquiries lasted for two weeks. The best part of the display was that it featured regular goods at regular prices. Nothing but this attractive window and good merchandise was responsible for the success. Window of G. T. Smith, Toronto.*




# JEM KNIT GOODS

*Made in Canada*

**For Infants and Children**

JEM Knit Goods are the finest on the market for infants and children.

Finished to look the best, they are priced to meet the popular demand.

A liberal display of JEM Knit Goods will do wonders for your department.

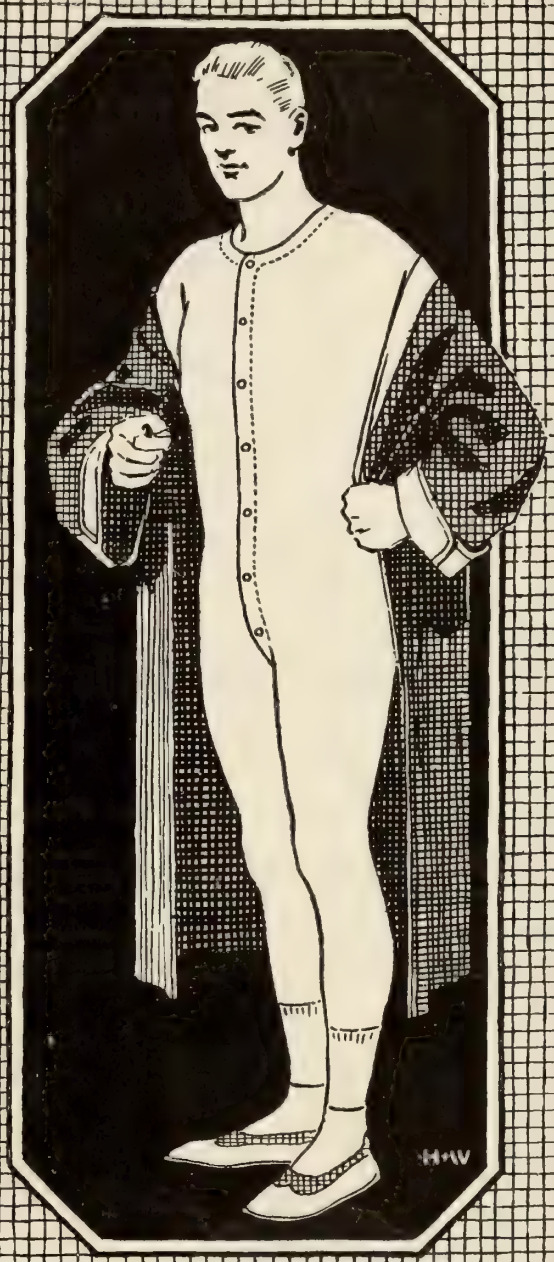
**PROMPT DELIVERY**

CANADA'S BEST JEM KNIT GOODS J.M. ROBERTSON KNITTING CO.

**J. M. Robertson Knitting Co. Limited**

**35 BRITAIN STREET TORONTO**

**Sales Rooms, 66 Wellington St. West**



Honest Wool
Honest Workmanship
Honest Wear

ATLANTIC UNSHRINKABLE

**The UNDERWEAR *that Overwears***

**ATLANTIC UNDERWEAR Limited**
MONCTON, N.B. 47
**E. H. Walsh & Company**
Montreal & Toronto
Selling Agents for Quebec, Ontario and Western Provinces

# Winsome Maid Style No. 500

## THE BEST HOSIERY FOR AUTUMN SELLING

When ordering new stock for the coming season, it will pay you to give particular attention to **Winsome Maid No. 500.** This is a double fabric hose, admirable for cool weather, something new and destined to be very popular. It combines comfort, warmth and beauty. Patented June 6th, 1922.

**Winsome Maid** Silk Hosiery includes all that is newest and best in hosiery fashions—all styles in pure silk and silk mixtures in wide range of colors.




## Allen Silk Mills Limited

43 DAVIES AVE. - - TORONTO

*"The Finest Trade buys Winsome Maid"*




# The Biggest Season for Heather Mixtures

## IS STILL AHEAD

Don't fail to see the new heather effects in

# A. B. C. Hosiery

Our travellers are now on the road with complete lines of A.B.C. Hosiery for the coming season. Don't order your season's stock until you have seen our exclusive styles.

**A.B.C. Hosiery** comes in cashmere, silk and wool mixtures, and pure silk, for men, women and children.

**All seamless weave, reinforced heels and toes**

## Allen Bros. Co. Limited

883 DUNDAS ST., E. - - TORONTO




# Knitted Goods

## *For Men Women and Children*

Sweaters
Mitts and Gloves
Hosiery
Underwear

You will find our stock complete in every department as well as Knitted Goods.

## WELCOME

Come and visit us. We want you to make our Warehouse your headquarters while you are in Toronto.

We want you to make yourself at home and shall be delighted to do anything in our power to help you to do so.

John MacDonald & Co.,
LIMITED
TORONTO

# When at The

## Be Sure and See

THESE mill exhibits will be among Exhibition and will take their places, ufacturers' building among the many products ability. The thousands of women who from your town, will be potential purchasers Many actual customers will be created for but inquiries will be referred to you.

The way will be paved to the initial sale; depended upon to do the rest.

*We hope you will come along*

Queen Quality

SILK GLOVES

*"The Royalty of Silk Gloves"*

GLOVE SILK LINGERIE

**St. Catharines Silk Mills**
Limited

ST. CATHARINES - ONTARIO

**VENUS**

*"Venus Pure Thread Silk Hose*
*Makes Firm Friends Where'er It Goes"*

**Venus Silk Hosiery Mills**
Limited

TORONTO

# Exhibition

## These Displays

those present at the Canadian National
each in a booth of its own, in the man-
that testify to Canada's manufacturing
throng the building daily, many of them
of these products on their return home.
you as no sales will be made at the booth

the quality of these established lines can be

*and make yourself known.*

GRIFFIN
Chamo Suede
REGISTERED

*"Griffin Gloves Washable Suede*
*100% CANADIAN MADE"*

**GRIFFIN GLOVES**
Limited
TORONTO

LONDON KNIT
HOSE

*"London Knit for Wear and Fit"*

**Cotton Lisle, Silk Lisle,**
**Cashmere, Fibre Silk**
*For Women and Children*

**London Hosiery Mills**
LIMITED
LONDON, ONTARIO
London Lady London Lass London Lad




# O. V. BRAND

## PURE WOOL PRODUCTS

## UNDERWEAR

Rib and Flat Knit Two Piece Suits and Combinations. For Men and Boys. Warmth, Comfort and Wear with every Garment.

## BLANKETS

White and Grey—Point Blankets—Nursery Blankets.

## BED COVERS

Fancy Patterns in checks and colored Mixes. Silk Bound.

## KNITTING YARNS

Fast Colors including Heather and Lovat. Write for Shade Card.

**OUR GUARANTEE** backs up every sale of O. V. BRAND PRODUCTS. Ask your jobber—and look for the O. V. Label—it stands for PURE WOOL.

*Agents:*

H. J. Fox,
152 Bay St.,
TORONTO

C. E. WINKS,
44 Aiken Bldg.,
WINNIPEG,

W. R. MILLER,
807 Mercantile Bldg.,
VANCOUVER

**General Sales Office: 3 St. Nicholas St., Montreal**

**Manufactured by**

## BATES & INNES LIMITED

**Carleton Place ∵ Ontario**

# Vel-O-Knit

REGISTERED TRADE MARK
Pronounced VELVOKNIT

# FINE UNDERWEAR
## FOR MEN AND BOYS

### Here Are Three Lines of COMBINATIONS for Your Best Trade

**No. 400**
Fine Flat Knit

**No. 420**
Fine Rib

**Made of Pure Merino Wool - Natural Shade**
**Unshrinkable Process**

## No. 90

### Fine White Rib - Merino Wool & Combed Cotton

Flatlock Seams—Inset Military Shoulder. Closed Crotch. Perfect in Fit and Finish.

### "Finer - Softer - More Elastic"

Also made in Two Piece Suits. All lines attractively boxed.

The bright snappy finish of Velvoknit and its soft, inviting "feel" make it

### Fast Selling Merchandise

We guarantee every garment. And the price is moderate.

VELVOKNIT is sold Direct to the

### Retail Trade

*Order now through our agents or direct from the mill.*

***Agents:***

S. B. KAYE,
5 Carleton St.,
ST. JOHN, N.B.

C. & A. G. CLARK,
35 Wellington Street, E.,
TORONTO.

E. O. BARETTE & CO.,
301 St. James Street
MONTREAL

GEO. G. SMITH
403 Canada Building,
WINNIPEG

**General Sales Office: 3 St. Nicholas St., Montreal**

**Manufactured by**

## BATES & INNES LIMITED

**Carleton Place .·. Ontario**

ACME
TRADE MARK

# KNIT GOODS

## Sorting Orders

In the next thirty days, following the opening of the schools there will be a big business done in

## CHILDREN'S SWEATERS

We have a complete line and can make deliveries same day order is received. Write or wire us.

## Acme Glove Works Limited

MONTREAL

*Announcing*

# Monarch-Knit Hosiery

*in a new range of novelty styles at popular prices*

FOR WOMEN AND MEN



Our representatives will be pleased to show you our attractive range for Spring 1923.

*Also Be Sure to see our new range of*

Sweater Coats For 1923

and

Monarch Yarns

14 Different Yarns

*"A Yarn for Every Purpose"*

## The Monarch Knitting Co., Limited

*Manufacturers of Knitted Outerwear—Hosiery—Hand-Knitting Yarns*

Head Office, Dunnville, Ontario

Factories : Dunnville, St. Catharines and St. Thomas, Ontario

BRANCH WAREHOUSES:

Toronto
Ogilvie Bldg.
Cor. Bay & Wellington Sts.

Montreal
Dubrule Bldg.
Phillips Square

Vancouver
408-9 Mercantile Block

# Three Monarch-Knit Leaders



Above: Eagle Cap in good weather. At the Right: Eagle cap in bad weather.

Patented in Canada
Patent No. 217269

We are the sole Canadian manufacturers of the Eagle Cap.

## *The* Eagle Cap

THIS cap is so elastic that it always keeps its shape. It has a touch of real style, at the same time meeting the actual requirements of the man and the boy who must be out of doors during the Winter months.

The earlaps and bands of the Eagle Cap button back neatly at either side for ordinary wear, and readily pull down and button tightly under the chin, forming a muffler when the wearer needs the best possible protection to the ears, neck and face.

## *The* ArctiCap

A HIGHLY desirable cap for all kinds of Winter weather. Ideal for Winter sports of every kind. Here good looks and comfort go hand in hand. To wear it is really a pleasure. In fact no man or boy can afford to be without one.

For good weather it is neat in appearance, in fact snappy, and for bad weather the earlaps turn down, covering the ears and the entire back of the neck, affording splendid protection against cold and snow.

## An Excellent Profit on Every Sale

WE are manufacturing both these caps on a strictly quality basis. The material, workmanship and finish are of the very best. They have the style, comfort and utility that will attract buyers and give the greatest satisfaction in actual wear.

*Price $11.50 per dozen, Boxed in ½ dozens solid size and color.*

*Retail Price is $1.50 everywhere.*

COLORS: Brown, Navy, Maroon, Oxford.

SIZES: Small 2 to 6 years; Medium 6 to 12 years; Large—Youths' and Men's.



Above: ArctiCap in mild weather. To the Left: ArctiCap in cool weather.

Patented in Canada
Patent No. 219161

We are the sole Canadian manufacturers of the ArctiCap.

## Delivery Sept. 15 Assured. Send Your Order To-day

# For Fall and Winter Selling

## *The* MONO MUFFLER

HERE is something new in mufflers—something that is not only different but better. It is a muffler that combines comfort and serviceability with attractive style. The Mono Muffler is a patented design, the key feature of which is the method of fastening. This feature makes the muffler as easy to adjust as a fur neckpiece, yet presents nothing that is stiff or artificial in appearance.





Patented in Canada
Patent No. 5341
We are the sole Canadian manufacturers of the Mono Muffler.

*Price, $4.25 per dozen, boxed in ½ dozens, solid colors.*

*Retail Price 50c Everywhere*

THE Mono Muffler will be a heavy seller this Fall and Winter, because it gives the style and comfort of a fur at a fraction of the price. Order liberally, for you are sure to sell them.

*For Girls and Women Only*

COLORS: Turquoise, Navy, Scarlet, Brown, Black, Rose, Emerald, Purple, Cardinal, Oriental, Grey, Oxford, Heather and Camel.

Delivery September 15

## The Monarch Knitting Co., Limited

*Manufacturers of Knitted Outerwear—Hosiery—Hand-Knitting Yarns*

Head Office, Dunnville, Ontario

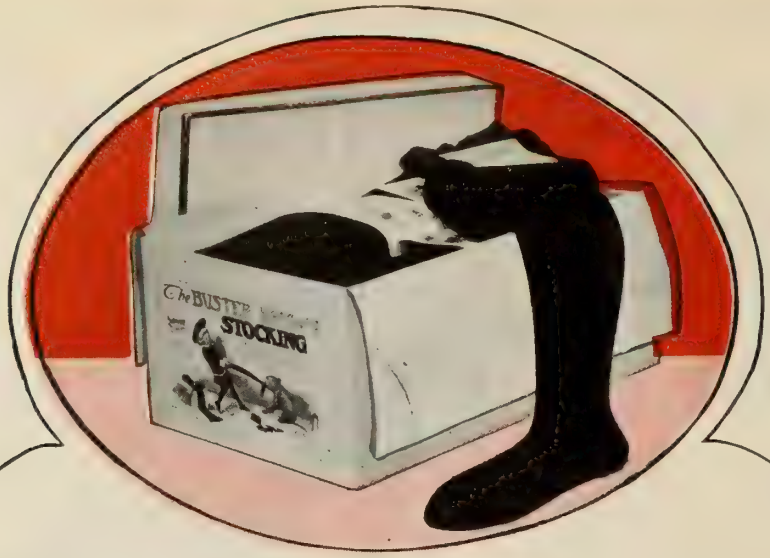
Factories: Dunnville, St. Catharines and St. Thomas, Ontario

BRANCH WAREHOUSES:

Toronto
Ogilvie Bldg.
Cor. Bay & Wellington Sts.

Montreal
Dubrule Bldg.
Phillips Square

Vancouver
408-9 Mercantile Block




# *Profitable Stockings for You and for Mother*

SALES of Buster Brown Stockings are double-barrelled in their effects. Their wonderful durability, comfort and neat-fitting qualities win such strong admiration from mothers, that the almost invariable result is a "repeat" order—your most profitable kind of sale.

Display Buster Brown Stockings and Buster Brown's Sister's Stockings prominently on your counters and in your windows. Thousands of mothers know their worth and need only to be reminded to purchase again. If you haven't them in stock or your supply is low, order from your wholesaler.

**Buster Brown**
**Three Eighties**
**Little Darling**
**Little Daisy**
**Rock Rib**
**Hercules**

The Chipman-Holton Knitting Company, Limited
Hamilton, Ontario

Mills at Hamilton and Welland, Ontario

The BUSTER BROWN STOCKING

SUNSHINE HOSIERY REGISTERED

*Buster Brown's Sister's Stockings are equally suitable for girls. They are knitted from a fine two-thread English mercerized lisle, in Black, Leather-shade Tan, Pink, Blue and White. Moderate in price.*

SUNSHINE HOSIERY REGISTERED.



# The Home of Hawthorn Fabrics

Coatings, suitings and dress fabrics turned out by this factory are second to none that are being produced on the North American Continent.
These fabrics can now be obtained from us direct and you can also obtain garments made from Hawthorn Fabrics from leading Canadian cutters-up.
The label shown below appears in all such garments. It is your customers' guarantee that the fabrics are thoroughly dependable.
Have you seen the new fall coats made from Hawthorn Herringbone Checkback? A splendid, warm fabric that drapes beautifully.

HAWTHORN FABRIC
CANADA PRODUCT

# HAWTHORN FABRICS

*Made in Carleton Place, Ont., by* HAWTHORN MILLS, LIMITED

# When they ask for the Underwear that Mother always Buys



We are advertising Dods-Knit Underwear this season in the newspapers strong. The key-note is contained in the phrase "The Underwear That Mother Always Buys." She buys underwear for the whole family and she always chooses some of the Dods-Knit lines, according to whether husband, son, daughter or the children are to be provided for.

Dods-Knit Underwear is a staple line in the Canadian trade, with a staunch reputation. We are not letting it go at that though. Notice the ads in the daily papers this season. And be prepared when customers mention Dods Underwear as "The Underwear That Mother Always Buys."

## The DODS-KNIT Line

### Underwear For the Whole Family

**DODS-KNIT BEAVER FLEECE,** including vests, drawers, combinations and bloomers for ladies; and sleepers, waists, bloomers, vests, drawers and combinations for children; and two-piece suits and combinations for men and boys.

**DODS SCOTCH KNIT AND DODS ELASTIC KNIT,** for men and boys. Guaranteed 100% pure wool.

**DODS MERINO AND NATURAL WOOL,** a fine medium weight for high-class trade. Men's, Women's, boys' and girls'.

Every garment carries the Dods-Knit trade-mark.

MADE IN CANADA TRADE MARK DODS - KNIT

**Look for this trade-mark when they ask for Dods-Knit, "The Kind That Mother Always Buys."**

***Selling Agents***

**Ontario and Western Canada**

R. READE DAVIS
Manchester Bldg.,
33 Melinda Street
Toronto, Ontario

**Quebec and Maritime Provinces**

WILLIAM C. FORSTER
128 Bleury Street
Montreal, Que.

## The Dods Knitting Company Limited

## Orangeville - Ontario



# Made for Women who want the Best

The well-dressed woman demands two qualities in Knit Undergarments—Proper Fit—Wear—which demands the employment of the best yarns and the greatest care in cutting.

You are assured of these qualities when buying our lines.

Vests with straps of washable Lingerie Braid daintily finished. Vests finished with attractive lace closely resembling a hand-crocheted lace. Combinations finished with Torchon lace, very rich and durable. Bloomers finished with lace and ribbon rosettes.

***See our Spring 1923 Line***

## THE OXFORD KNITTING COMPANY, LIMITED

Woodstock, Ontario

*Representatives:*

T. H. WARDELL
24 Aikins Block, Winnipeg

H. R. BLADE
Carleton Chambers, Ottawa

F. W. McLEAN
5 Paddock St., St. John, N.B.




LOOK FOR THE TRADE MARK

# HEAVY MACKINAW

Every yard guaranteed perfect. Our well known products are intended for those who seek value. In addition to our well known "Trade-Mark" qualities you cannot afford to miss seeing our heavy 38 oz. Coating qualities with check backs in the following numbers.

**No. 14—14—1.....GREY, BLACK AND HEATHER**
**No. 14—15—2.....RED AND BLACK**
**No. 14—24—2.....DARK GREY AND RED**
**No. 14—24—4.....HEATHER MIXTURE**

***Garments made from our Cloths can be secured from the following wholesalers:***

**Grant-Holden-Graham, Limited,**
Ottawa, Can.
**Woods Mfg. Co.,**
Ottawa, Can.
**Finnie & Murray, Limited,**
Winnipeg, Man.

**McMahon, Granger & Co.,**
London, Ont.
**MacNee & Minnes,**
Kingston, Ont.
**Coristine Company,**
Montreal, Que.

**Tolton Mfg. Co.,**
Guelph, Ont.
**A. R. Clark & Co., Ltd.,**
Toronto, Ont.
**Great Western Garment Co.,**
Edmonton, Alta.

*If you cannot get these goods from your wholesaler, write us,*

## The Bird Woollen Mill Co., Ltd.

Bracebridge, Ont.






# Experience has Taught Us.

Before we became manufacturers of hosiery, we had had many years of experience as retail hosiery dealers. Consequently we understand the dealer's point of view, and we know what customers demand.

We have met those demands in

# CIRCLE-BAR HOSIERY

It is different from other lines. It excels in quality, fit and durability.

We know from experience that it attracts and holds the best class of custom.

All styles in silk, wool, mercerized, lisle and cotton.

***FOR MEN, WOMEN AND CHILDREN***

You will be interested in our new lines this season.

*Our representative will be glad to call. If you prefer, write direct to*

## The Circle-Bar Knitting Co. Limited

HEAD OFFICE: KINCARDINE, ONTARIO
MILLS AT KINCARDINE AND OWEN SOUND

CIRCLE BAR
HOSIERY



KENWOOD WOOL PRODUCTS

*There are four definite reasons for the permanent, profitable business which results for the store that sells*

# KENWOOD PURE WOOL BED BLANKETS

FIRST—the selected lustrous, long-fibre wool used in Kenwood Bed Blankets creates beauty of fabric and strength that resists lots of wear.

SECOND—this selected wool creates a lofty body and permits a high, fleecy, long-wearing nap — a wonderfully warm and comfortable combination.

THIRD—being woven 100 inches wide and pre-shrunk at the mill to 72 inches, the Kenwood Blanket can be washed without losing shape or size.

FOURTH—the eleven Kenwood colorings and patterns are correct in style and enable the housewife to dress her beds in harmony with room decorations.

Kenwood Pure Wool Bed Blankets are a profitable item for the store that builds its business on values.

***Full particulars on request***

**KENWOOD MILLS, LTD., Arnprior, Ontario**

# The Value of Dependability

The buying public expects value received when investing in knitted goods. They demand a certain standard of quality and style and service. They ask no more, but to give them less invites displeasure.



No. 271

## Kiddies' Pure Wool Knitted Suits

2 piece Bloomer effect

A smart, serviceable Knitted Suit.

Colors—Sand and Sky; Brown and Sand; Copen and White; and new shades of Lovat and Heather.

2 and 3 years—$27.50 doz.
4 to 6 years—$29.50 doz.

**Also Boys' and Men's Jerseys and Jersey weight V-Neck Sweaters.**

***Order now for Fall Delivery***

Drop in and see our plant when in the city for the Exhibition. The Fall range is good.

**Jersey's Limited**
**455 King St. W., Toronto**

TRADE MARK
MADE BY THE GODERICH KNITTING CO

## *Hosiery Requirements*

***The Old Reliable Maple Leaf Brand***

We have a most complete range to choose from. Our lines are well known to the trade.

## Ladies', Men's and Children's Worsted, Plain and Ribbed Cashmere

In Heather, Black, Brown, White, Scarlet, Cardinal and Khaki Colors. Silk and Wool Heather Mixtures.

**Orders received by mail shipped out the same day**
**Send for samples**

**The Goderich Knitting Co.**
LIMITED
**Goderich, Ontario**

## Brushed Wool Caperines

**Something New for Fall Business**

### Combination Colors:

**SUEDE AND WHITE**
**BROWN AND WHITE**
**BLACK AND GREY**

## Double Knee Sport Stockings

**Plain and Colors**

See our range of

## Hockey Uniforms

***Write for samples and prices***

## Lavoie Knitters

**PETERBOROUGH, ONTARIO**

**Selling Agents: RICKERT & McLAUGHLIN, 275 Craig Street West, Montreal**

**NEWELL BROS., 152 Bay Street, Toronto**

OTTAWA
111 Sparks St.

CALGARY
ALBERTA
517 Centre St.

ST. HYACINTHE
QUEBEC

QUEBEC
Merger Bldg.

# THE "NO COAL" SCARE

1. The Possible Scarcity of Coal has made Everybody think Earlier about Winter.
2. The Increasing General Tendency towards Outdoor Life is very Marked.
3. The adoption for Style of Knit Outer-Garments is world-wide.

HAILEYBURY
ONT.
Matabanick

TORONTO, Ont.
72 Bay Street

HAMILTON
ONT.
418 Lister Chambers

## 3 Times a Good Reason Why You Should Stock Outer-Knits In Sufficient Variety



E. A. DAVIDSON
Manager "Dept. J."

**DEPT. "J."—Ladies' Ready-to-Wear makes its bow and bid for your early inspection of its meritorious showing of outer knit goods.**

**Ladies' and Children's** Sweater Coats, Pullovers, Hockey Caps, Hoods, Infantees, Bootees, Polkas, Toques, Brush Wool Scarf and Hat Sets, Teddy Bear Suits in 4 pieces and 5 pieces.

**Also all other lines of Ready-to-Wear:** Lingerie, Corsets, Waists, Skirts, Coats, etc., etc.

**Specializing in all Infants' and Children's Ready-to-Wear.**

SUDBURY, Ont.
Balmoral

LONDON
ONT.
145 Carling St.

SYDNEY, C.B.
269 Charlotte St.

HALIFAX
N. S.
119 Roy Building.

*Are You READY-TO-BUY*
*Correct READY-TO-WEAR*

SHERBROOKE
QUE.
50 Wellington St.

THREE RIVERS
QUE.

ST. PASCAL
QUE.

# *Alphonse Racine Limited*

*Manufacturers and Wholesale Distributors of Dry Goods*

60-98 St. Paul St. West Montreal

FACTORIES : Beaubien St., Montreal
St. Denis Que., St. Hyacinthe, Que.
18 PERMANENT SAMPLE ROOMS

CHICOUTIMI
QUE.

EDMUNSTON
N. B.

CHARLOTTETOWN
P.E.I., Queen &
Sydney Sts.

ST. JOHN, N. B.
85 Germain St.

# PRISCILLA

## Knit Goods for Kiddies



Now obtainable in link-and-link purl stitch style, reproducing perfectly the best hand-knit garments, will get you the mothers' trade.

Why not a Children's Section in your store, with a complete line of Priscilla Woollies to attract the mothers?

Suitably displayed Priscilla Woollies will make sales for you every day. Just try it.

**Henry Davis & Co.**
**Limited**
**259 Spadina Avenue**
**TORONTO**

# CELTIC

# HOSIERY

The Celtic Fall Range contains Celtic Pure Silk Hosiery clocked in a variety of new and pleasing designs. Also the newest and most popular colorings in Fine Cashmere Hose with and without clocking.

*Selling Agents:*
**HARVEY BROS. & SEMPLE, LTD.,**
224 Empire Bldg., TORONTO; 313 Fort St
WINNIPEG; 325 Howe St., VANCOUVER.

**The Celtic Knitting Co.**
**Limited**
**14 Turgeon St. Montreal**

# Underwear of Outstanding Quality

The name of Peerless Underwear has gone far and wide, leaving a reputation among Canadian women for superb quality, elegance of texture and appearance—at a popular price.

Its constant demand means a steady source of good profit to you. Order to-day.

*For Women—Children—Infants*

**MOODIE'S**
*Peerless*
UNDERWEAR

**Peerless Underwear Company, Limited**

*Controlled by*
**J. R. Moodie & Sons Limited**
**Hamilton, Ont.**

If Price, Quality and Novelty in Style Interest You—See Our Extensive Line of—

# KNITTED WOOLENS

**IMPORTED AND DOMESTIC BOOTEES, POLKAS, CHILDS' AND WOMENS' SETS, MUFFLERS, CAPS AND TOQUES, HONEY-COMB SHAWLS AND CLOUDS.**



*Full Range of Colours at Our Usual Low Prices*

11 DEPARTMENTS

**A.C.—Cotton Staples.**
**D.—Dress Goods and Silks.**
**F.—Toys, Sporting Goods, etc.**
**H.—Hosiery.**
**L.—Linens, Handkerchiefs.**
**M.—Laces, Ribbons, House Furnishings.**
**R.—Ready-to-Wear.**
**S.—Smallwares.**
**U.—Underwear.**
**W.—Woollens.**

Use our Mail Order Service. All orders shipped same day as received. Telegrams and Long-Distance Telephone orders receive our prompt and careful attention.

## HODGSON, SUMNER & CO., LIMITED

83-91 St. Paul St. W. 21 St. Sulpice St. 84-92 LeRoyer St.
MONTREAL

*SAMPLE ROOMS:*

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Carlaw Bldg., 28-30 Wellington St. W., TORONTO
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New Sherbrooke House, SHERBROOKE
503 Mercantile Bldg., VANCOUVER
50 Bon Accord St., MONCTON, N. B.
Empire Bldg., HAMILTON
The Grigg House, LONDON

*Telegraphic Address:* "Vicuna" Bradford
*Codes:* A.B.C. (5th Edition)
Bentley's and Marconi.



## Merino, Crossbred and English Topmaker.

STANDARD QUALITIES.

Cashmere and Camel's Hair
Tops, Noils, and Cardings.

# Joseph Dawson

Cashmere Works
BRADFORD

UNSHRINKABLE "PESCO" FINISH

Trade Mark

# Pesco

## The World's Best

This pre-eminent Scottish brand is worthy of the consideration of those who have established their business on the basis of quality:

It comes from the home of Scottish Hosiery, and reaches the highest standard of excellence that this famous industry observes. In wool, in workmanship, and in worth there is nothing comparable with it throughout the world.

The Canadian dealer stocking it will soon convince himself of its satisfaction-giving powers and of its business-getting possibilities, for Pesco looks its part, is as genuine as it looks and never fails to fulfil the buyer's expectations.



**We invite your enquiries**

**Peter Scott & Co., Limited**

HAWICK, SCOTLAND

**LONDON, ENGLAND**
Carey House, Carey Lane
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**Canadian Agents for Pesco Underwear.**
(Pure Wool, and Silk and Wool, for Ladies, Gentlemen and Children, and in shapes for the Canadian Market.)

**Messrs. C. and A. G. Clark**
35 Wellington Street West,
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**Mr. R. C. Poyser**
418 King's Hall Building, St. Catherine Street W.
Montreal.

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# "Craftana"

Registered No 262,005




THE HALL-MARK OF

**Maximum Comfort and Durability at Minimum Cost.**

**FIRST IN THE FIELD AND STILL LEADING.**

Manufactured on THE GRADUATED PRINCIPLE, and Commencing with TWO THREADS in the TOP, it increases in WEAR-RESISTING PROPERTIES as it descends.

Thus THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR, and the HEEL and TOE FIVE, making it essentially

**A HALF HOSE FOR HARD WEAR.**

**ABSOLUTELY SEAMLESS**
**PERFECT IN FIT**
**GUARANTEED UNSHRINKABLE**

THE ACME OF PERFECTION IN FOOTWEAR.

**To be had from any of the Leading Wholesale Dry Goods Houses**

THE COMMONWEALTH HOSIERY

*Established over a Century-and-a-half*

## WM. GIBSON & SON LIMITED

*Hosiery and Underwear Manufacturer*

Head Office and Warehouse:
THURLAND STREET, NOTTINGHAM, ENG.
Telegraphic Address: "Wigibson, Nottingham"

**Factories:—**

**Lincoln Street, Nottingham. Cromford Street, Nottingham. Castle Donington.**

Gent's, Ladies' and Children's Underwear in Cotton, Lisle, Union Mixture and All Wool, in weights to suit all climates.

Plain and Fancy, Striped and Embroidered Hose and Half Hose, Seamless and Fashioned.

*Registered Brands:*
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**Agents for Canada:—**

**Allan & Macpherson, 31-33 Melinda St. Toronto**

# J.F. CARNALL & Co.

REDCROSS ST. LEICESTER, ENGLAND.

—MANUFACTURERS— OF

SEAMLESS HOSE,
½ HOSE & ¾ HOSE.
PLAIN & RIBBED,
FINE & COARSE MAKES.
MEN'S SELF, & FANCY
MIXTURE, HOSE & HALF HOSE.
LADIES' SPORT HOSE.
GENTS' EMBROIDERED
HALF HOSE.



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East,
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34, VICTORIA ST
TORONTO.

# Turnbulls

GUARANTEED UNSHRINKABLE CEETEE PURE WOOL

PERFECT Turnbulls FITTING

*THE BEST INSURANCE OF*

**HIGH CLASS UNDERWEAR TRADE**

APPRECIATED BY THOSE WHO WEAR THE BEST

MADE BY Turnbulls OF GALT, CANADA

## J. & J. Taylor Safes for sale

One J. & J. Taylor Safe, inside dimensions 15 inches deep, 2 feet 6 inches wide, three feet 11½ inches high and fitted with a built in compartment. Price $250.00.

One J. & J. Taylor Safe 18 inches deep, two feet 8 inches wide, four feet 5 inches high, fitted with a steel compartment. Both safes in good condition and can be bought at a price that will save considerable money to the purchaser. Price $200.00.

Box 105, Dry Goods Review
153 University Ave., Toronto



1171—Dress Form, wide shoulders appropriate for Fall and Spring styles, colonial wood base.

# 1922-1923 STYLES

## These Illustrations are the Latest Creations in Enamel Forms

We stock a large variety of Parisian Wax Mannequins, besides our own make, and our low prices will surprise you.

If you are interested in Wax Figures, it will be advantageous to ask for our photographs and our recent illustrated circular.

When you visit our city, a welcome awaits you at our sample rooms.

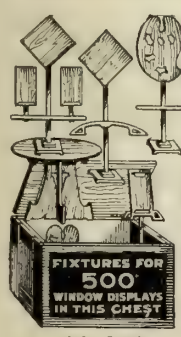
## DELFOSSE & CO.

247-249 Craig St. West

MONTREAL



1163—Dress Form, narrow shoulders for advance style, on Louis XVI Base.




Make Your Show Windows Pay Your Rent

A Chest Full of Interchangeable

**Window Display Fixtures**

For Displaying All Kinds of Merchandise
That Will Give 10 Years Service at Little Cost.
Enough Good Oak Fixtures to Fill Your Windows.

Ask for Catalog.

Shipped Thru Jobber or Direct from Hamilton, Patented and Made in Canada

**The Oscar Onken Co.** 3851 4th St. **Cincinnati, O.**

IMPORTERS and MANUFACTURERS

**Art Needlework and Fancy Goods**

"Peri-Lusta" *Mercerized Cottons*

"Crystal" *Artificial Silk*

*Embroidery Materials*

***Fancy Linens and Piece Goods***

MADEIRA HAND EMBROIDERED LINENS and HANDKERCHIEFS

**Campbell, Metzger & Jacobson**

932-938 Broadway New York Cor. 22nd St.

*Canadian Showroom and Factory:*

Bay and Wellington Sts., - Toronto, Canada

TEXTILE SMALLWARES

JAMES CARR & SONS, LIMITED

CLARENCE MILLS

CLARENCE STREET, CHESTER ROAD

MANCHESTER

Manufacturers of all classes of Webs, Cords and Bindings, in cotton, worsted and linen; Curtain Webs, Edgings, Layon Borders, Blind Cords, Carpet Binding, Cotton Banding, etc.

Original Patentees of
CARR'S WOVEN LADDER TAPE.

*WHOLESALE ONLY.*

*Agents for Canada*

Scott Bros.

275 Craig St. West

MONTREAL

# The Art of Showcard Writing

## Roman Text, Lower Case and Capitals—Proper Time for Using Texts—Further Suggestions Regarding the Layouts—Something About the Brush Strokes—The Inspiration Theory

By JALEXO

SOMETIMES the theme of the showcard requires a treatment differing from the ordinary variety of lettering—as in literary work some subjects suit the prose form and others the verse. A windowful of china, jewelry or other exclusive merchandise calls for that different card, and Roman Text fulfills the need to excellent advantage. Roman Text is refined, dignified and legible. It is not difficult to do, excepting perhaps the elementary stages. Once mastered, however, the showcard writer finds that Roman Text may be lettered with fluency and comparative ease.

### The Brush Strokes

The brush requires careful manipulating here. It should be brought to a clean chisel edge and maintained thus at every point during the actual lettering of the characters. The order of stroke formation follows that of previous alphabets outlined in these articles. The spurs are added at the completion of the letter. The spurs at the foot of upright strokes, such as in lower case "h," "l," and so on, are done in one short stroke from left to right, holding the brush at the angle shown at the edge of the spurs. This alphabet, you will notice, is in the condensed style. It appears to best advantage when lettered this way, at the same time, attractive effects may be obtained when used in the medium width.

The Roman Text capitals ought to be used with the lower case. A complete word or line in Text Capitals would be difficult to read and for that reason such use of Text is not tolerated in showcard work. Lettering in Text should be of restricted size. It appears to good advantage in characters of the size illustrated herewith.

The showcard writer must study the needs and limitations of Roman Text. He ought to recognize the fact that just because he wishes to do a certain card for some dainty display, it does not follow that he should invariably use Roman Text. The showcard must be adapted to the display and the goods.

### More About Layouts

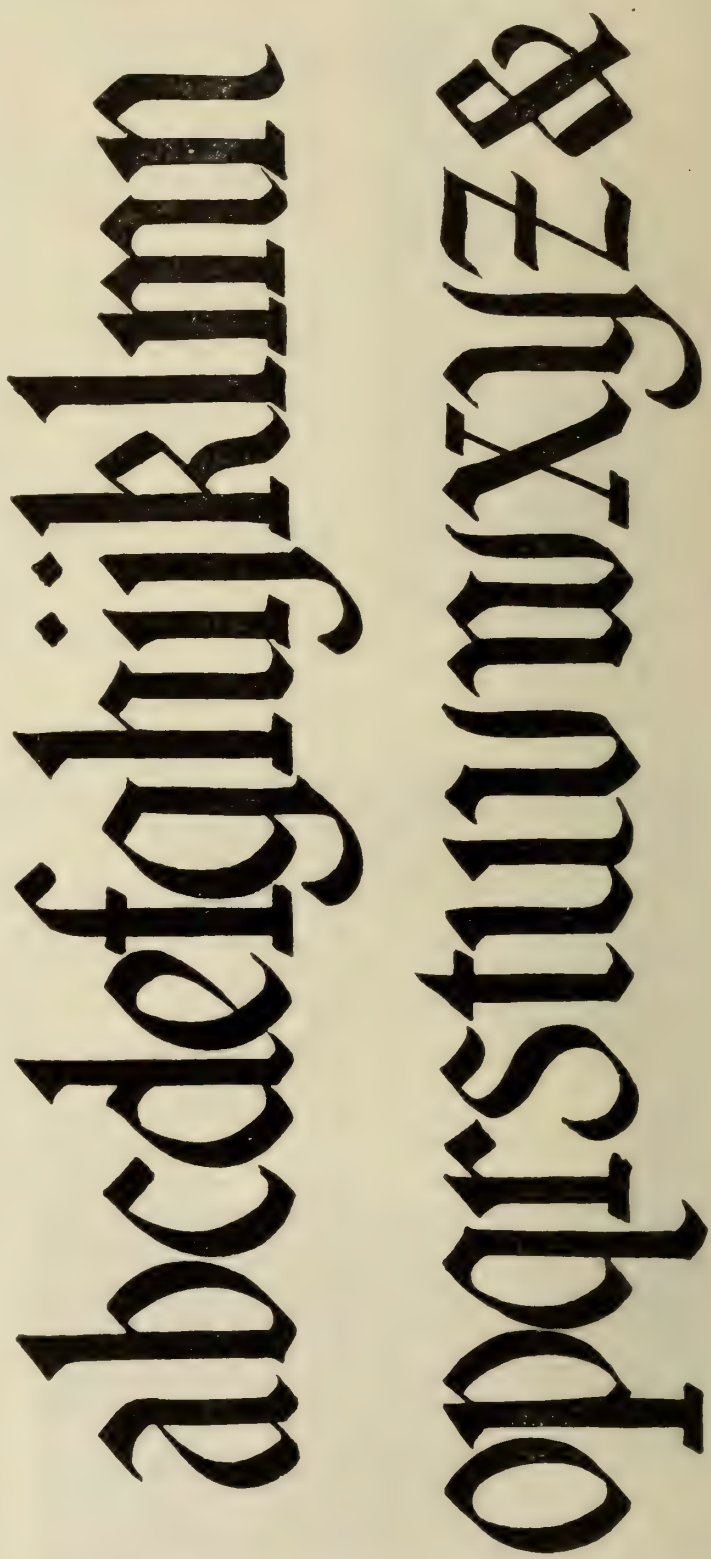
In arriving at a solution of the layout problem, the expert cardwriter exercises his imagination in a way that is at once systematic and final. He sees with his mind's eye, several possible arrangements for any given message and quickly decides upon the most appropriate. The beginner, of course, is hardly expected to work with such precision. The student is advised to pursue certain lines of thought in connection with the layout that will pave the way for speedy and satisfactory results. The layout should be pondered over before a pencil is laid to card. The student should first determine a size for the card and with this before him, he should visualize every imaginable arrangement into which the lettering can be put. From this heterogeneous mass there will stand out several layouts that seem preferable. The student's sense of arrangement is exercised in this way with the result that final choice of layout makes for the success of the card. The beginner is warned against the too frequent use of curved lines of lettering. Sloping and scroll effects are sometimes not easy to keep clear, and unless carefully balanced and spaced they look unsightly to say the least.

The straight-line lettering is by far the most popular. It is much easier to read and is easier, in executing, to keep clear.

### The Inspiration Theory

There are showcard writers who work slowly. With some of them it's like pulling teeth for them to get their ideas down on card. You may see seven cardwriters working on the same kind of showcard. One will execute his premier coup; another will devote a half hour to his; and another may take an hour; and so on. They may be cardwriters of equal ability.

The inspiration, (if you wish to call it that,) which directs one showcard writer to better effort than another

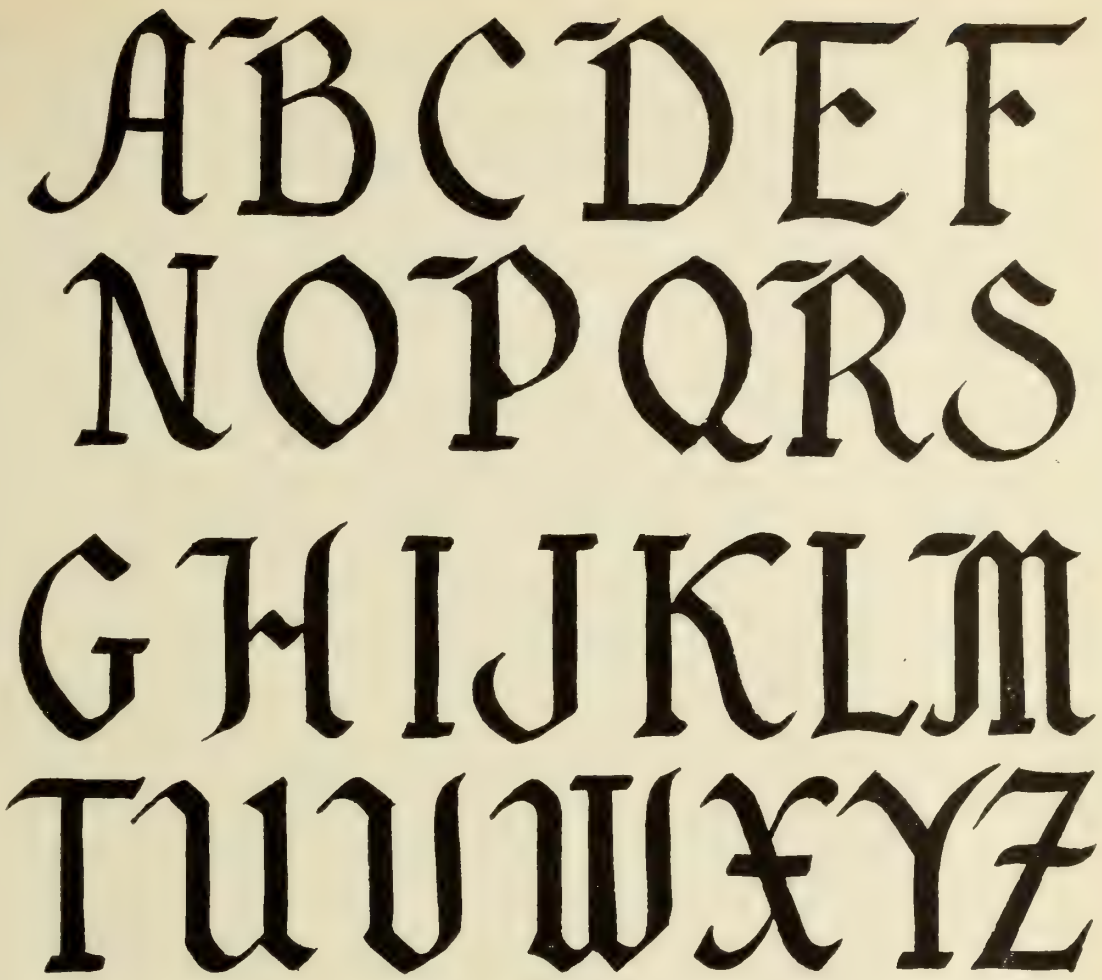


is nothing but a real capacity for taking pains. Cardwriters do not sit around posing and waiting for some sort of divine afflatus. They train their eye and brain to think quickly and accurately, and by so doing, are never at a loss how to do a card in the one best way.

Let your aim be to execute well turned out cards. Do not rest satisfied with primitive and childish stuff. Show your employer that you possess infinitely more than a back-stairs knowledge of showcard writing and your efforts will not fail of appreciation.

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The T. Eaton Company's store in Winnipeg opened seventeen years ago on July 15th. It was the late Sir John Eaton who was responsible for this undertaking and through whose efforts this branch became one of the greatest commercial institutions of the west.



ABCDEFGHIJKLM
NOPQRSTUVWXYZ

ROMAN CAPITALS

## NEWS OF THE TRADE

A. O. Sawyer has disposed of his store and dry goods business in Havelock, Ont., and is leaving for Florida where he has purchased an orange grove.

In honor of their 29th birthday, Farrah's of Newcastle, N. B., had a huge birthday cake which they distributed among their patrons. The cake contained the proverbial button and five gold pieces of five dollars each.

E. G. Kitchen, one of the buyers of J. H. Gould, Ltd., of St. Thomas, died at his home on August 10th.

The Hamilton Co. of Montreal are closing all day Saturday during July and August.

## HIGH NECK NIGHTIES

There is a movement afoot among manufacturers to put the high-necked nightdress back in its place in the sun. Some declare that valuable opportunities have been lost in the last four years by neglecting it. The gown with the high neck has come to be nothing but a cheap practical garment for wear by women who think of comfort before style. It has ceased to be a thing of interest for that reason.

Designers now declare that there are many women who, while they like pretty gowns, prefer to have high-necked ones for winter wear. They have therefore made up some very attractive garments with lace or pleated yokes and ribbon ties under the chin, much along the style of the necks in this year's blouses. Some have nicely cut long sleeves also.

This new vogue has of course been sponsored by both Paris and New York. Someone has asked whether this new gown presages a return of the demure maiden of whom our grandmothers used to speak.

**KENT-McCLAIN AGAIN**

**Crowell's Limited, Sydney, N.S.**

Messrs. Crowell's Limited, of Sydney, N.S., have recently added to their store equipment by the installation of "INTER-PLACE-ABLE" Unit Wall Fixtures and silent salesman showcases. These new Units take care of ladies' wearing apparel and not only provide space for stock but also give unequal'ed display. The fixtures are in rich ¼ cut Oak and were designed and built by Kent-McClain Limited. (Toronto Show Case Company).

# Taste in Window Treatments

## England Only Beginning to Show Interest in Decorating—Uniformity and Dignity Required in Selecting Valances and Curtains For Your Window

AN Englishman does not understand the term "valance" as we do in America. A valance is to him the hanging on a four-poster bed. "Pelmet" conveys to him the idea of a border for the upper part of a window much better. Since England as a whole does not pay as much attention to window decoration as we do, valances, or pelmets are naturally very rare. The war has, however, opened the eyes of English merchants to the possibilities of windows to such an extent that before long it is believed their shops will rival those of this country.

The term pelmet is, according to an authority on the subject, more correct than valance. A valance is anything which hangs above, while a pelmet (probably of French origin) means that which is used as a window or curtain decoration in a hanging effect.

### One Scheme Which Merchants Imitate

In most small towns it is found that if a certain form of advertising or, most of all, of decorating is used by one firm others try to keep as far away from that form as possible.

This is not true of window valances, it seems. If a traveler can sell a valance to one store, he can usually depend on a large percentage of orders within the next few months from neighboring merchants. They can see the big improvement that the valance gives.

What are the advantages of valances or pelmets? In the first place they hide the bareness which is so apparent at the top of even the most artistic window. They make window dressing easier because less is required when a valance is used. They hide the glare of overhead lighting, particularly if the lighting is direct. Lastly, they make the setting for a stage, since, after all, the window is the stage of the merchant—the stage where every piece of goods "must play its part."

One retailer who is known for his artistic windows told our representative that a window without a valance is like a picture without a frame. The frame, he says, enhances the beauty of the picture itself if properly selected.

### Some Valances Not Artistic

A window designer who has had years of experience in Toronto says that a badly made valance is worse than none at all. The principal point to keep in mind in installing these, is that they are for the purpose of setting off the merchandise and must for that reason not be too ornamental. Conventional designs are usually best. If the pattern is plain, monograms may be used with good effect. The colors should always be such as will throw into relief those of any goods above which the valance hangs. Neutral shades are best though a few others may be added to give contrast. White, sand, brown, dark green, navy and black are always good.

Side curtains made of the same material as the pelmet are best. When floor mats are used these should be made to match also, unless a special display is required, in which case the flooring should correspond. The general scheme in decorations of this kind, however, lies in the watchwords—uniformity and dignity. Valances and curtains should be remembered as the silent partners of good windows.

The number of merchants in this country who do not appreciate the value of these little items is growing very small, says a man who has studied the development very closely. Even those who will not use them will not attempt to give arguments against them. Our merchants on the whole are as keen on the question of good windows as those of any country in the world.

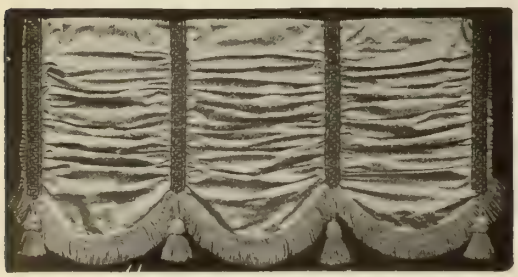


*THREE PELMETS OR VALANCES WHICH WOULD BE APPROPRIATE ON ANY WELL-DRESSED WINDOW*

*Made of English homespun with tan sateen applique and brown outline. The fringe is of mercerized silk. Valance is in ecru.*



*Of rep cloth with applique of brown felt outlined in ecru. This valance and its mercerized fringe are also in ecru shade.*



*Valance of ecru-colored motor sateen with brown or blue woven insertion, mercerized fringe and tassels.*
*Shown by Clatworthy & Son, Ltd., Toronto.*

# Making the Store Attractive

## Marks Awarded Departments for Arrangement of Stock, Appearance of Merchandise—Appearance of Salespeople and Parcel Wrappers, and Display of Goods—Store That Follows This Method is Well Satisfied With Results—Method Outlined

AUGUST is one of the best months of the year in which to take stock, so to speak, of the appearance of each part of the dry goods store, including a survey of the merchandise, the salespeople and the methods employed by the last named to keep the standards of the business up to the highest degree of efficiency. With the Fall opening not far distant and with new goods coming in all the time, it behooves the department heads to make the most of the comparatively slack month of August and inaugurate any changes necessary without delay.

In order that any department may achieve 100% results it must present an appearance which leaves nothing to be desired, either from the appearance of the salespeople, the display of goods, the appearance of the goods themselves or the stock arrangement. In a certain store in the Maritime Provinces an annual survey is taken of each of these points and points are awarded in such a way that the merchandise manager is enabled to tell where the various departments excel or fall down in the final analysis.

The method of awarding marks for efficiency is conducted in this manner. A report is drawn up on which four general headings are printed, as follows:

1 Arrangement of stock.

2 Appearance of merchandise.

3 Appearance of salespeople and parcel wrappers.

4 Display of goods.

The first named heading is given 40 marks and the last three are given 20 marks apiece, making 100 in all. The marks are adjusted in this way.

| | |
|---|---|
| Stock arrangement: | |
| Boxes on shelves, orderly and clean, uniform in size and color, unbroken | 15 |
| Ledges free from dust and articles other than display. Reserve stock neatly piled in groups | 5 |
| Wrappers' stand in order, not piled with loose ends of paper, etc. | 5 |
| Show cases clean and free from reserve stock | 5 |
| Counters free from unnecessary merchandise, dust or other articles | 5 |
| Aisles clean and free from paper boxes, etc. | 5 |
| | 40 |
| Appearance of merchandise: | |
| Attractively arranged in boxes or on counter | 5 |
| Boxes in orderly arrangement | 5 |
| Fresh tops plainly and neatly marked | 5 |
| Clean, not wrinkled or mussed | 5 |
| | 20 |
| Appearance of salespeople and wrappers: | |
| Dress | 5 |
| Attitude and manner | 5 |
| | 20 |
| Display of goods: | |
| Colors well chosen, effective and in good harmony | 5 |
| Lines good | 5 |
| Selling quality featured to advantage | 5 |
| Displays frequently changed, especially novelty goods | 5 |
| Total | 100 |

The store which employs this simple method of checking up its personal and sales methods is well satisfied that good results are achieved thereby. Several other regulations are enforced in this store all the year around and have to do with the usual store routine, such as a rule to the effect that stock must be marked in the stock room in order to avoid confusion in the store and neglect of customers. Another recommends that sales books be kept out of sight when not in use, and not left lying on the merchandise.

The store which finds the above mentioned report on departmental efficiency to be helpful, is notably the most progressive in the city, and although its customers are unaware of this periodical checking up, they have been overheard to remark that Blank & Company's store always looks so attractive and is the best place to shop at because the atmosphere is so pleasant. Store atmosphere is something which is generally ignored or overlooked as being of no importance whatever, yet it is a powerful factor in attracting and holding trade despite the fact that it cannot be ranked among the more tangible assets of any business. Let August find your store in readiness to win new friends in the coming season with an atmosphere which conveys the store's progressive policy more expressively than any amount of printed words or widespread publicity.

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The Ninth Annual Convention of the National Association of Retail Clothiers of the United States will be held at Madison Square Garden, New York, September 11th to 15th.

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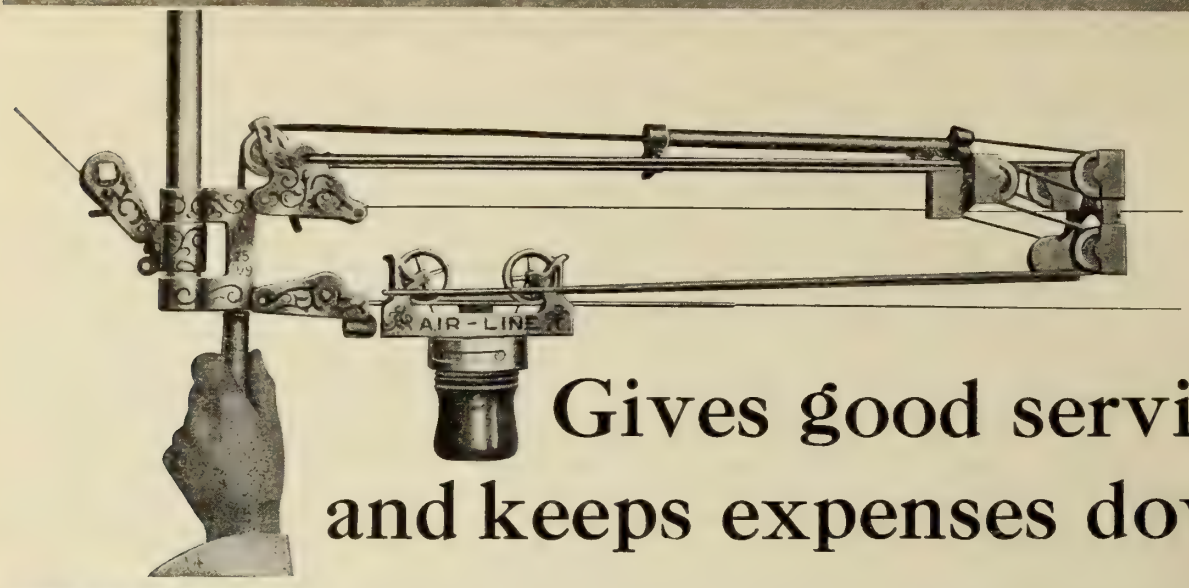
### Frank Colwell of Halifax Finds Profit In Little Things—Candy and Cigarettes

That smallwares, fancy goods and various small accessories in the way of wearing apparel are decidedly profitable in themselves was amply proven during the month of July in the city of Halifax, N. S., when Frank Colwell, proprietor of a large men's wear business opened a new store entirely devoted to the sale of these lines. This new store occupies one of the finest new buildings on Barrington Street and is intended to offer a variety of merchandise of the more general sort at prices which are under $1. Although this would indicate limited cash receipts in some ways, the sales staff are finding it comparatively easy to promote bulk sales instead of single articles and special efforts are made to display and feature merchandise which can be sold in quantity at a discount.

Not only have the smallwares and fancy goods lines been successfully introduced in this store, but it has also been found advisable to include such stock as untrimmed hats for women and children in addition to headwear for men. Likewise such lines as underwear, shirts, collars, etc., are proving so successful that they are being given departments to themselves. The sale of men's belts alone has been record breaking in the new store and over two gross were sold inside the first ten days.

Very careful plans were laid in preparation for the opening, according to Mr. Colwell. Much advertising and circularizing was done through the press and by means of special posters and the entire juvenile population responded to a fascinating "Mystery Bag Sale" with which the opening day was celebrated. This sale was made up of merchandise selected from all departments of the new store, wrapped up and sold at a straight price of ten cents a package. In some of the bundles a certificate entitling the purchaser to $1 worth of goods was placed, and proved a popular prize with those fortunate to win it among the other ten cent surprise packages. A clever window display was arranged to give publicity to the idea, by hanging the packages by strings from the ceiling of the centre window.

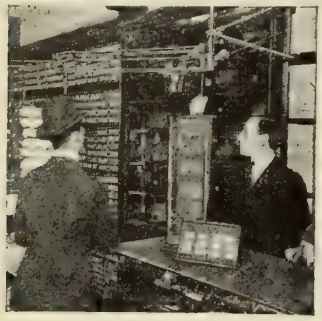
In addition to the goods enumerated above, the management has installed a candy and cigarette section together with a light refreshment counter which does a rushing business in light drinks. Cash registers are used throughout the entire store which covers considerable area, besides including a basement section which is ultimately to be devoted to children's wear alone.




# Gives good service and keeps expenses down



Money and charge slips are brought from every desk right to the book keeper's desk



A station near every clerk prevents annoying waits and ensures quick service on every side.



Lamson parcel carriers take the merchandise as well as the cash to the central desk for checking and wrapping.

THIS Lamson wire line carrier is designed particularly for stores and specialty shops of moderate size. Its low first cost enables a merchant to buy a complete system reaching every clerk for less than the cost of other systems which do not give nearly so complete service.

The operating expenses are practically nothing. No electric power is required—the system can be used in towns where current is not available.

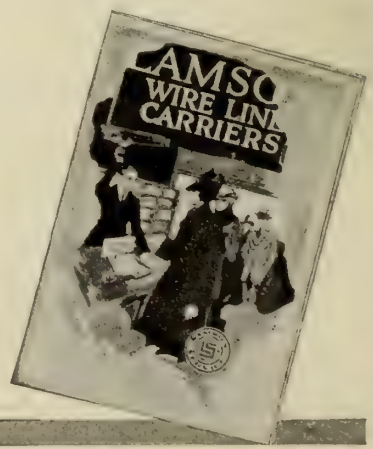
Where the size of the store permits the use of Lamson wire line carriers, they give practically the same quick economical service as our cable and pneumatic tube systems.

Service between clerk and cashier is virtually instantaneous. The money or charge slip on every sale is in a safe central place before the merchandise is delivered. The charge or O. K.'d slip is back in the clerk's hand before she has the parcel wrapped. And where parcel carriers are used, the merchandise too is double checked for quality and quantity.

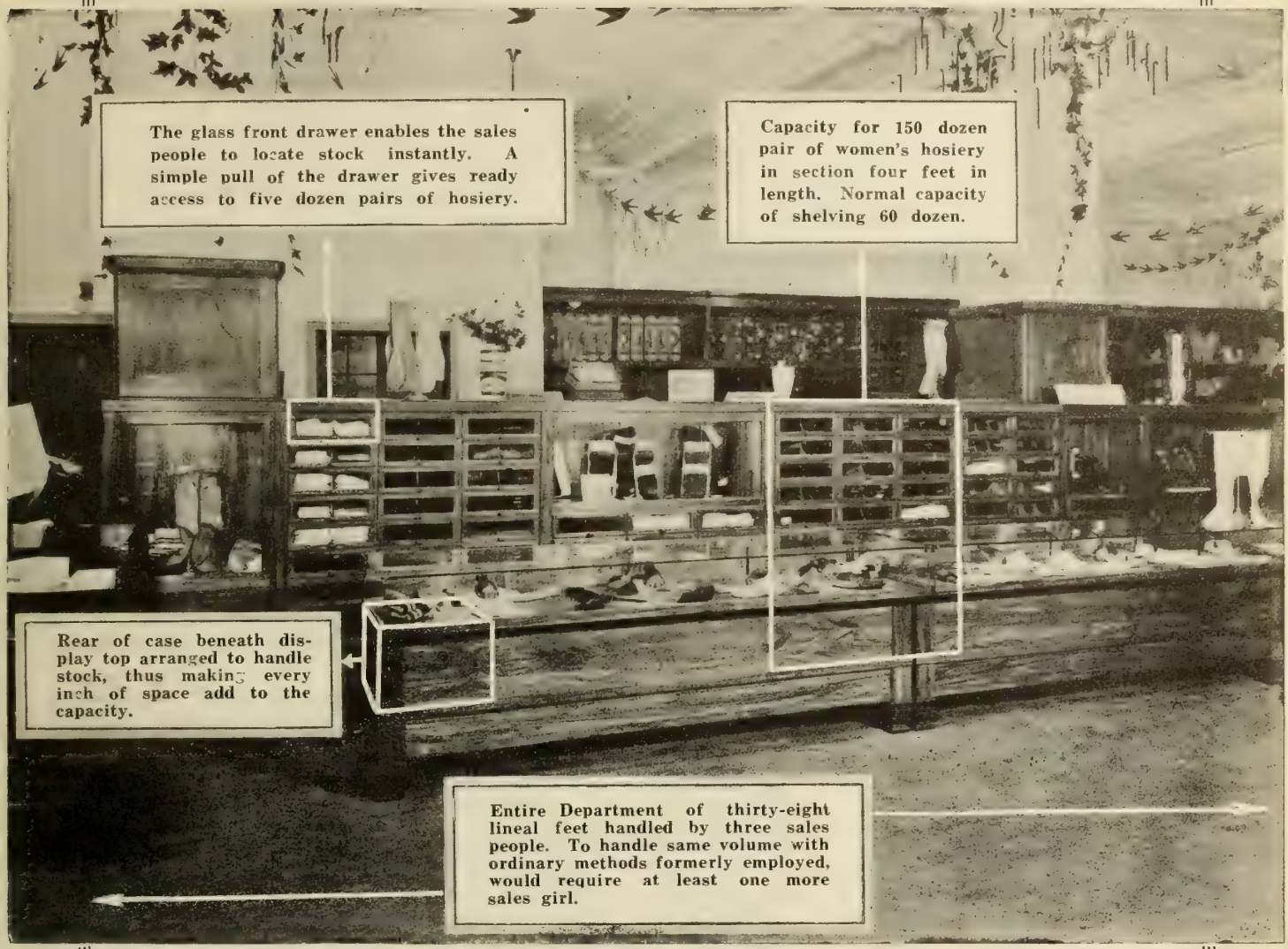
You should find out whether you can use this economy service to advantage in your store. Our local representative will call and give you more information, or if you prefer, we will send you our booklet describing fully this useful carrier.

**THE LAMSON COMPANY**
SYRACUSE N. Y.
BRANCHES IN PRINCIPAL CITIES

***Send for this booklet—it will help you plan your store improvements for this fall.***



# THE NEW WAY SYSTEM




The above view is a graphic illustration of the New Way System of Store Fixtures with its many features, such as the economy of space, the accessibility of stock, the compelling display and protection afforded all merchandise.

The New Way System can be started in one department and added to from time to time. All leading Ladies' Wear, Dry Goods and Department Stores in Canada are installing this system.

We are glad to explain, personally or by catalogue.

## Jones Bros. & Co., Limited

**Store Fitters**

**Head Office**

**29-31 Adelaide St., W.**

**Toronto**

**Eastern Branch**
71 Bleury Street
Montreal

**Western Branch**
437 Main Street
Winnipeg

**In affiliation with and manufacturing under Canadian Patents of the Grand Rapids Show Case Co.**

# Filet Crochet Laces for Curtains

## New Creations Adaptable for Many Purposes—May Be Obtained in Variety of Shades—Heraldic Design in Arab Shade—Shadow Effect in Allovers—Pure Cotton Filled Quilts Shown at Attractive Prices

AS WAS announced in last month's issue of Dry Goods Review, filet-crochet lace or art lace is an unusual vogue for decorations and they have been designed in a bewildering variety of exquisite designs among which every type of decorative motif is represented, adaptable for use in both formal and informal rooms.

Although primarily intended for the creation of curtains of dado character with a panel insert running across the lower portion, these new laces are adaptable to any purpose to which ordinary laces can be put, such as bedspreads, runners, scarves, mats, hangings, lampshades, lunch sets and so on. Not only is the range of designs exceedingly varied, but also it is possible to obtain these laces in a variety of shades in addition to pure white, among which might be mentioned cream, arab and ecru, while there are two predominant widths, 12 and 16 inches, the first being considered the most generally useful for all round purposes.

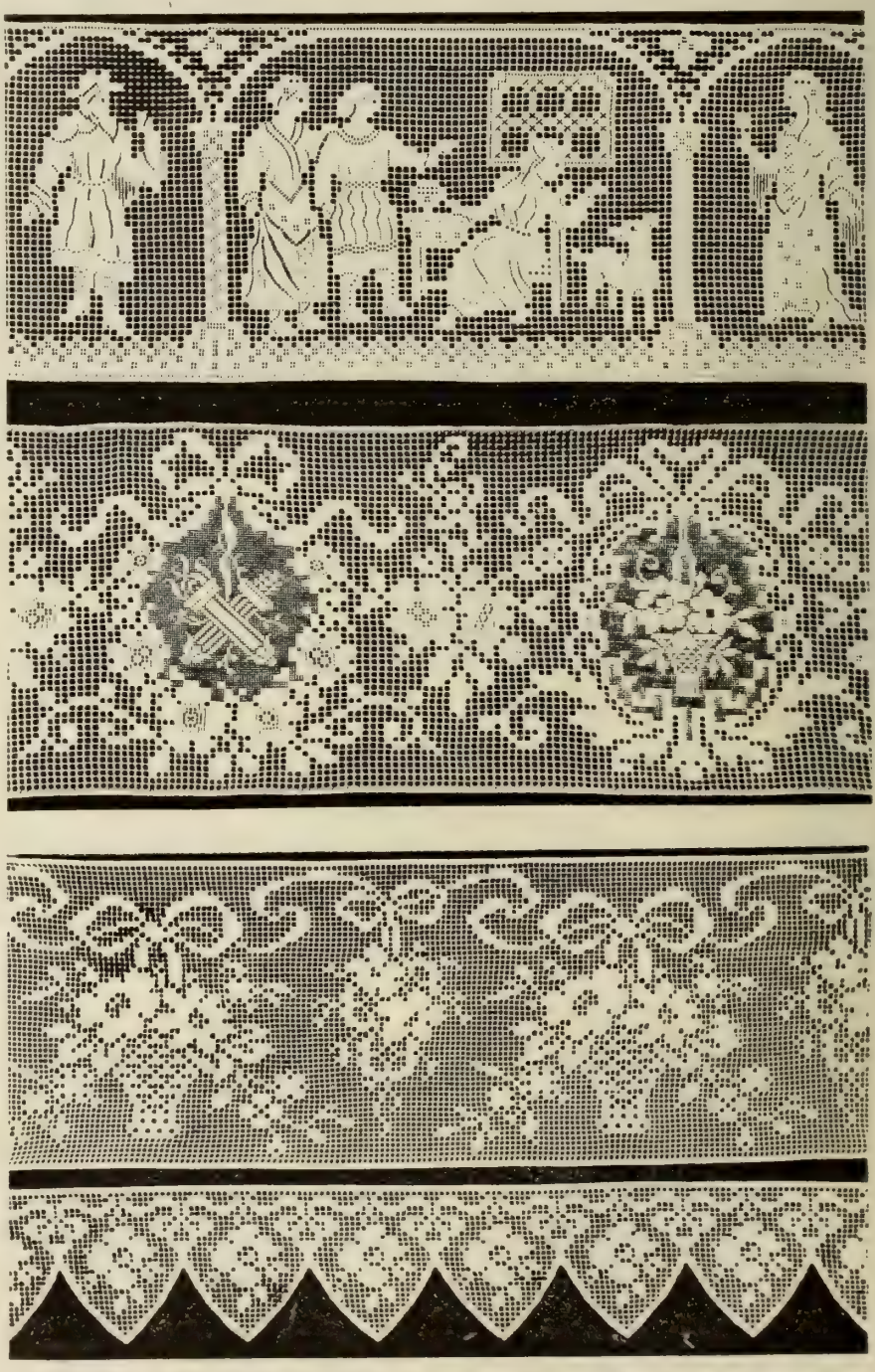
### Fringe Edgings are Smart

The British makers of these laces have evolved a new type of knotting which doubles the strength of the mesh thereby strengthening the wearing ability of the material. Very lovely plain nets in the filet crochet weave can be obtained to match the laces and with which the fore-mentioned decorative accessories can be made. Either of two styles of finish are provided, namely, fringe and a Van Dycked lace edging. The fringe is thought to be newer and best adapted to use as an edging for smaller lengths.

The heraldic design is very effective developed in an arab shade and would be a dignified and appropriate finish for the windows of dining rooms, libraries or halls. The conventional motif inset with finer filet medallions is another very new design, especially lovely when used for cushions or as curtains, etc. The finer lace, together with its matching edging is effective for bedroom sets and other smaller accessories.

Plain marquisette can also be sold to accompany these coarse laces, instead of the regulation nets, and the entire piece

(Continued on next page)



*FILET CROCHET ART LACE*

*These were recently imported from England by C. W. Williams of Montreal. This type of lace was especially designed for creating dado curtains or panelled effects and is reproduced in a wide variety of interesting designs of which the illustrations shown herewith are fairly representative. Either fringe or the Van Dyke edge may be used to finish the curtains and many charming decorative effects may be made of these laces together with plain filet nets or marquisettes in addition to curtains. Laces shown by courtesy of T. I. Birkin & Company, of Nottingham, England.*

# British Trade Steadily Improves

## W. G. McJannett Says Conditions Are Much Better and That Firms Are Getting Back Into Their Old Stride—The Question of Color Guarantees Can be Solved by Retailer—Trade Making Mistake in Handling Madras for Dresses—Some Advances

IN cotton materials, buyers for home furnishings houses report advances of from 7½ to 10 per cent. in British manufacturing centres. This holds particularly in Manchester and Scotland where American cotton which was bought for 9s.6d in March has been 13s.4d since the middle of June. Most buyers say present prices will last for nine months. The present stocks in Toronto wholesale houses were bought and are being delivered at early spring prices. After October, however, and for delivery in 1923, the new prices will undoubtedly prevail.

### British Trade Brisker

W. G. McJannett, Toronto representative of the firm of J. B. Henderson & Company, has just returned from the British Isles with the news that Manchester is busier than it has been for the past three years. In Scotland business is also better and prices are fairly firm. In Nottingham, the lace trade is very slow, he said, except in lace curtains and bungalow nets. In these, orders have been sufficient to keep several mills working regularly. Lower priced nets are being made than the Canadian trade has seen for many years. This, Mr. McJannett believes, is one of the best indications that British trade is improving.

### Guarantees Not Needed

From the same source comes the information that British manufacturers are charging Canadian buyers who ask for a sunfast guarantee when placing their orders. One maker who had a line marked at 4s. 6d. added 1s. 5d. to his charges for the same goods guaranteed. The British public does not ask for this because it knows that the standard dyes now being used in England are reliable. British concerns are using the dyes that came from Germany previous to the war.

Years ago the Canadian consumer did not ask for a guarantee and could easily be trained again not to expect it. It might even be as well to tell the public that British firms are making only one grade of curtaining whether the guarantee is given or not. Mr. McJannett believes retail buyers could solve the problem by stocking unguaranteed reliable lines and testing them in their own stores. If samples were exposed to the sun for several months and then to customers, no better proof could be asked for. In fact, many people prefer the guarantee of a retailer whom they know to that of a manufacturer, particularly when they have the difference in cost explained to them.

This plan could be tried out in many materials. Colored madras is a good example. If two samples of most of the self-colored madras now on the market were placed before a customer and it could be shown that the one that had been exposed was the same as the other in appearance, this buyer believes the guarantee craze could be settled for all time.

### 36-Inch English Cretonnes

For years there have been complaints that British cretonnes 36 inches wide could not be obtained. They made the 30 inch and the 50 inch widths for so long that they seemed unwilling to make a change. For that reason, American manufacturers have been getting a good deal of the business lately since the Canadian trade seems to prefer the 36 inch width. Several Manchester firms are now using looms of this size, along with others, for the home trade still prefers it as before.

### Madras For Dresses

One Toronto house expressed the opinion that the trade is making a mistake in calling the new madras material shown for gowns by the name it is known under for curtaining. The thick pile of the dress madras gives sufficient reason for another name. It is clipped fuller than curtain madras to give it the appearance of brocaded velvet and Egyptian yarn is used in the making resulting in more body than in ordinary madras. In England, the name "Moquettine" is used and some Canadian firms are already adopting it.

English women are wearing it extensively and buyers who have seen them say they are most attractive. In France, it is selling very well also. Toronto retailers have been showing it in both ready to wear and fabrics since early spring and while it is selling it is not moving in large quantities. The trouble may be that the best colors have not been shown the Canadian public. In England, all the dress shades are featured and not the drapery colors which some retailers here have stocked. Periwinkle blue, several of the greens, red, yellow and white should gain favor in this material for mid-winter and early Spring if both wholesale and retail houses take it seriously in hand.

### British Press Hopeful

European travellers tell Dry Goods Review that the British consumer and trade press are talking good times. These papers are impressing upon their readers that the corner has been turned. Trade papers devoted to homefurnishings are emphasizing the need for patience, since drapery and upholstering lines were the last to feel the pressure they will be slower to recover than other lines. Prices are, however, firming up each week.

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### FILET CURTAINS

(Continued from previous page)

when finished can be mounted over colored silk to provide extra strength as well as a less transparent effect. A soft yellow is said to be especially good beneath lace of this type.

### Shadow Pattern Allovers

The same importer commented upon the new range of allover nets which had just come to hand to replace the ordinary filet allovers. These showed a shadow effect in the finest of filet meshes, averaging 16 point in fineness, with two and three motif patterns. The special feature of interest with regard to these new allovers was the lacy openwork effect achieved in the midst of a plain filet weave, an effect previously never attained in the process of curtain manufacture. Quaint Gothic windows, tall and majestic storks, crest-like coats of arms, pastoral scenes and figures—all these have been delicately and intricately wrought out in the finest and sheerest of filet lace curtain net to be sold at the same cost of ordinary material.

### Quilt Prices Offer Opportunity to Buy

A Montreal manufacturer who has taken up the making of bedroom quilts is now showing a very attractive range of pure cotton filled quilts bearing an unqualified guarantee in the corner of each quilt. Both plain and fancy coverings are shown in this range but the most effective models are those featuring a stitched panel in an artistic scroll design appropriate to the size of the covering. In most of the quilts, panelling is inset in a solid color to harmonize with the body of the article, rose color being especially strong this season. It was said that size 66 x 72 is the most wanted size in these bed coverings which are available from 60 x 72 upwards beginning at $2.45 upwards.

In real satin coverings and with pure down fillings there is an even larger range of beautiful designs to select from. A new fluted or crinkled treatment of the satin adds to its lustre in the panellings or insets used to embellish the plainer quilts which can be had as low as $18 apiece up.

# The Making of Floor Linoleum

## Had Its Origin in Film That Forms on Can of Paint When Exposed to the Air—Was First Produced in 1863—Secret of Manufacture Closely Guarded for Many Years—Ingredients Come From Russia, South America, Mediterranean Sea, Scotland, India, Australia, Africa and Other Countries

SCARCELY anyone would suspect that linoleum, which occupies so prominent a place among the finer floor coverings in use to-day, owes the source of its inspiration to the film that forms on an ordinary can of paint when exposed to the air. Yet such was the origin of linoleum, as discovered by a young Englishman called Frederick Walton, in 1861, and brought to its finished state by the addition of certain gums as well as powdered cork, and mounted upon a burlap backing.

The name of the product comes from two Latin words, "linum" meaning flax, and "oleum" meaning oil. It takes its name from the principal ingredient, linseed oil, which is treated by an oxidising process until it becomes hard, tough and rubber-like. Linoleums are classified as textiles and require in the manufacture exceptionally heavy and massive machinery, necessitating vast areas of factory space and lengthy periods of time in which to turn out the finished product.

Ever since the first yard of linoleum was produced in 1863 the greatest secrecy has been maintained and the growth of plants and factories has been slow and in many cases incidental to the manufacture of oilcloth. During the past two years, however, rapid strides and improvements have taken place in the process of manufacture in linoleums and the product may now be said to have "arrived" as an artistic as well as practical possibility for every room in the home.

### Supplies From Everywhere

There is much that is fascinating, even romantic, about the making of linoleum, a process that should be carefully studied in order to become acquainted with the possibilities and character of this most convenient, artistic and sanitary floor covering. No other commercial product draws upon such a diversity of foreign sources for its ingredients as does linoleum, which derives its linseed oil from flaxseed grown in the centre of Russia and South America as well as here in Canada. The cork comes from the Mediterranean Sea, the burlap foundation is woven in Dundee, Scotland, from Indian jute, and the cohesive gums are derived from Australia, Africa and other countries in the Antipodes.

The various processes incidental to the manufacture of linoleum do not vary much in different countries, the essential steps being similar to a great extent. In order to outline the various steps briefly, mention should first be made of the initial boiling of the oil which requires hours of time, the oil then being allowed to drip upon quantities of thin cotton cloth until coat after coat of the oxidised oil forms to the depth of an inch. This coating process sometimes takes as long as three months to achieve. The dried oil sheets are taken down, cut into pieces, dusted with whiting, and then ground to pulp and set to boil in big cauldrons holding as much as three tons of the pulp each. The gums and resins are added at this stage to the boiling mass which is next poured into pans to cool, the mass being later cut up into chunks of about a foot square. These chunks are known as "cement" and are next cut into small pieces and ground together with a quantity of ground cork until the resultant mass looks like wet clay. It is then reground several times until the cork and the cement are entirely blended and a deep brown color. This mixture is fed into what is called a calendering machine from which it comes forth as linoleum, the mixture being rolled upon the burlap backing, and then taken to be baked solid and hard in so called "stoves" which are really rooms heated by big steam radiators in which the linoleum is hung up to dry in great loops, for a period averaging 3 or 4 days.

### Now Printing is Done

The next step is the printing of the design on the plain linoleum, and lastly the floor covering is returned to the "stove" in order to dry the coloring.

The creation of suitable designs to reproduce in linoleum is another study by itself. All patterns have to be tested out first by means of reproduction on paper in the actual colorings and when accepted are then reproduced in blocks of wood and metal in every possible color combination so that the full possibilities of the new design may be judged.

The most suitable patterns are then transferred on to blocks ready for printing on heavy machines, some of which will print as many as ten colors at once. The principle of the printing machine is a series of units, each one of which may be operated separately if so wanted and each unit is made up of a mount for the printing block and a paint reservoir or trough, into which a movable roller is alternately dipped and passed across the face of the blocks. The linoleum is moved on eighteen inches with each new section, and then a new set is started, this process of moving on and starting a new color being repeated until all the entire length has been printed and all the colors used. Then the linoleum is led back on the roller to its "stove" to be hung up again to dry. The final step is to cut it up into 30 yard lengths and roll it in preparation for crating.

There are several varieties of linoleums on the market which may be defined by the following classifications:

(a) Plain linoleum of solid color without pattern, the heavier grades of which are called "Battleship linoleum."

(b) Jaspé linoleum, which is like inlaid in that colors run clear through the fabric. It comes in plain colorings, with a pleasing graining in two tones in the same color.

(c) Inlaid linoleum in which the colors of the pattern go through to the back.

(d) Printed linoleum, which is simply plain linoleum with a design printed on the surface with oil paint.

### Care of Linoleum Floors

It is of interest to note that the possibilities in linoleums for decorative purposes have long been recognized by European countries, where floors of this product are permanently laid. Such floors are waxed and polished and gradually take on a mellow, rich tone like fine old wood. Such floors furthermore are warmer under foot and form more artistic grounds against which to display good rugs. It is advisable to shellac or varnish printed linoleum in order to preserve it better, while other kinds may be waxed lightly and polished with a weighted brush. The only time when water or soap are required is just after the linoleum is laid on the floor. Waxing should be sufficient to keep it in first class condition permanently.

Purchasers of linoleum should be warned against using alkali washing powders and strong cleansing soaps for the chemical action of these cleansers disintegrates the oxidised linseed oil and cork in the linoleum just as it destroys the varnish on hardwood.

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### BRITISH MANUFACTURER HERE

Alexander Jamieson, president of the firm of Alex. Jamieson and Company, was in Canada this month. In remarking the improved conditions of trade in both England and Scotland, Mr. Jamieson stated that manufacturers in these countries were feeling much encouraged and were putting forth bigger efforts for business in both Canada and the United States than they had for several years.

# "Thirteen" Is Lucky Number

**Boston Firm Conducts $1.13 Sale on 13th Day of Dullest Month**

The 13th day of the dullest month of the year—July—is the day chosen by the Gilchrist Company of Boston to run a sale, a $1.13 sale. This is the second sale of the kind conducted by this firm and, according to Edward Barges, basement advertising manager, it is already an established event in the program of the merchandising manager. Writing to Dry Goods Review about their second sale, Mr. Barges said:

This idea—having a $1.13 day on the 13th of the month in the dullest month of the season—is probably not used in any other store in the United States. One year ago, July 13, when we had our first $1.13 day, the result of our venture was problematical. We prepared for a business reasonably greater than normal. However, the results were phenomenal. Thirty minutes after the doors opened it was necessary to secure extra salespeople, police protection and also to put up ropes in some sections of the basement store in order to keep the crowds in order.

This year we prepared for a day bigger than ever! And we were not disappointed. The crowds were so great that it taxed our facilities to the utmost.

In the advertisement you will note we tell the public that our profit on the merchandise is 13c, which means we take less than our legitimate profit. And that the buyers were instructed to buy merchandise for $1.00 which will be sold to our customers for $1.13, this price to be much lower than similar goods selling anywhere else.

Here are a few things we have learned in connection with $1.13 day in which your readers will be interested. First, because of the vast number of people who respond to the advertisement, we find it best to omit as many as 2, 3 and 4 for $1.13 each goods; we build up a larger volume of sales than would be possible with 2, 3 or 4 for $1.13 goods.

In preparing for this event our Education Department secured more than 175 extra people—salespeople, examiners, cashiers, etc., and trained them in our system the day before the event. We installed 10 additional cash registers to handle the extra business. Department heads and assistants spent most of their time on the floor to assist the service wherever there was any delay.

In connection with this, it is interesting to note that we operate on the self-acting reduction plan. This means that all goods are dated when first placed on sale. If they do not sell quickly, they are reduced 25 per cent. after 12 selling days, 50 per cent. after 18 selling days, 75 per cent. after 24 selling days, given away to charitable institutions after 30 days.

Hence, if after 12 selling days we still have $1.13 goods on the tables, they are reduced 25 per cent. by this self-acting reduction plan, and so on, till every piece of merchandise is either sold or given away to charitable institutions.

# Strongly Objects To Returned Goods

**Says Retailers Return Goods Without Any Excuse—How it Can be Stopped**

Montreal, July 31, 1922.

Dear Mr. Editor:—

The question of returned goods is one which has been vexing Wholesale Houses for a long time. When placing business was being done on a large scale, returns were expected, as few retailers keep efficient records of goods purchased, but when goods are being bought from hand to mouth, as has been the case for some time past, it does not seem reasonable that the percentage of goods returned should be so high. Due allowance is made for back orders, substitutions, poor descriptions in mail orders, but why should goods purchased from samples, or purchased in a warehouse from stock, be returned?

Yet this is very often the case, and Wholesalers are endeavouring to find some means of stopping this practice. It would seem that the retailer feels that it is his privilege to return goods whenever he sees fit, without stopping to consider that the goods were sold to him in good faith, and that there is no reason on earth why he should send them back and expect the Wholesaler to stand the expense of shipping, and the loss in value of the goods through being damaged in transit from his store. In many instances, goods being returned are badly packed, and in the case of package goods, boxes arrive in a damaged condition, lessening their value considerably.

In the case of lawns, scrims, curtaining or other unwrapped goods, a loss of from 20 per cent. to 25 per cent. is often incurred. These losses are all borne by the Wholesaler, although he is in no way to blame.

The point which apparently has been overlooked entirely by the retailer is this—that having bought an article, and that article having been charged and packed exactly as ordered, and delivered to a Transportation Company in good order, the responsibility of the wholesaler ends there, and the retailer has no right to return such an article without permission from the wholesaler.

If the amount of returned goods is not reduced considerably very soon, the only thing the wholesaler can do, on receipt of goods returned without permission, is to place a value on them, and credit the retailer with that amount. This is a severe, but effectual method of putting an end to the unwarranted return of "Goods sent as ordered."

Constant Reader.

# Textile Trade In England

**Brighter Outlook in Cottons—General Tone is Good in Woollen Trade**

The following information comes from F. W. Field, British Trade Commissioner of Ontario:

Cotton.—While the outlook with regard to cotton yarn and piece goods is generally reported to be brighter, and in a number of cases employment is steadily, if slowly, improving, there have been no very outstanding features during the past month.

For piece goods some of the Far Eastern markets have been slightly more prominent, while the South American trade has improved.

British Cotton Growing Association.—The annual report recently published contains some interesting information regarding difficulties successfully overcome and of progress made. The efforts of this association have been largely directed towards those districts where insufficient transport and untrained native labor present very real difficulties, and the fact that, despite these obstacles, profits have been made is highly commendable and encouraging. In Nigeria, for instance, a threatened loss was ultimately converted into a profit of over £16.700. The production of cotton in what are known as "new fields" in the Empire was notably higher in 1921, at 165,000 bales of 400 lbs., than in 1920, and promises to exceed that figure in the current year. Uganda, Nigeria, and the Sudan are now established as growing centres from which large supplies may confidently be anticipated in the future.

**Wool.**—Business in Bradford continues to be conducted on somewhat restricted lines, but the general tone is good and there are indications of returning confidence in values. The continued demand for fine combing wool, the limited output from the combs, and the increasing consumption at home and abroad are factors which tend to encourage the belief that prices will be maintained.

Considerable sales of average Cape tops have been made at 4s. 6d., prices which do not suggest any lack of confidence in the future.

Top makers' quotations for merinos show little change, but cross-breds are easier in sympathy with the decline in London.

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MacDonald & Gay of Galt, have purchased the business formerly known as "The Hub."

# *DRAPERY MATERIALS*

***Fall 1922*** ***Spring 1923***

Our customers know we have the finest range of quality Madras in Canada, and at present our stock is more complete than ever.

*WHITE AND ECRU MADRAS. 36" to 72".*
*AURORA CASEMENT CLOTH (FLIMSY GAUZE) 50".*
*GRENADINES 36" and 50".*
*FINE NOTTINGHAM CURTAINS.*
*CRETONNES.*
*INVERORAS 36", 45", 50". (SELF COLOR MADRAS)*
*MUSLINS (SPOT AND FANCY ASSORTED WIDTHS AND PRICES).*
*42" FLAT EDGE MADRAS.*
*TAPESTRIES.*

*MARQUISETTES. 50" MERC. REPPS (PLAIN AND FIGURED) NETS. JOHN KING & SON'S IMPORTED SCOTCH HOLLANDS. STOCKED IN WHITE, CREAM AND IVY, 30" TO 60".*

## J. B. HENDERSON & COMPANY, LTD.

***Established 40 Years***

**80 Bay Street ∴ Toronto**

*AGENTS FOR:*

Wm. Strang & Son, Glasgow, Scotland
Hood, Morton & Co., Newmilns, Scotland
Stirling-Auld & Co., Darvel, Scotland

*Make our office your headquarters during Exhibition. Our location is convenient.*

# LION CREST FABRICS




## CASEMENTS

We keep up our large variety in 27in., 30in., and 50in. casements. Best value on the market.

## CRETONNES

Extensive range in 30in. Domestic and Sateens.
Specially in 50in. Reversible and 50in. Taffeta Duplex.
High class and latest styles.

**Through Wholesale and Shipping Only.**

## JAUFFRED & GARIEL

Manchester, England.

CANADIAN REPRESENTATIVES
George H. Napier, 417, Coristine Building, MONTREAL
Andrew Wilson - - - 91, Albert Street, WINNIPEG

No. 10359



No. 10360

# THE LATEST FOR MILADY'S WINDOWS

'Tis impossible in a mere cut to illustrate the beauty of these new curtain nets. They are the most advanced achievement in machine made art. Designs Nos. 10359, 10360 are 10-Point Filet with lovely open work combination weave. (Examine closely. Have you seen anything like this in Filet before?) Width, 44 inches.

Designs Nos. 10364-66 are of heavy coarse Filet (3-8-in. mesh) net with copy of hand made Filet Crochet designs thereon.

No. 10364



No. 10366

This, as you know, is the rage just now, not only for curtains but for bed spreads, dresser covers, table scarves, etc. Have you seen our handsome 12 and 18-inch borders in the same style of weave? We have dozens of designs equally as beautiful as these, which, by the way, are only for import as yet.

**HAVE YOU TAKEN** advantage of the large stock of curtains and curtain nets now carried in Canada by us for your benefit and service? SAMPLES ON REQUEST.

## SEE THE NEW BIRKIN LINE

## T. I. BIRKIN & CO.

**of Nottingham, Eng.**

## 275 CRAIG ST. W., MONTREAL

**(around the corner from Victoria Square)**

**C. W. WILLIAMS, Manager for Canada**

*"The Jamieson Line of Canada"*

# We Are Prepared

To render you

# Service in Draperies

Our Toronto stocks have been considerably increased during the past two months and today we are in the enviable position of being able to supply your immediate demands for

## Scotch Drapery Fabrics

Our mills at Darvel have excelled themselves in their latest productions of

*Cream and Colored Madras*
*Allover Lace Nets*
*Sectional Panels*
*Lace Curtains*
*Sunfast Casement Cloths*
*Poplin Repps*

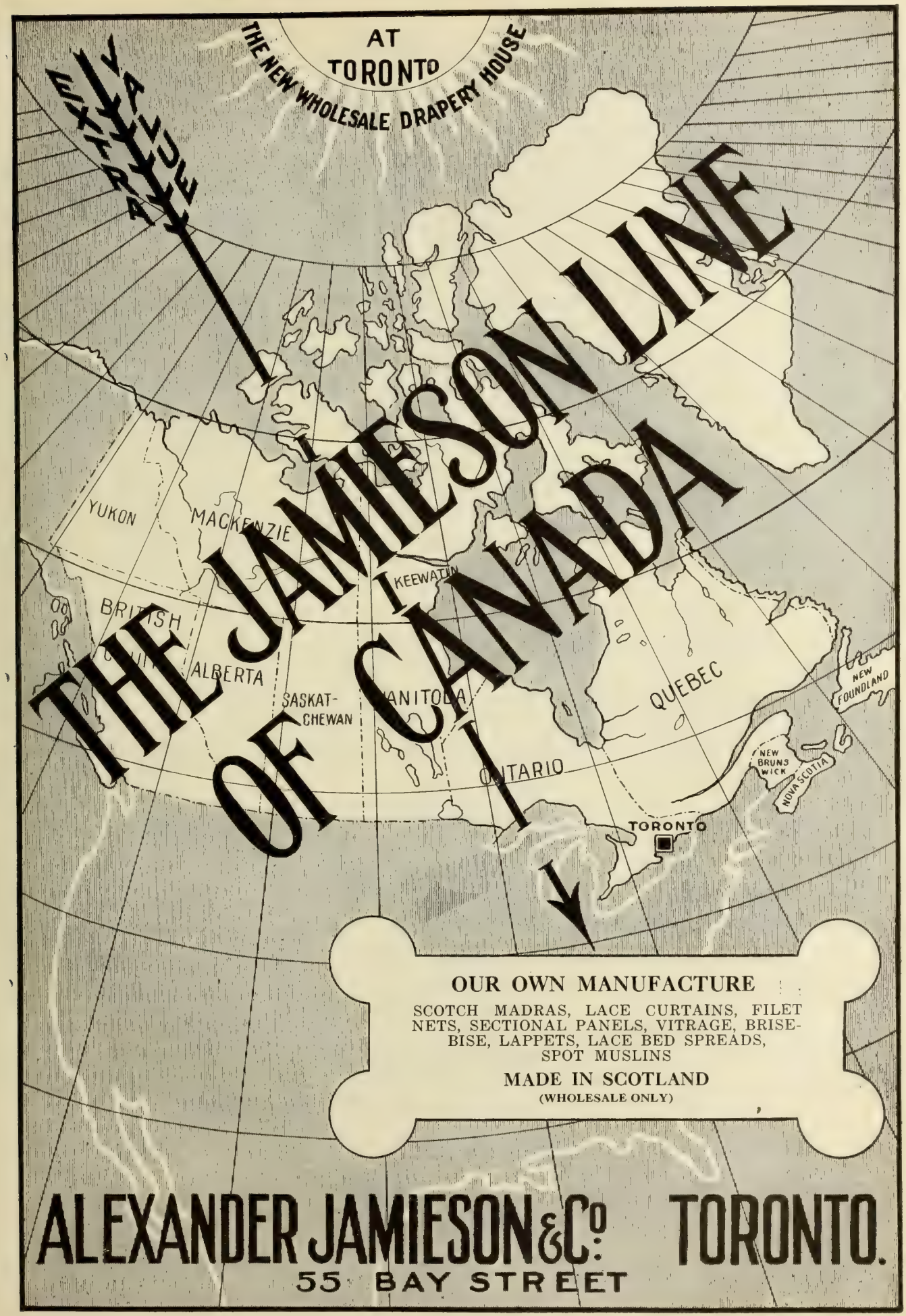
**Our Prices have Been Revised for Fall**
**Our Values Speak for Themselves.**

***Discriminating Buyers Can Tell***

## Alexander Jamieson & Co.

**55 Bay Street, Toronto**

*"The Jamieson Line of Canada"*


AT
TORONTO
THE NEW WHOLESALE DRAPERY HOUSE
YALUE EXTRA
THE JAMIESON LINE OF CANADA
YUKON
MACKENZIE
KEEWATIN
BRITISH
ALBERTA
SASKAT-
CHEWAN
MANITOBA
ONTARIO
QUEBEC
NEW FOUNDLAND
NEW BRUNS WICK
NOVA SCOTIA
TORONTO
OUR OWN MANUFACTURE
SCOTCH MADRAS, LACE CURTAINS, FILET NETS, SECTIONAL PANELS, VITRAGE, BRISE-BISE, LAPPETS, LACE BED SPREADS, SPOT MUSLINS
MADE IN SCOTLAND
(WHOLESALE ONLY)
ALEXANDER JAMIESON & Co TORONTO.
55 BAY STREET

# YOU WANT THE BEST MADRAS WE MANUFACTURE IT

This is a very comprehensive claim, but consider the following points and you will see how it is justified :—

MATERIAL—Only the finest cotton used.

FINISH—Our employees are experts, and therefore produce artistic workmanship.

COLOR SCHEMES—Large variety of colors in patterns to choose from.

GUARANTEE—Every color guaranteed against fading through exposure or washing.

*Send for particulars and prices to our Canadian Representative*

GABRIEL S. YOUNG
303, Southam Building—128 Bleury Street
Montreal

## Messrs. MORTON BROS. LTD.

Madras Manufacturers
DARVEL - SCOTLAND

# KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."



SOLD BY ALL LEADING WINDOWSHADE JOBBERS

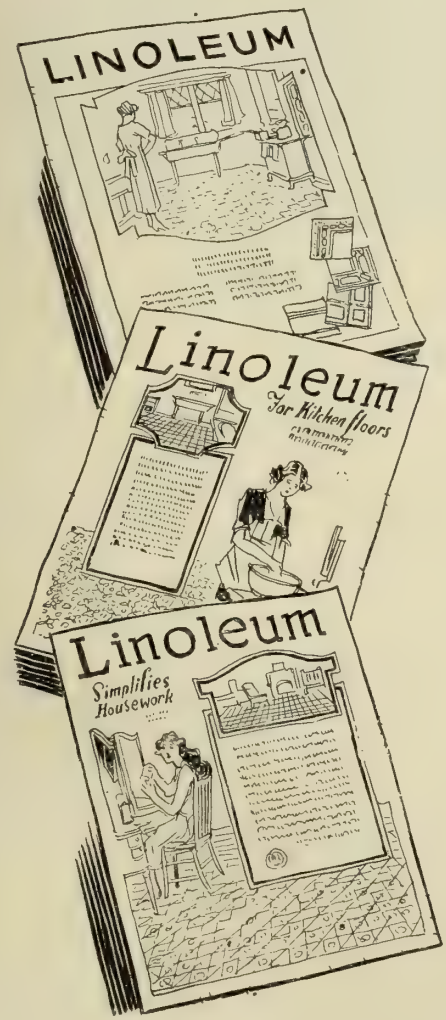
Made by

## JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775
Canadian Representatives : CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO






# Two Pictures That Tell Their Own Story

The days of "Real Sport?"—(most of us recall them, but not always pleasantly)—have given way to an age of re-adjusted housekeeping in which floor-covering merchants play no small part. Merchants are, as a matter of fact, big factors in the distribution of household appliances and aids that women welcome.

## Linoleum and Linoleum Rugs

are a boon to the housewife, and the housekeeper of to-day, realizing this, is buying them freely. Probably she buys from you, probably from your competitor, but the merchant with the assortment gets the business.

Our new Linoleum Rugs are meeting with a ready response—have you seen our brochure, describing them? (Sent free on request). And the advertisements we are continually running in magazines and farm papers are bound to make prospects for those who show and advertise these products at the present time.

*Let Us Send You Our Free Window Trimming Helps—Then Your Sales Will Show Big Increases—Write To-day.*

Advertisements like the above are sending business your way—are you reaching out for it?

**The Dominion Oilcloth & Linoleum Co. Limited**

MONTREAL CANADA

# Features Infants' Wear Strongly

## Story of Keen's Store in Toronto—An Uptown Store That Believes Women Can Be Induced to Buy for Their Children as Well as Themselves in the Uptown Store—Attractive Fixtures and Frequent Window Displays

IT IS A noticeable fact that in many of the best merchandising centres in this country, there are very few small shops which feature infants' wear of the better grades. Even in Toronto which is fairly bristling with specialty shops, this line can only be bought in the department stores, in one shop for infants and young children and in a small way, in stores of the general dry goods type. The apparent indifference to the field seems strange as every store which has a section of this kind and which Dry Goods Review has approached on the question, assures us that the profit and turnover are remarkably good.

A specialty shop for women which opened a few months ago in Toronto has brought this matter to our attention again. This store carries women's ready-to-wear lines (including knitted wear, dresses, suits and coats, lingerie and dress accessories,) children's garments and infants' wear. For the latter department there is a whole showcase placed very prominently in the front of the shop and a small window as well. This window is a receding one running from the street to the door. In it are displayed children's and infants lines alternatively. The main window, a picture of which appears on this page is devoted to women's apparel alone.

John H. Keen, manager of this shop, says that he is more than satisfied with the results obtained from his infants' lines. If women prefer to buy their own clothes uptown rather than in the large stores downtown, they like to have the same conveniences for their children. Moreover, when these things are segregated in a section of their own, better prices can be obtained for them. The gift idea always plays a prominent part and whenever a store stresses gifts, good profits can be obtained.

### Certain Fixtures Bring Quick Results

The fixtures in the Keen store include cases holding drawers for hosiery and gloves. Mr. Keen believes that these give return for the money expended in a very short time. They mean a saving in the actual number of saleswomen required, as well as losses through damage and misplacing of goods. (This same statement was made by other stores very recently. One manager declares that there has been a decrease in the number of gloves and hose stolen from his counters, since the new cases were installed. Another says that women are less inclined to run their ringed fingers through hose which they see taken from drawers right before their eyes. The doing away with size tickets since the drawers themselves have them, was spoken of by a third as saving time and damage.)




*This is a Yonge Street, Toronto, window which stands out very prominently by night. The display is changed every day and people have learned to look for it when out walking. At a time when most retailers are stressing low windows, this one is very noticeable because of its height. Window of Keen's Limited, Toronto.*

Another point about fixtures. Nearly all good shops devoted to women's apparel, have fitting rooms. The trouble with many of them is they are too small. Mr. Keen believes that fitting rooms should be of good proportions. Tiny rooms make it hard for the saleswoman and the fitter and gowns cannot be shown in the mirrors to advantage. This brings to mind a statement which the manager of a Buffalo ready-to-wear department made in regard to fitting-rooms. He said that since the installation of fans in every compartment, the number of Summer gowns which sold after being fitted, had increased nearly thirty per cent. They improved the good nature of both customer and saleswoman to such an extent that sales were made much more easily.

### Window Changes

For a new shop especially, a daily change of windows is almost a necessity, according to Mr. Keen. People soon learn to pick out windows which are different from others in the same block. In this way regular window-gazers can be cultivated by merchants just as bulletin readers are by newspapers.

Another point he stressed was that in a fairly high-class section, it is usually better to show the best lines in the windows. Good things attract trade, even though it often takes cheaper merchandise to effect a sale. The low-priced lines may be left to the ingenuity of the saleswomen while the expensive ones are a necessity for that most effective of Silent Salesmen—the window.

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At the annual picnic of the John C Greene Co. of Toronto, the senior traveller for the firm, George B. Lindsay, was presented with a silver tea set.

The Art Silk Company who recently gave up their location at 227 Yonge St., Toronto, are opening up at 143 Yonge St. This firm imports Japanese goods for both the wholesale and the retail trade.

# A Specialty Shop for Both Extremes

## Miss Helene Brown of Montreal Specializes on Stylish Stouts for Mature Matrons and Simple Silhouettes for Graceful Girls—Tactful Salesmanship is Required—Believes That Popular Sizes Are Best Handled by Regular Stores

ONE of the best known authorities on dress for large women is Miss Helène Brown of Montreal, whose unique little specialty shop is located in the west end of St. Catherine Street, adjacent to the best residential section. In an interview with Miss Brown this month a staff member of Dry Goods Review learned many new and interesting theories on the subject of successfully meeting the demands and needs of the larger woman as well as those of her young sister, the "flapper."

"I have had to adopt a new slogan during the past year," remarked Miss Brown, "and I now feature exclusively simple silhouettes for graceful girls and stylish stouts for mature matrons as my leading lines. This means that I fit both extremes which are not as a rule as easily suited in ordinary stores, and I leave the perfect 36 and her sister 38 severely alone."

This somewhat novel viewpoint is not, after all, so radical as it seems, for in the majority of ready-to-wear departments it seems as though almost too much stress were being laid upon the sizes of 36 and 38 and not enough on such sizes as 14, 16 and 18 years and 42 and 46 bust measures. The figure of the young girl is not determined in inches any longer by the better manufacturers but in terms of years, and even a mature woman may now obtain a perfect fit in a gown or suit by selecting a 16 year size. It is all a matter of physical development, which varies in every woman according to her height and build. This change in the sizing of ready-to-wear garments has been brought about partly on account of the change in the feminine silhouette due to straight line corsetry, which has smoothed off the curves formerly thought so graceful but now completely eliminated with a consequent freedom of natural movement. The woman who wore a size 38 a year or so ago, now adopts a size 18 and looks infinitely younger and more attractive. In such a model, sufficient fullness is obtained for the hip line while the chest measurement is modified.

### Tactful Salesmanship

In the case of the "flapper" who is inclined to be large also, special styles are needed which cannot as a rule be found in the ordinary 36 size, in which the skirt would invariably be too long. The solution to the problems of both the young girl and the matron are therefore an easy matter to Miss Brown who explains her methods of salesmanship as follows:

"There are certain tactics to be observed when a really stout woman comes into the store to look at clothes. As you see, I keep no large sizes out on racks but only the young girls' apparel, and there is a real reason for this. The stout customer naturally looks over the first rack she comes to, and soon notices that all the models are designed for slim girls. She then enquires if we have not anything in these styles in a larger size. In the meantime I have taken a mental estimate of her measurements and I immediately go to the wall racks and take down a frock exactly like the one which she admired among the girls' models, and I show it to her. If she demurs that it looks too large I immediately point out to her that fashion now calls for loose straight lines and such a garment must necessarily look larger than one which is fitted and taken in here and there. I ask permission to try it on, and I impress upon her the fact that I do not stress sizes but rather effects and becomingness, and if I consider that a woman requires a smaller or larger size I do not hesitate to bring it out and recommend it. My hardest problem is the stout woman who cannot learn that the only real beauty in the human body is in its own natural lines. She is usually so bady corseted and so constricted at the waist line that nothing I can try on her will do her justice. Once she has learnt the comfort and charm of a low cut, loose corset she at once adopts the new silhouette thankfully, but unfortunately the majority of stout woman are too old to be receptive to such new ideas."

### Advises White for Summer

Miss Brown maintains that for Summer wear especially, large woman should be encouraged to wear light colors instead of always adopting black, navy blue or nigger brown as they so often do. She thinks the constant wearing of dark colors has a depressing effect upon any woman, and the fashion followed by Americans of wearing white almost universally in Summer has much to commend it. She also gives much attention to the selection of the wrap or coat selected by her over-size customers and emphasizes the need for long, loose lines to conceal the less graceful features.

### Maternity Garments Supply Wide Demand

Miss Brown has given many years' study and attention to the subject of selling maternity gowns and wraps and points out that in this conection also there is a vital lack of attention given by stores in general. Miss Brown feels sure that in every community there exists the same demand for maternity clothing for the different seasons as there does in Montreal, and she emphasized the fact that such models are equally suited to the large size woman. "A very important and profitable group of customers is being entirely neglected by many apparel shops in this regard," was Miss Brown's comment, "partly because they will not recognize that inexpensiveness is the main consideration in most of this type of clothing, as well as the need of an experienced and sympathetic woman as salesclerk. If the economy and personal benefit of becoming and comfortable apparel were more freely emphasized, a surprisingly large channel of business would be opened up to Canadian stores."

Miss Brown finds that her clientele in general are partial to imported gowns of the better qualities and she finds a demand for all types of gowns up to about $85 retail. Should a customer be especially difficult to fit, or require something unusual in the way of design, Miss Brown is willing to accept orders for made-to-measure apparel as well. Of course, alterations are charged for according to a fixed scale of prices, a policy which Miss Brown considers only fair when the initial price is based upon a very low profit. Making at least eight trips to leading style centres each year, Miss Brown keeps in touch with the latest style variations and is enabled to show a wide variety of models at every new season. The shop itself is comparatively small and as befits its character is unobtrusively decorated, even conservative in character, being uniformly of dull grey.

Considering the response which has met Miss Brown's efforts to be of service to those who cannot be satisfactorily suited in regular stores, it seems as though a wide-felt need existed for service of a type similar to this. Miss Brown herself discovered and studied the situation as it exists in Montreal and numbers many hundred grateful customers among her clientele, justly deserving her reputation as a "specialist in oversizes."

**KENT-McCLAIN AGAIN**

**Madam Tennant, Toronto**

New display fixtures in French grey finish have recently been supplied to Madam Tennant, of Roncesvalles Avenue, Toronto. These fixtures will provide excellent display for the children's wear which is a specialty with this shop. They were supplied by Kent-McClain, Limited. (Toronto Show Case Company).

# Has Unusual Success With Blouses

## How the Manager of Mahon's, of Halifax, Has Promoted Sales During the Summer—Artistic Display is Big Feature—Novel Tag Whose Color Tells Type of Garment—Does Away With Much Friction With Some Customers—Space for Fitting

CLIMATIC conditions obtaining in the maritime provinces have much to do with the type of ready-to-wear which is in demand in the cities of St. John and Halifax. In each of these cities in particular, there are certain peculiarities in regard to merchandising this range of goods which are not duplicated in other sections of the Dominion, due to the fact that the winters are mild and much broken by rain storms, while the summers are invariably cool and tempered by foggy days. Thus in summer, where upper Canadian ready-to-wear departments are featuring quantities of dotted Swiss and crisp organdy frocks for midsummer days, the maritime stores are showing smart flannel skirts and gay sweaters as more appropriate to withstand salt winds impregnated with dampness from the Atlantic.

Thus, a visit paid to the leading ready-to-wear departments of Halifax brought to light some interesting points as well as providing ample proof that in point of up-to-date equipment, efficient salesmanship and artistic display methods the ready-to-wear departments of the larger maritime cities are second to none.

### Successful Method With Blouses

In Mahon's, Limited, on Barrington street, Halifax, the ready-to-wear section has attained distinct success through several mediums. The entire section, together with others including underwear, corsets and knit goods, is managed by Miss Walker, to whom Dry Goods Review is indebted for much interesting information. According to Miss Walker, her department has registered exceptional success with blouses this summer, despite the fact that demand anywhere has not been as brisk as in former years. If any reason at all can be put forth for this state of affairs, Miss Walker is inclined to attribute it to the fact that it is the way in which the blouses are displayed which sells them so quickly. All garments are shown under glass and in special cases with sliding, rimless glass doors. The blouses are all carefully pressed out when received and hung upon dainty enamelled hangers supported by a long rod. The sleeves and bottom of each blouse are pinned up carefully so that a row of blouses presents an absolutely even and symmetrical line with no hanging ends to mar the neatness. Not even a tag is allowed to protrude itself upon the view of a customer, but all are tucked away between the models, easily accessible when a customer is shown the blouses and all are plainly marked with the price.

These tags, moreover, are deserving of a special paragraph to themselves, for they are an invention of Miss Walker's and add not a little to the efficient service given by this department. All the tags used upon ready-to-wear garments are of different colors, such as white, blue, rose, orange, green, etc. Each color stands for a type of garment, orange for example signifying blouses, and tags are uniformly round in size and attached by neat loops to the garment. On garments which are sold by bust measurement the tags are marked alphabetically instead of bearing the usual 36, 38 or 40 and so on, for the reason that so many sizes vary and cause dissatisfaction to customers that it has been found by far the best to mark them A. B. C. D. and so on, corresponding with the sizes 32, 34, etc. The particular advantage incidental to this system of marking occurs when a customer demands a 36 garment, but plainly should wear a size larger. It is then possible to fit her properly without causing any friction or argument as often arises when sizes are marked in the old style.

### High Priced Gowns Not Displayed

All garments are ranged in individual sections and everything is under glass with the exception of a group of exceptionally exclusive gowns for afternoon and evening wear which are kept out of sight behind heavy drapes and only shown to customers who desire a gown of the more expensive and unusual type. As Miss Walker pointed out, it does not do to display all ready-to-wear openly, as many women refuse to buy a garment which might be recognized as having been shown in a store window.

### Entire Floor Space Kept Free

Revolving racks respond to a slight touch and spring outwards to display several dozen garments at once, while at the same time an unobstructed view

(Continued on next page)




*The Bonnie Briar Bush was recently shown at the Walkerville Theatre. Bartlett, Macdonald and Gow, Limited, of Windsor took the occasion to make a fine display of plaids in one of their windows. Linking up with a theatre performance is, occasionally, good advertising because of the pronounced interest taken by most people in the theatre. This window was arranged by Reginald Hallett.*

# Educating the Woman Shopper

## Women Spend 85 Per Cent. of the Money With Only 30 Per Cent. Efficiency—Wm. Filene's Sons Company of Boston Prove That Scientific Advice on Buying is Good Business—Outlining the Clothes Budget—Proportions Set Out—Pamphlet Available

EDUCATING the woman shopper in the fundamentals of retail buying is the latest scheme to occupy the attention of leading dry goods and ready to wear stores in the United States. Such prominent stores as Wm. Filene's Sons Co. of Boston, Marshall Field & Co., of Chicago, and John Wanamaker of Philadelphia have all manifested a desire to co-operate in the promotion of this new propaganda which is one of the most essential factors in the campaign to stabilize market conditions.

That a vital need for such educative measures does exist is well known for it is estimated that fully 85% of the money of the country passes through the hands of women, yet only about 30% efficiency in spending is secured. The purpose behind the movement is not only to awaken the woman shopper herself to better methods of purchasing, but also to enlist the aid of the merchant himself, since it is to his ultimate benefit. The average woman in America is a victim of whims and is really no judge of quality at all, whereas the average woman living in a European country understands far better the art of buying wisely and considers the qualities of durability and quality more than that of style alone.

Abroad the habit of charging merchandise is not nearly so rampant as it is in this country, and one of the first things that the merchants of Canada need to teach their patrons is that they should buy only what they need and can pay for. The immediate result of such propaganda will be to reduce the number of bad accounts and to increase the number of satisfied customers, which will in turn provide more income and improved social status. That this educative campaign is both practical and profitable has been ably demonstrated by the results attained by the Wm. Filene's Sons Co. of Boston, to which Dry Goods Review is indebted for data upon this interesting subject. This store has for some time been conducting what is termed a "clothing bureau" under the direction of Miss Ainsworth, who not only offers free advice to groups of women located anywhere in New England but she also gives helpful suggestions to anyone on the subject of making over clothes, and even sends out style shows to illustrate her suggestions to any group of women who may desire to study the subject seriously.

### Sales Mount Quickly As Result

The immediate result of this splendid service on the part of the Filene store has been to produce record business in trimmings, yardage and accessories, since it has inspired women with confidence to create and plan clothes for themselves and brought them there to shop for other needs.

### Free Lecture Service is Offered

In connection with Miss Ainsworth's services to American women shoppers, she has prepared talks on the subject of clothes buying which are grouped under five heads as follows:

1. Planning the wardrobe-clothing budget.
2. Style materials.
3. Fundamentals of textiles.
4. Style tendencies.
5. Suitability of dress.

Each of these talks is informal in character and Miss Ainsworth gives her frank opinion of the clothing worn by members of the classes, showing models to illustrate correct types at the same time. It should be noted that prices are never quoted in connection with any of these talks, neither is the store name mentioned in any way, but an extremely helpful pamphlet has been prepared for free distribution by this department, called "Clothing Budgets and How to Use Them," which bears the imprint of the firm's name and nothing more.

This budget is intended to instruct both the business woman and the home woman in the relative amounts which should be expended annually upon wearing apparel, covering the entire wardrobe, together with hints upon the care of clothes which will lengthen the life of outer garments and accessories.

### Budgets Cover 3 Year Period

The budgets contained in this helpful booklet are worked out to cover a period of three years and are given in amounts to cover varying incomes. In the introduction to this budget-plan the author points out that "A complete wardrobe is by no means a matter of unlimited spending." No matter how large a woman's income is, she will still have gaps in her wardrobe unless she chooses her clothes intelligently. A woman with a small income may be well dressed always, if she will:

1. Plan according to her own individual needs.
2. Buy with an intelligent knowledge of fabrics, line and color, and of her own personality.
3. Care for her clothes systematically and intelligently.

### How To Divide Dress Allowance

The writer goes on to say that the "logical way to plan is to use a budget which divides your income into the proper proportions for your entire wardrobe, so that you can have enough for everything." Taking the entire wardrobe as 100% the various items are given approximate value thus:

| | | |
|---|---|---|
| Group 1. | Suits | 9% |
| | Coats | 12% |
| | Dresses | 22% |
| | | 43% |
| Group 2. | Hats | 10% |
| | Shoes | 11% |
| | Gloves | 3% |
| | | 24% |
| Group 3. | Blouses | 3% |
| | Sweaters | 2% |
| | Skirts | 3% |
| | | 8% |
| Group 4. | Underwear | 20% |
| Group 5. | Accessories | 5% |
| | Grand Total | 100% |

### Available To Canadian Trade

Detailed clothing budgets are given on subsequent pages varying from $150 a year for a period of three years up to $600 or $1,800 for a three year period.

Dry Goods Review has received a limited supply of these pamphlets which will be distributed to any stores interested in the question of educating their customers in the matter of efficient buying. The pamphlets will be mailed free on receipt of a stamped addressed envelope.

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## HAS UNUSUAL SUCCESS

(Continued from previous page)

of the entire floor from one end to another is obtainable at any point, owing to the skillful placing of these fixtures. The desirability of keeping the entire floor under supervision all the time is easily understood by all managers of similar departments.

Separate sections are maintained for infants', junior and misses' garments in addition to adults' in Mahon's, Limited, and a wide range of nurses' wear is also stocked, including uniforms, aprons, caps, etc., which are specially adapted for the nurses at local hospitals.

### Underwear Section is at Hand

Throughout the ready-to-wear department the same rich mahogany fixtures are employed with adequate fitting rooms and mirrors aplenty. Just off the main floor is found the corset and underwear section which is found to be well located on account of its convenience to customers who contemplate buying an entire outfit. A sign above the corset section reads, "Kindly remove gloves before handling goods," and has had a beneficial effect in lessening the amount of soilage arising from handling.



# *Haugh Garments*



Every merchant has had impressed upon him, within the past year, as never before, the relation of low inventories and rapid stock turning to profits.

But every merchant has two masters to serve—on the one hand profits, on the other hand the public. It is quite certain that neglect of the latter soon reveals its very direct bearing upon earnings.



## The Haugh Line
of
## Kiddies Goods
**including the popular**
## "Peggy Black"



garments for girls, the BIG 88 OVERALLS, SHOP COATS, WORK SHIRTS and TROUSERS, are made right and your putting on the right selling price is the surest way of developing business. You don't miss sales if you show the HAUGH line.

**You are cordially invited to visit our plant when in the city for the Exhibition.**
***"See the Line that Sells"***

## The J. A. Haugh Mfg. Co., Limited



*Manufacturers and Originators of Utility Suits for Kiddies*

Cor. Bathurst & College Sts.

Toronto






# STUDINGTON" *and* 'TOGA' COATS *for* Appearance and Service



Cut and made by experts our productions stand for all that is best in style, quality and durability. The man who demands the best should lose no time in getting acquainted with us.

## STUDD & MILLINGTON LIMITED
**MAKERS OF GOOD CLOTHES**

**51, CONDUIT STREET, BOND STREET, LONDON, W., ENGLAND**

**CANADIAN AGENTS:**

**Port Arthur to St. Johns and Halifax—**
J. F. Snarr, 64 Wellington Street West, Toronto.

**Vancouver to Winnipeg—**
E. W. Dean & Son, 325 Howe Street, Vancouver.




*Write for our new Fall Catalogue*

**PULLAN MANUFACTURING CO., LIMITED**

AT OUR NEW ADDRESS

***491 KING ST. WEST, TORONTO***

# Dominion Board in Convention at Halifax: Ask for a Re-Drafting of the Sales Tax

## Resolution Condemns Receipt Tax as Unnecessary and Annoying Legislation—Board Instructed to Take up Matter of Educational Courses for Salesmen—Political and Financial Situations Grave, Says Dalhousie Professor

THE SEVENTEENTH annual convention of the Dominion Board, Retail Merchants' Association of Canada, was held from Tuesday to Saturday, August 8 to 12, in Halifax, Nova Scotia. The president, J. A. Banfield, of Winnipeg, presided over the gathering, which was officially welcomed to the City of Halifax by Mayor Murphy who expressed the hearty pleasure the visit of the delegates afforded the citizens of the old garrison city.

The mayoral address was ably seconded by Gavin Stairs of the Halifax Board of Trade. Mr. Stairs stated in a felicitous manner that he was especially interested and gratified to note the presence of men from widely distant parts of Canada. "I think the chief good from such conferences as this," he said, "comes from just this fact. They enable us to get together and become acquainted." Mr. Stairs reminded the delegates that the city of Halifax was holding a carnival week and hoped the visitors would find much to enjoy during their stay.

Mr. Banfield, the president of the association, responded heartily to the addresses of welcome.

"We realize," said he, "that Halifax is one of the oldest, and most substantial cities in the Dominion. We regard it with genuine pride. It has produced many great men, and I recall having said on a former occasion what I will venture to repeat to-day—if eating fish produces brains, then I should say that distinguished men, statesmen, college presidents, etc., whom Nova Scotia has produced, must have eaten whales."

Mr. Banfield referred to the fact that the convention was held in the interest of the Retail Merchants, whom he characterized as the great distributors of the land. After all, when all was said about the infinite wealth, the tremendous resources, of the Dominion, it all came down, at the end, to a question of distribution. All had to simmer through the retail merchants. The latter are subjects of scathing criticism, but they do not deserve it. Their work is open to the full light of day—"we are the greatest tax-payers in the country, and I repeat, the greatest distributors," said he, amid applause. "Take away the retail stores from Halifax, and you would have a deserted village."

He expressed appreciation of the hearty welcome of the mayor and the president of the Board of Trade, and emphasized strongly what Mr. Stairs had observed as to the importance of getting to really know one another.



*Group of officials of the Dominion Board, Retail Merchants Association attending the annual convention at Halifax, N. S. E. M. Trowern, secretary, is on the left; J. A. Banfield, re-elected president, is in the centre; Henry Watters, treasurer, is second from the right in the front row, and Jack Wood, Swift Current, second vice-president, is on the extreme right; W. C. Miller, Ontario secretary, W. J. McCully and J. H. Curle, Winnipeg, are also seen in the group.*

That is the great trouble, said he—we do not understand each other. "I went into a store in this city," said he, "and I heard some one in the store observe pointing to the Canadian flag, 'I don't like that flag.' Well, we ought to like that flag. It's our flag. We are all Canadians—let us remember that."

### Important Resolutions Passed

The regular business was then proceeded with, which included the passing of a considerable number of the 46 resolutions drawn up for the attention of the members.

In a resolution pertaining to the present Sales Tax Act, the association placed themselves on record as being of the opinion that the present act has been drafted in such a muddled and confused manner that it can never be made operative and satisfactory to the retail trade in its present form, and requested that the incoming Dominion Executive Council ask the government to have the act redrafted and placed in such language that it could be understood by the merchants and their customers.

Regarding the placing of stamps on all receipts of $10 and over, a resolution was passed, terming it as an unnecessary and annoying taxation arrangement, and one that would not materially result in accomplishing the object proposed. It was, therefore, recommended that the stamp tax on receipts and bank cheques be abolished, and, if necessary, to produce the amount required by the government, that the sales tax be increased to cover this amount. The incoming council will be requested to study this question and take the matter up with the government.

Executive officers of the various provincial boards of the association will be requested, as a result of a resolution, to oppose any proposal to introduce legislation through their provincial governments, to establish an eight hour day for all manufacturing, producing and distributing classes, as far at it affects the retail trade of their province. Also, they will be requested, should any attempt be made to include retail merchants in any workmen's compensation acts, to take such active steps as to see that the retail trade is not brought

under their operations, as they are not considered hazardous risks.

In view of the fact that there are many articles in common use, for which there is an insistent demand by Canadians, and that are not at present being manufactured in Canada, it was resolved that the association again petition the Dominion government that the Department of Trade and Commerce be requested to further the interests of Canadian industry. It was pointed out that if such goods were manufactured in Canada, employment would be provided for many of our own citizens and our money kept at home.

A vote of thanks was passed to the officers of the Dominion Executive Council for having secured through the present government, an act abolishing all lottery and guessing contests.

A resolution, similar to one passed by the British Columbia provincial board, recommending the appointment of a trade section secretary or secretaries, whose sole function shall be to have the entire responsibility for the handling of trade section matters and build up the trade section movement within the association, was presented for the consideration of the convention.

As a result of complaints which have been received from the various provincial boards, that with the increase of sales tax, it has reduced the margin of profit on goods sold by manufacturers, who have not altered their fixed retail prices, and inasmuch as the sales tax has increased the cost of the goods, it was decided to request the manufacturers to adjust their prices on a fixed basis of trade-marked goods so as to make provision for the sales tax, or any other increased overhead expenses, that did not exist in the retail trade some years ago when the retail prices were placed on the goods by the manufacturers.

Whereas the United States government will not allow any printed or lithographed matter to go into the States unless it has been marked or printed with the words "Printed in Canada" and even carries this ruling into effect regarding time-tables of our railways, the members of the printers and publishers section of the association requested that the United States printing and lithographing coming into Canada be treated in the same manner.

Instruction from the convention was given to the Dominion Executive Council to take up the matter of providing for those who desire to become retail salesmen an opportunity of extending their education and receiving such knowledge from those who are skilled in retail merchandising, and to devise a plan whereby the desired results could be secured. The council was also instructed to study the question of high charges for the registering of watches and jewellery and report back to the board.

Resolutions dealing with, income tax, manufacturers price lists, freight rates, oil discounts, shoe styles, business settlements, legal fund, Dominion bank act, association emblem, pattern contracts, code of ethics for retail merchants, manufacturers refusing to sell to wholesalers, trade-marked goods, and statistics regarding retail merchants, were dealt with.

At the close of the session the delegates gathered at a banquet held at the Green Lantern Tea Rooms at which some seventy members and a number of lady guests were present.

### President Reid's Address

The program following the repast was opened by A. J. Reid, President of the Nova Scotia Provincial Board, acting as chairman. Mr. Reid referred to the object of the gathering and the success of the convention, which has just been completed. He spoke of the old days, when the country merchants were referred to as store keepers, and conventions were unthought of, and of the development which had taken place since that time. Conditions had changed to such an extent, he said, that the merchants of the country had come to a point where co-operation was of vital importance. Within the past eight years, the speaker said, the merchants of Canada had been faced with great difficulties, and had it not been for the efforts of the Dominion Executive of the association, many of them would have sustained serious losses. Not only had the assistance of the association proved valuable in the past, he continued, but it would also be an indispensable asset in shaping the future course of Canada's merchants.

In proposing the toast to Canada, Mr. Reid touched on the fact that it was the anniversary of the battle of Amiens, the conflict which directly brought about the conclusion of the Great War, and the glorious record of the Canadian troops in that battle.

Responding, Henry Watters, Secretary of the Dominion Board, dealt with the outstanding features of the various provinces of the Dominion. In speaking of Quebec, he regretted, what he termed, the lack of understanding, which exists between that province and the others of Canada. He spoke of the glorious deeds of the Quebec regiments in France. A matter of pressing moment in British Columbia, in fact to all provinces of the Dominion, the speaker said, was the Oriental Problem. It was the duty of the country, he said, to be particular with regard to the type of immigrants admitted, but once they are induced to come to this country, they should be given the privilege of citizenship and a just form of government.

William Tapp, President of the Progressive Club, J. T. Wilson, President of the Commercial Club and Gavin Stairs, President of the local Board of Trade, responded to the toast to Nova Scotia, in the absence of Premier Murray. All three speakers touched on the contribution which has been made to Canadian public life by Nova Scotia.

Speaking of the political situation Professor Munroe of Dalhousie University, stated that it was just as grave as the financial, and because the Treaty of Versailles had not realized its proper work. It was the only kind of treaty which could be introduced at that time, the speaker said, but it was not sufficient for present circumstances. There had been a lot of talk during the Great War, the speaker said, regarding it being the final war, but this, he held, with things as they are at present, could not be. He emphasized the antagonism which exists between France and Germany, centuries old, which as long as it continues will mean danger of invasion of France, and hence France must have a standing army, and allies, and hence militarism cannot be wiped out. The League of Nations, the speaker said, properly functioning, was the only machinery which would prevent future wars.

On the question of war debts, the speaker stated that he believed the debts would be wiped out, that an agreement would be reached by the various countries whereby the debts would be struck off the books and a fresh start made.

At present, he said, Great Britain was bearing the financial burden of the war. Her taxes amounted to the amount paid by Germany and Canada combined.

The United States at present held aloof from the international conferences, but it was just as necessary for the United States to enter the international arena, the speaker said, as it was for them to enter the war and undoubtedly it would come.

Until such time as the debts were paid off, or struck off, the speaker stated that there was not a possibility of business picking up. When that was done a moratorium would have to be granted to Germany for a few years to enable her to get on her feet and arrangements made for an international loan to meet reparations.

A toast to the City of Halifax was responded to by Mayor Murphy, who expressed the hope that the delegates had enjoyed themselves while in the city and that at some future date they might gather here again.

During the evening a delightful musical program was rendered.

### Election of Officers

The election of officers for the ensuing year resulted in a return to office of the present executive as follows:

President, J. A. Banfield, Winnipeg, Manitoba; 1st vice-president, J. G. Watson, Montreal, Quebec; 2nd vice-president, Jack Wood, Swift Current, Saskatchewan; 3rd vice-president, W. G. DeWolfe, St. Stephen, New Brunswick; 4th vice-president, N. I. McDermid, Calgary, Alberta; 5th vice-president, W. J. Hopgood, Halifax, Nova Scotia, and Prince Edward Island; 6th vice-president, G. H. McRobbie, Vancouver, British Columbia: treasurer, Henry Watters, Ottawa, Ontario; secretary, E. M. Trowern, Ottawa, Ontario.

# Giving a Push to Dollar Day

## How the Whole Event is Planned and Carried Out by the W. W. Cooper Co., of Swift Current, Saskatchewan—Employ Only the Medium of the Press and Circulars—The People Know When a Bargain is a Bargain—Give the Public Value

THE "DOLLAR Day" sale idea needs no introduction to any merchant, but the secret of the success which The W. W. Cooper Company of Swift Current, Saskatchewan, experiences each time this particular sale is held is possibly worth mentioning. Right away we are going to let out the secret: give the public undeniable value for their dollars. There's the secret; nothing more or less. When you advertise "Dollars Doing Double Duty on Dollar Day," make sure that they do and that the public knows about it, both by reading and by seeing. Another point which has made our "Dollar Day" sales a success, we believe, is their systematic frequency. These sales occur once every three months. And they have become so popular throughout Swift Current and district that a small announcement of the day and date of the sale is sufficient to fill the store the whole day with eager buyers.

Quite naturally we advertise these sales considerably (we are enclosing a sample advertisement of our recent event) but we only advertise the "Dollar Day" merchandise every third sale; the remaining two sales we simply announce the day and date.

### First Advertising

Three weeks before the sale we commence to produce small stuffers bearing the day and date of sale. They are placed in every department for the salespeople to hand to customers; also the shipper places one in every parcel which leaves the store. The stenographer receives a share of these stuffers and they go in every letter and parcel by mail. Good sized posters are used on the windows and in the store announcing the sale which may be two or three weeks away. The procedure is necessary because the farmers like to know what's going to happen in lots of time so that they may arrange their work to allow them to get to the store for the sale. This is, we believe, a good thought for merchants in the farming districts. In every advertisement we produce, the announcement of "Dollar Day" appears prominently. Therefore you will see that we make positively sure that the people know when the sale is going to take place. One week before the sale three to four thousand people either receive a copy of our advertisement or an announcement of the sale. Three country papers carry the advertisement and two local papers. These advertisements appear a few days previous to the sale; and our windows are packed with "dollar bargains" usually three or four days ahead. Nothing is placed in them which is not a genuine "dollar bargain!" We may state that these windows have never yet failed to draw attention. By this time hundreds of cards and price tickets have been prepared in distinctive colors and distributed to each department. The day before the sale all counters and display spaces are arranged with "Dollar Day" sale goods; and extra help for every department is employed.

*There is a certain breeziness about the way things are done in the West. And their manner of telling it is equally breezy and attractive. Jack M. Bedford, Advertising Manager of the W. W. Cooper Company, Limited, of Swift Current, Saskatchewan, in the accompanying article written for us tells how they conduct their Dollar Day and the success with which their effort is met each time.*

### Day of the Sale

Now we have arrived at the critical time—the day of the sale: every person is down earlier than usual; all the windows are taken out and redressed with other merchandise at special prices. The "dollar day" merchandise is placed on display in the store; all extra help are assigned their duties; all merchandise on display bears a price ticket and all other details are attended to. By this time (and it never fails) remarkably large crowds have gathered around both our entrances and sidewalks; every salesperson is enthused and all keyed up for the possibilities of beating last Dollar Day's sales record.



*Above is the reproduction of a window display arranged by Jack M. Bedford for the W. W. Cooper Company of Swift Current, Saskatchewan. The background is in buff and apple green with the floor in a tiled effect in the same colors as the background. Furniture used to display these pink corsets is ivory. A corset window is a difficult one to make attractive but this one seems to fill the bill very well.*

# Your Market and Your Factory

Your factory is insured—how about your market? The last six months have shown you can rebuild a factory to specification in a given time, but once a market slips away, it's a monster problem to get it back.

And the last six months have been a time of checking up. Merchants are in a process of adjustment; they are picking out lines to concentrate on—picking out live lines on which to build profitable business.

It is natural they should choose lines that have paid them well where it was easy to co-operate and work with the manufacturer or wholesaler and it is natural that they should work on the lines they know best.

To most of us our market means the retail store—where the merchant because of his intimate knowledge of his customer's needs recommends and sells what he knows best.
What does he know about yours—you invest in plant, why not invest in your market?

Is he sold on yours? Through MacLean business newspapers, wholesalers and manufacturers are building markets and making salesmen out of merchants and clerks by teaching their selling points—by building confidence in the turnover possibilities of their goods.

Invest in your market through Dry Goods Review, read closely by up-to-date merchants for reliable market and merchandising news.

## DRY GOODS REVIEW

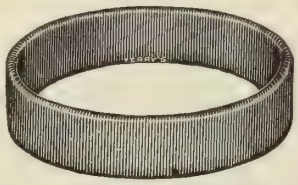
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DOUBLE
BUYERS' MARKET GUIDE

**The McElroy Mfg. Co., Ltd.**
MAKING
Royal Royal Garments
REGISTERED TRADE MARK
FAMOUS FOR THEIR
***Fit, Cut, Style,***
***Hang and Finish***
HEAD OFFICE:
**47 Simcoe St. - Toronto**

La Vogue
BRAND
(REG.)
"DRESS FABRICS"
**F. A. RODDEN & CO.**
***Dry Goods***
***Commissioners and Importers***
52 Victoria Square MONTREAL



**The "AVECTA" ARMBAND**
*British Made by British Labor*
Joined by patent invisible clip, not soldered. Fitted with inner tape to stop overstretch. Boxed in pairs. Each dozen in outer. Order a sample to-day. Buy from your jobber or from us direct but insist on getting the "AVECTA."
DISTRIBUTORS FOR CANADA
THE RIDEAU SPECIALTY COMPANY
SMITHS FALLS ONTARIO

At the National Merchandise Fair held at the Grand Central Palace, New York, from Aug. 7 to Aug. 25, the mural decorations attracted a great deal of attention.

In choosing the theme for the setting, an Arab motive was selected, not only in view of the Arabians' reputation as traders but because of the poster featuring the fair. The dominating colors were orange and blue. Every pillar and post as well as the walls received decorative treatment. The palace authorities state that this is the first time that decorations have been carried down to this detail.

A great canopy of orange and blue was hung from the ceiling of the mezzanine floor covering the well in the center of the building.

Illumination was supplied from ten large chandeliers decorated in the prevailing colors.

### Series of Paintings

A series of allegorical paintings was the artistic achievement of the fair. These pictures, ten and twelve feet square, were representations of commerce in its historical and symbolic aspects. Four series of paintings treated these subjects in an individual manner. The paintings were conceived by Mr. Asch.

The first series depicted the five basic industries of the United States: Cotton, Iron, Lumber, Wool and Milling.

The second series depicted historical methods of commercial trading: Barter Among the Indians; Syrian Caravan in All Its Glory; Trading Along the Jordan River; An Arabian Trading Post in the Desert; and Savages in Africa Trading.

GIMP YOUR PATTERNS
**With Hardaker's "EASICUT" MACHINES**
It makes them more attractive. Economical, Fast, Practical, Neat.
**E. W. McMARTIN**
45 St. Alexander St. MONTREAL

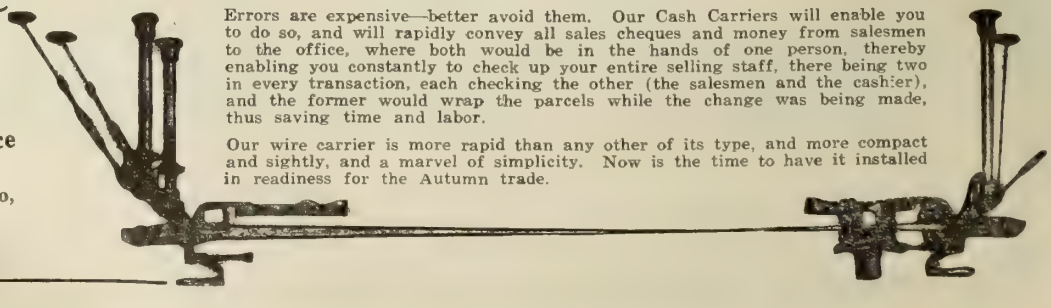
The industrial development of the United States was shown in the next series: Trading Along the Hudson River, 1784; Trading Along the Chesapeake Canal; Pioneers of Commerce in the West; Development of Commerce in the Northwest and Modern Industry.

The final series called "Baby's Wardrobe" was devoted to modern retail methods. They were called: Business Street in a Modern City; Making the Purchase; Delivery of the Purchase; Baby's New Wardrobe and Out for a Stroll.

These four series were hung at the ceiling of the main floor between the big pillars that are at the north and south sides of the center well.

On the main floor, one to the right and the other to the left of the grand staircase, were two paintings. These depicted Peace and Prosperity. Another feature of the main floor decorations was a huge allegorical painting concealing the freight elevator called, "A Caravan Trader's Post." It was a desert scene with Arabians, camels, etc.

**Further information for the asking. All kinds of wire cash and parcel carriers and pneumatic tubes.**
**Gipe-Hazard Store Service Co., Limited**
113 Sumach St., Toronto, Ont.
Also 318 Homer St., Vancouver, B. C.



Errors are expensive—better avoid them. Our Cash Carriers will enable you to do so, and will rapidly convey all sales cheques and money from salesmen to the office, where both would be in the hands of one person, thereby enabling you constantly to check up your entire selling staff, there being two in every transaction, each checking the other (the salesmen and the cashier), and the former would wrap the parcels while the change was being made, thus saving time and labor.

Our wire carrier is more rapid than any other of its type, and more compact and sightly, and a marvel of simplicity. Now is the time to have it installed in readiness for the Autumn trade.

# BUYERS' MARKET GUIDE


## COMFORTERS
COTTON-DOWN-WOOL FILLED

**The Toronto Feather & Down Co. Ltd.**
2154-56-58 Dundas St. W., Toronto

## TAPES
ALL WIDTHS AND QUALITIES CARRIED IN STOCK

**Walter Williams & Co.**
508 READ BLDG., MONTREAL
20 WELLINGTON ST. W., TORONTO

## WILL P. WHITE, LIMITED
Head Office: Toronto, 65 Simcoe St.
Montreal, 137 McGill Street

Manufacturers' Agents and Distributors and Smallwares Specialities.
Wholesale and Manufacturers Only Supplied.

## "HOOSIER"
The best 36-inch brown domestic in America

*Buy it by the bale; sell it by the bolt*

Indiana Cotton Mill
Cannelton, Ind., U.S.A.

## T. H. Birmingham & Co.
LIMITED
533 College St., TORONTO
Makers of
Women's High Grade Neckwear
*"The Exclusive Neckwear House*

## LARGEST MANUFACTURERS
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our Catalogue. It's free for the asking.

**The Botanical Decorating Company**
(Incorporated)
208 W. Adams St., Chicago, Ill.

## FRED JONES & COMPANY
*Manufacturers and Importers*

Babies' Hand Crochet Goods — Notions
Babies' Hand Knit Goods — Novelties
Art Needlework Materials

Room 712 Empire Building
64 WELLINGTON ST. WEST, TORONTO

## MESH BAGS
In Silver, Gun Metal and Green Gold Finish, Metal Frames for Ladies' Hand Bags.

*Made in Canada for the Canadian Trade*

**WHITING & DAVIS CO.**
SHERBROOKE, QUEBEC

## The Canadian Lady Dress Co., Limited
Kitchener, Ont.

Manufacturers of
*"The Canadian Lady Dress"*
Ginghams, Crepes, Chambrays, Prints
Write us for catalogue and Prices

## VEILINGS and SILK NETS
**HODGES & LETTAU**
232 McGill St. Montreal


For the upper floors there was a series of murals symbolizing American Genius, Foreign Commerce, another conception of Peace and Prosperity. Trade—The Universal Language, in two views, and Finance.

The lobby received the attention of the decorators. The color scheme here was old rose and blue in velour. There were paintings on each side of the staircase. These were entitled Production and Transportation, and Shipping and Distribution.

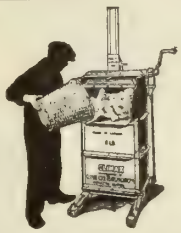
Merchants of the Upper Nicollet Avenue Association, Minneapolis, Minn., have just made awards in the "most beautiful girl" contest and so successful was it that they are now planning a "handsomest man" event.

WANTED — CLERK FOR GENERAL store. Must be a good worker, well recommended. In answering mention any lines you have had special training in. Box 18, Dry Goods Review. 153 University Ave., Toronto, Ont.

ESTABLISHED MANUFACTURERS' agent wishes to take on a good line of men's and women's hosiery. Box 24, Dry Goods Review, 153 University Ave., Toronto.

FOR SALE—STOCK OF NEW PICTORial Patterns right up to date, selling value 400 dollars. Will take first offer if $125.00 cash. A. Webb, Hillhurst, Calgary, Alta.


## Artist Supply Co., Ltd.
Room 50, 77 York St., Toronto
Complete Show Card Material Dealers
Write for Price List.



## CLIMAX PAPER BALERS
ALL STEEL--FIREPROOF
*"Turns Waste into Profit"*
12 SIZES
*Send for Catalog*
CLIMAX BALER CO
Hamilton, Ont.

## BUCKLES
Pertaining to
**Millinery, Dresses & Gloves**
Designs of many Shapes and Sizes
Colors—Black, Green and White
**THE SCHULER BUTTON CO.**
LIMITED
Brantford - Ontario

## HABERDASHERY
Every description of Haberdashery and Smallwares for Drapery, Dressmaking, Millinery, Fancy Needlework, Outfitting and Tailoring Trades.

**FREDERICK NEWTON & CO.**
8&9 Hamsell Street, London, E.C.I.
*Established 1871*

Fiskhats AND MERCHANDISE
**D. B. Fisk & Co.**
**Chicago**
**New York Salesroom:**
***Open Throughout the Year***
**411 Fifth Avenue**

## Red Seal Zephyr Ginghams
## Everett Classics
Eden Cloth-Peggy Cloth-Blankets

**Smith, Hogg & Co** 115 Worth St., N.Y. / 77 Summer St., Boston / 226 West Adam St. Chicago

## RIBBONS OF DISTINCTION
"J-C" Ribbons have peculiar charm. Widely advertised to the consumer under their trade-mark names for the protection of the dealer.

"SATIN DE LUXE" "TROUSSEAU" "LADY FAIR" "SANKANAC" "VIOLET" "DEMOCRACY"

JOHNSON, COWDIN & CO., 40 E. 30th St., New York, N.Y. Made in U.S.A.

## Ritchie
QUALITY GOODS AT COMMISSION PRICES

## Made on "Ye Banks and Braes o' Bonnie Doon"
Skeldon Blankets now in stock in Montreal and Vancouver. All pure wool, in six, seven, eight and nine pounds weight.

**JOHN E. RITCHIE, Dry Goods Commission Agent**
591 St. Catherine Street West, Montreal.

*Branches:* 64 Wellington St. W., Toronto. 29 Minshull Street, Manchester, Eng. 615 Pender St., W., Vancouver, B.C.

# The McCaskey

**A combination** which, while giving complete Adding Machine Service, constitutes

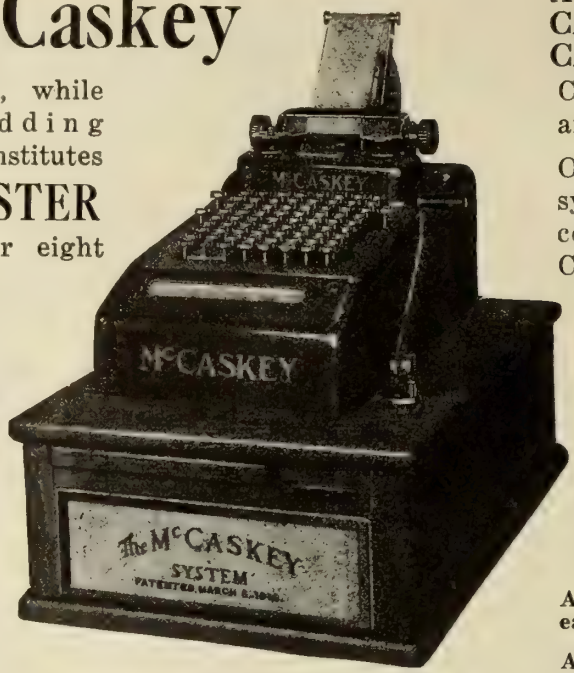
## A CASH REGISTER

Equal to any four or eight drawer Cash Register.

## ADDING MACHINE

By use of duplicate tape on adding machine, a cash receipt can be given to customer, the duplicate remaining on rewind pin as record.

***Sold complete or separately at very low prices***




**ADDING MACHINE**
**CASH DRAWER**
**CASH REGISTER**

Choice of three keyboard arrangements.

One or two rows of 9 symbol keys will give complete Department and Clerk control.

## CASH DRAWER

A Cash System for all lines of business—without equal in price and service.

**Sold on liberal monthly payment terms.**

**A Two Years' Guarantee with each Machine.**

**Another addition to the already famous "McCaskey" line of specialties in Account Systems.**

**Counter Check Books—Duplicate and Triplicate Styles of all Kinds.**

## McCaskey Systems Limited

**Galt, Ontario**

**Account & Cash Systems**
**Adding Machines, Sales Pads, Counter, Check Books**

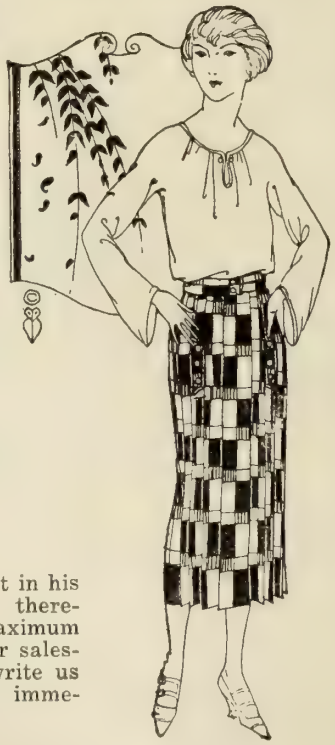
*Several good territories open for live and able Salesmen.*



# SKIRTS

**and nothing but**

## SKIRTS



We can offer you the last word in skirts as far as PRICE, STYLE and WORKMANSHIP are concerned, because we concentrate our efforts on this particular line. The largest output in Canada.

Each man is an expert in his department and can therefore give you the maximum in satisfaction. If our salesman has not called write us direct, we guarantee immediate service.

## Wegler Skirt Company

**425 Phillips Square**
**Montreal**



**It's the Sales you lose that cut down your profits**

*Look well to the lines that sell every day*

**Dresses and House Dresses**
**Children's Dresses**
**Rompers and Creepers**

You are cordially invited to see our complete Fall range when in the city during Exhibition.

***"A better made Garment for less money"***

**CANADIAN PERFECT GARMENT CO.**
**513-515 College St., Toronto**


## Why Don't You Write?

HARDLY a week passes that Dry Goods Review does not receive copies of this paper returned by the postal authorities because of the change in firm names or the address of some whose names are on the mailing list. Sometimes complaints reach us of the non-delivery of mail matter. It is not till the receipt of such complaints or the return of the paper, as the case may be, that we obtain any knowledge of the changes or removals of persons or firms. The adoption of the co-operative spirit on your part by notifying changes would make things a good deal more pleasant for both parties. The MacLean Publishing Co. want their mailing list to be in such shape that they will be able to render the perfect service to their subscribers. There is a lot of valuable trade matter mailed by this company and if you don't receive it—well, the fault is entirely yours.

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*THE INQUIRER'S CORNER*

You may want to know where a certain line of merchandise in the Dry Goods Trade can be procured; you may have on your hands a problem in connection with your business that is difficult to solve. Dry Goods Review can render you a service and will cheerfully do so if you will fill in this blank.

*INFORMATION WANTED*

*Dry Goods Review,*
*153 University Ave.,*
*Toronto, Ontario.*

*Date ..... 1922*

*Please tell me* .....

.....

.....

.....

*Name* .....

*Address* .....

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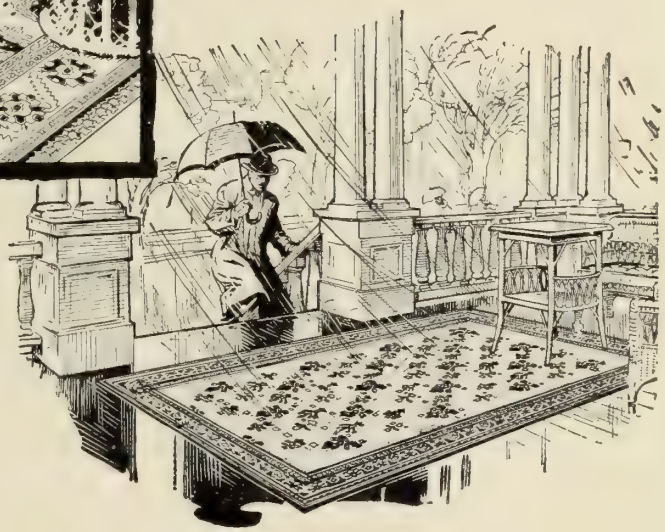
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GOLD SEAL
CONGOLEUM
GUARANTEE
SATISFACTION GUARANTEED OR YOUR MONEY BACK
REMOVE SEAL WITH DAMP CLOTH



# Push Congoleum Rugs For Summer Use— To Boost Your Winter Sales

Congoleum Art-Rugs couldn't be better suited for warm weather sales even if they were made exclusively for the summer trade.

They are cool, and cheerful; fadeless, waterproof, non-ruffling, and easy to clean. Neither sun nor rain can harm them, and no matter how much dust and dirt are tracked over them, it's no trouble at all to keep them spotlessly clean.

They are not only ideal for summer cottage, bungalow, and mountain camp, but they're just the thing to use indoors when heavy woven rugs are taken up for the summer.

And don't forget this: Pushing Congoleum Rugs in summer time helps winter business too. For when a woman once uses Congoleum, she always uses Congoleum. When she finds out, in summer, how attractive they look on the floor—how economical, durable, and easy to clean they really are—she is sure to use them all the year round.

Keep your Gold Seal Congoleum Art-Rugs out where people can see them. Tell your customers how inexpensive they are, and how much time and labor they save. That's a sure way to stimulate summer business and increase summer profits. It's not too late to begin.

*Gold Seal*
CONGOLEUM
ART-RUGS
*Made in Canada*
*by Canadians —— for Canadians*

CONGOLEUM COMPANY
OF CANADA, LIMITED
1270 St. Patrick St., Montreal, Quebec

# Beldings SILK FABRICS

## They Build Sales—

BELDINGS FABRICS are sold in the best stores everywhere in Canada. The latest, most desirable patterns in every fashionable shade, for winter wear, are ready for your consideration.



## Leading Lines For Fall——

CREPE WEAVES
including

Canton, Marocain, and Crepe de Chine in black and a full range of colours, including new shades.

ALL-SILK PLUSH VELVETS

In black and colours

VELVETEENS

In plush and twill, black and colours.

CORTICELLI GILT EDGE DUCHESSE

A soft and lustrous satin in black and a full range of colours, including the new high shades. "The name is woven on the selvage."

CORTICELLI GILT EDGE TAFFETA

An extremely popular fabric in novelty, sunset, and staple shades. "The name is woven on the selvage."

TAFFETA PAPILLON

With a new range of colours for evening dress, including novelties.

MULBERRY DUCHESS

Comes this season in black and staple colours, as well as in the new high shades.

BELDINGS GILT EDGE SATIN

A famous lining in staple colours and novelty shades. Wear guaranteed for two seasons. "The name is woven on the selvage."

Belding-Corticelli Limited

*Makers of Beldings and Corticelli Spool Silks, Beldings Ribbons, Corticelli Crochet Cottons, etc.*

Montreal Toronto Winnipeg Vancouver

# DRY GOODS REVIEW

Vol. XXXIV. No. 9 THE MACLEAN PUBLISHING COMPANY, LIMITED PUBLICATION OFFICE: TORONTO, CANADA SEPTEMBER, 1922



# Judging by Appearances- - - -

## What Rating Do You think *Your Store* Really Deserves?

Every day your store is being judged by its appearance and you are losing or gaining profitable sales as a consequence of the decisions made.

Study your store with the object of making it as attractive and as sales-compelling as possible. Give every corner of it an unbiased analysis from the standpoint of the customer, and decide whether, "judging by appearances," it is all that it should be.

Years of experience in the planning and replanning of really successful stores qualifies Kent-McClain to offer you valuable, expert advice and suggestions, upon all matters relating to more successful merchandising, through the medium of modern, sales-producing store equipment.

"Inter-place-able Units" permit an infinite variety of arrangement and provide the means for the gradual upbuilding of a truly modern store. May we send you the catalogue showing the standardized designs in "Inter-place-able Units," showcases and general equipment, best suited to the specific requirements of Dry Goods and Men's Furnishings Stores? It is yours for the asking.



*"Inter-place-able" Units*

**Kent-McClain**
(TORONTO SHOW CASE CO.) Limited

*Canada's Outstanding Designers and Builders of Modern-Merchandising Store Equipment*

**183 Carlaw Avenue, Toronto**

**The MERCHANT who is making the most profit to-day is the Merchant who is keeping his invested capital hard at work.**

**To do this he must have rapid turn over and carry a minimum reserve stock.**

**True, he must buy before he can sell, but with the tremendous organization of GREENSHIELDS LIMITED at his back to carry surplus stocks his problem is comparatively simple.**

**Our Eighteen departments filled with up-to-date merchandise will carry your reserve Stocks.**

**If you are not already a customer link up with Greenshields Limited and make your invested capital work harder.**

# GREENSHIELDS LIMITED

*"The Hub of the Dry Goods Trade in Canada"*

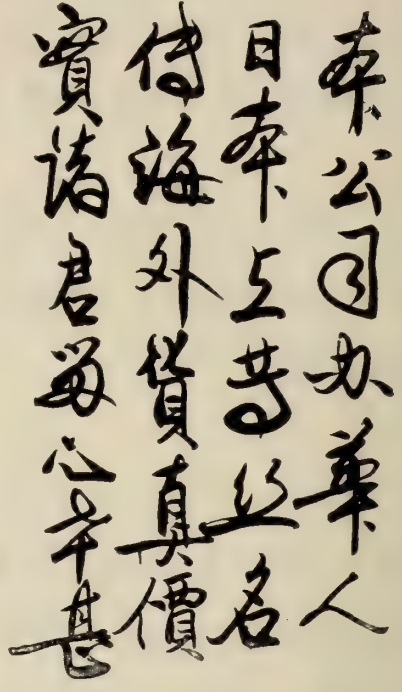
**Victoria Square Montreal**

**Sales Rooms from the Atlantic to the Pacific**



*Wet Weather in Japan*

*A Chinese Opinion*



*Literal Translation*

*This Company in China and Japan have wonderful buying. Everybody in the world knows them. Their prices are very cheap and Silks very good—which makes their customers very happy and they always come back again. They are all very welcome.*

# Silks for Fall

*Satin Canton* *Canton Crepe* *Crepe Back Satin* *Crepe Morocain*
*Crepe Meteor* *Crepe de Chine* *Georgette Crepe*
*Crepe Charmeuse* *Lingerie Silks* *Lining Silks*
*Duchesse* *Paillette* *Taffetas*
*Brocades* *Habutai*

## All New Colors in Stock

## A. S. King Silk Company

Limited

**"The Silk House of Canada"**

*59-61 Wellington St. West, Toronto*

*Foreign Offices:*

*Zurich, Switzerland*
*Lyons, France*

*Yokohama, Japan*
*Chefoo, China*

# Lace and Insertion

We have just put into stock the newest patterns in French and Nottingham Val Edgings, Insertions and Beadings. Also the latest ideas in Torchon, Filet, Cluny, Warp, Camisole Top, Ribbon and Novelty Laces and Insertions.

Very special values in box lots of assorted patterns and widths.

# Ribbons

Taffeta and Satins in the newest colors as well as all the staple shades. Fancy Ribbons in Dresden, Plaids, Checks, Roman Stripes, etc.

Most attractive Cartons of Assorted Fancy Ribbons put up in Bow Lengths and a splendid range of Narrow Fancy Trimming Ribbons.

# Dress Trimmings

This Fall will see used a great quantity of Dress Trimmings. We have a complete range of colors in Soutache, Pigtail and Military Braid, Radium Braid in the beautiful Ukranian Colors, as well as Fan Pattern Braid in Scallop Effect.



**John M. Garland, Son & Co.**

LIMITED

**Ottawa - Canada**

***Wholesale Dry Goods***

# WAYAGAMACK PURE KRAFT

as a wrapping paper is acknowledged to be the

## Acme of Perfection

Its attractive appearance, great strength, toughness, pliability and high quality generally stamp it as the best value that can be obtained and consequently the cheapest wrapping paper on the market. It is also largely used in the manufacture of Bags and Commercial and Notion Envelopes, which give the maximum of service at a minimum cost.

Ask any paper wholesaler to demonstrate this and explain why

## Wayagamack Pure Kraft

**means**

## Strength and Security

# Vel-Ette

## A Dazzling New Knitted Silk Fabric

### MADE IN CANADA

## Destined to Delight Your Finest Trade

Exquisitely fine is this new foundation fabric; uncrushable, lustrous, with a pile that shimmers like gleaming gold or shining silver.

With all its fineness, Vel-Ette is wonderfully practicable—made in full color range and ready for entering madame's wardrobe in a dozen different capacities—for afternoon and evening gowns, scarfs, blouses, millinery and dress trimmings—a genuine inspiration.

Merchants who are on the alert for the newest will seize upon Vel-Ette as a magnet for attracting new patrons and gaining a new hold upon the old.

***Ask your jobber for*** Vel-Ette

## ONTARIO SILKNIT LIMITED

665 King St., West, Toronto




# Order Winsome Maid Styles No. 500 and No. 250 for Fall and Winter Selling

**No. 500 —"Bi-tex"**

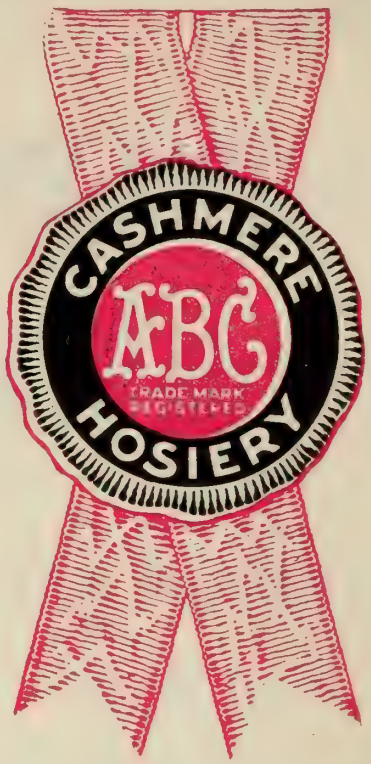
Your customers will appreciate this double fabric hosiery for cool Autumn weather. It sells on sight. Nothing like it on the market. Patented June 6th, 1922.

**No. 250**

The most popular heavy weight pure thread silk hose on the market—25 colors.

## Allen Silk Mills, Ltd.

43 Davies Avenue - Toronto




# Once Again A.B.C. Hosiery Leads the Way

*See Our New Lines for Autumn Selling*

**A. B. C. Hosiery** —In the new heather mixtures strikes the last note in smart style in cashmere and in silk and wool mixtures for men, women and children.

We also specialize in pure silk 1 and 1 rib.

See A.B.C. styles before ordering your winter stock

Seamless weave—Reinforced heels and toes.

## Allen Bros. Co., Ltd.

883 Dundas Street E. - Toronto

# HANDKERCHIEFS

*Destined to delight the children*




For immediate and Christmas trade we have some splendid lines, attractively boxed.

at $1.80 Dozen up

Plain white Swiss lawn also in colors and white and colored Linen.
Hemstitched and novelty embroidery effects in corner.
Lace edged Handkerchiefs boxed.

*Our Handkerchief department is famous*

*See the line with our salesman on the road.*

## H. P. RITCHIE & COMPANY

*Manufacturers Metallic Laces, Silk Lingerie, Embroideries, Handkerchiefs, Merri-Maid Dresses for Juniors.*

**38-42 CLIFFORD STREET** **TORONTO**

# COTTON DRESS FABRICS
# SPRING 1923

## RATINES, SPONGE CLOTHS, CREPES

Our range of wash goods for next season will be in the hands of our travellers 1st October—comprising all the latest novelties from European and American markets. You owe it to yourself to see our range before placing your spring requirements.

IF IT'S NEW—WE HAVE IT
IF WE HAVE IT—IT'S NEW

Do you know that yellow is going to be the color par excellence for the coming season? From the palest lemon to the deepest gold—even ginghams have caught the "yellow fever" and our new range of import zephyrs contains many dainty combinations of colors with yellow effects.

Department "D"

## HODGSON, SUMNER & CO., LIMITED

83-91 St. Paul St. W. 21 St. Sulpice St. 84-92 LeRoyer St.
MONTREAL

*SAMPLE ROOMS:*

7 Charest St., QUEBEC
Windsor Hotel, OTTAWA
Carlaw Bldg., 28-30 Wellington St. W., TORONTO
Can. Bank of Commerce Bldg., THREE RIVERS
New Sherbrooke House, SHERBROOKE
503 Mercantile Bldg., VANCOUVER
50 Bon Accord St., MONCTON, N.B.
Empire Bldg., HAMILTON
The Grigg House, LONDON




# *METAL LACES*
## *in Stock*

2,000 pcs., Metal Laces as No. 906 and 6420; and similar, in widths 1 in. to 18 in.
Colors: Gold—Steel—Antique—Silver

# *METAL CLOTH*

Radium—Silk and Wool—Allovers—Banding and Flouncings; Various Prices, Widths and Colors

# *NOVELTY VEILS AND VEILING*

## *——Samples?——*

*We handle only the Best*
*Always did* *Always will*

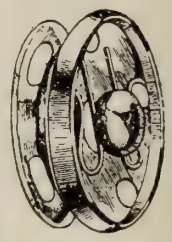
# CANADA VEILING CO., LIMITED

**84-86 Wellington Street West, Toronto**

Made in Four Sizes 0 0 0 0 0 0 1




It's all in the Spring



Strong—Durable Made of Brass

*It's a Snap to Snap This Snapper*

# Colonial Maid

## *Wire* Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER. But is MADE WITH HIGHLY TEMPERED WIRE SPRING. . . . . KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS will not rust

ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK. ∴ ∴ SIZES 00-0-1

*To be had of all leading wholesalers.*

Manufactured by

## Colonial Fastener Co., Limited

Montreal, Que.

# STOFFEL & CO., ST. GALL

**The Largest Manufacturers of Cotton Fabrics in**
## SWITZERLAND

TRANSPARENT ORGANDIES IN 100 SHADES
**DOTTED SWISSES IN 50 SHADES**

| | | | |
|---|---|---|---|
| **Batistes** | **Nainsooks** | **Jaconas** | **Fancies** |
| **Fine Muslins** | **Voiles** | **Crepes** | **Calicots** |

**"IT IS STOFFEL'S"**

*---the finest praise that can be bestowed upon an Organdie*

STOCK CARRIED IN TORONTO IMMEDIATE DELIVERY
To the Wholesale and Manufacturing Trade only

## HERON & TAYLOR

**Sole Agents for Canada**

**235 Coristine Bldg.,**
**20 St. Nicholas Street,**
**Montreal, Que.**
Tel. Main 6248

**77 York Street,**
**Toronto**
Tel. Adel. 2253

**Western Representatives:**
**McRae & Walker,**
**105 Hammond Block,**
**Albert Street, Winnipeg, Man.**
Tel. A. 7265

# Correctly Interpreting
## The Mode in Furs

The styles for the coming season—you will find embodied in

## HERMAN'S FURS

the newest as to different variations that fashion decrees correct.

| | |
|---|---|
| *Fur Coats* | *Muskrat* |
| *Hudson Seal* | *Raccoon* |
| *Persian Lamb* | *Electric Seal, etc.* |

***Immediate Delivery***

# E. HERMAN & COMPANY

*Manufacturers*

61 Gerrard Street West
Toronto

OTTAWA
111 Sparks St.

CALGARY
ALBERTA
517 Centre St.

ST. HYACINTHE
QUEBEC

QUEBEC
Merger Bldg.

# TOO NUMEROUS TO MENTION

## DEPT. "K"—SMALLWARES ONE OF THE BUSY DEPTS.

of

## THE HOUSE OF RACINE

HAILEYBURY
ONT.
Matabanick

TORONTO, Ont.
72 Bay Street

HAMILTON
ONT.
214 Lister Chambers

**DEPT. "K"** Carries, in Great Variety, Lines of Every-Day Needs for Every Dry Goods Store.—**Smallwares, Notions and Toilet Goods.**

**DEPT. "K"** Always has Some Interesting Ginger Lines to Offer at Prices that enable you to Attract Buyers to your Store.



Z. BOLDUC,
Manager Dept. K.

**DEPT. "K"** Displays Every Article for Easy Inspection, in Well-Lighted Show Rooms.

**DEPT. "K"** Ribbons, Laces, Embroideries, Wools, Dress Accessories, Threads, Handkerchiefs, Combs, Leather Goods, Stationery, Toilet Articles, etc. Xmas Novelties.—

SUDBURY, Ont.
Balmoral

LONDON
ONT.
145 Carling St.

SYDNEY, C.B.
269 Charlotte St.

HALIFAX
N. S.
119 Roy Building.

SHERBROOKE
QUE.
50 Wellington St.

THREE RIVERS
QUE.

ST. PASCAL
QUE.

**Come and select Christmas Gift goods early**

# *Alphonse Racine Limited*

*Manufacturers and Wholesale Distributors of Dry Goods*

60-98 St. Paul St. West, Montreal

FACTORIES: Beaubien St., Montreal
St. Denis Que., St. Hyacinthe, Que.
18 PERMANENT SAMPLE ROOMS

CHICOUTIMI
QUE.

EDMUNSTON
N. B.

CHARLOTTETOWN
P.E.I., Queen & Sydney Sts.

ST. JOHN, N. B.
85 Germain St.




*Hundreds of retail merchants who attended the Canadian National Exhibition in Toronto, will recognize this photograph of the Perrin-Kayser Company's booth. It occupied a space 50 feet long and eight feet wide. Because of the originality of the display and the quality of the merchandise shown, this exhibit was one of the outstanding features of the Manufacturers' Building.*



# Perrin Gloves Draw Crowds

*The interest which centred around the French kid gloves of the Perrin-Kayser Company proves that the Canadian public know that they are the best in the world. Some were hand-embroidered in designs conceived by artists famous in the French glove-making trade. Motifs such as blue birds, swallows, butterflies, the rose, the lily and sheafs of wheat were used in contrasting colors. All of this work was done in Grenoble, France. Enquiries showed that Canadian women will require these with the elaborate gowns, designed for this winter.*

## PERRIN-KAYSER CO., LIMITED

Montreal, Que.



## Cape and Suede Gloves of Which Canada is Proud

*Every cape and suede glove shown was made in Montreal. The skins were specially selected by experts. All of the designs were original. There were cuffs in colors to contrast with the gloves, silk embroidered patterns, stitching and straps clasped at either front or back. All bore the "Club Mark"—that mark which means the best wherever it goes.*

## Glove Silk Hose That is Kayser

*"This is not the ordinary glove silk," said one visitor. She was right. Kayser Italian silk is the most beautiful fabric of its kind. It is made in a Canadian factory at Sherbrooke, Que., by experts in style and fit.*




## The Marvel Hose With the Pyramid Heel

*The making of circular hose with a pointed heel is one of the biggest things accomplished in hosiery in some time. The famous "pyramid" heel, is not applied to the hose after making, but knitted along with the hose itself, resulting in a narrower ankle. These are made in Woodstock, Ont.*

*Two other Marvel lines which drew thousands were those with the clock surmounted by a silk tassel and the Rolette—guaranteed to stay rolled because of a shirred garter which is part of the stocking and holds the hose in position.*

## The Perfect Full-Fashioned Hose

*People who passed the booth were heard to remark that Kayser full-fashioned hose meets all requirements. It is made to fit in the four essential places: top, ankle, heel and toe. Moreover, it is knitted of the very finest mesh and there is a line to suit every taste, including that of the woman who likes the beaded front or the lace insert and the one who prefers the Rolette—which is a Kayser origination.*

# PERRIN-KAYSER CO., LIMITED

Montreal, Que.



## Italian Silk Underwear Fits

*Exhibition crowds knew the distinction between Italian and ordinary glove silk underwear. The following numbers attracted thousands:*

*Vests in plain and drop stitch and in pink, white, beige and orchid.*

*Knickers in all the new high shades as well as the pastels and black.*

*In Marvel Fit Bloomers the seat has been made very full, the crotch fashioned to stretch with every step and the leg made fuller and shorter—points which every retailer can appreciate.*

*Pantalettes in very attractive designs and all shades. Union Suits—that do not gape or wrinkle. The shoulder straps cannot slip and the armholes are wide and roomy.*




## Kayser Silk Gloves Known the World Over

*These are exported to every point in the civilized world. They were shown in four weights, all of which are guaranteed for wear and in every style and shade which popular demand calls for.*

## Silk and Wool are Fashion's Certain Whim

*It might be said without exaggeration that thousands of women were interested in silk and wool mixtures where only hundreds liked them last year. The Perrin-Kayser lines attracted particular women because their silk and wool is knitted on the same machines as the all-silk, the shades are guaranteed fast and the fit is perfect.*

# PERRIN-KAYSER CO., LIMITED

Montreal, Que.

# *Keep La Mode Hair Nets in your Window No better way to increase Sales*




Women will more quickly ask for La Mode Nets when they know where they can be purchased.

The best way to tell them is through your window.

Give your customers the Hair Net that is well established and giving universal satisfaction.

Our business is daily increasing—Why? It is the confidence your customers have in the brand—As it was yesterday, so it is to-day and will be to-morrow.

*Send for the new cabinet with a five-gross assortment.*

*Manufacturers and Distributors of High Class Ladies' Wear*

## Ladies' Wear Limited

563 College Street, Toronto

W. F. Goforth, President

**Permanent show rooms at**

509 Drummond Bldg. **MONTREAL**

102 Booth Bldg. **OTTAWA**

205 Curry Bldg. **WINNIPEG**

217 Lancaster Bldg. **CALGARY**

Bower Bldg. **VANCOUVER**

The Gloves and Hosiery House of Canada

## Queen Quality
GLOVE SILK LINGERIE




With the approach of the formal dress season Queen Quality Glove Silk Lingerie will be much in demand. It is ideal for wear with the evening gown either in the special "Evening" vest design or in the regular models, in which the silk draw tape permits the shoulder straps to be dropped out of the way.

**St. Catharines Silk Mills**
Limited
ST. CATHARINES - ONTARIO

# VENUS



BRAND
Venus
PURE SILK
HOSIERY

The wide range of shades in Venus Pure Silk Hosiery meets the demand of women for the finishing touch of colour to the formal costume. Increase your sales by stocking a full assortment and featuring this point.

**Venus Silk Hosiery Mills**
Limited
TORONTO - ONTARIO

Sole Selling Agents
Richard L. Baker & Co.
84 Wellington St. West
Toronto

The Gloves and Hosiery House of Canada

GRIFFIN
Chamo Suede
REGISTERED




Our representatives will soon call on you, with a new and distinctive range for Spring 1923. Be sure and see them when they call.

Griffin Gloves
Limited
TORONTO - ONTARIO

LONDON KNIT
HOSE

*"London Knit
For Wear and Fit"*

One of the radical departures in the younger women's dress that promises to become an established custom is wool hosiery. The younger woman, in the aggregate, is your best customer and every demand of hers you meet satisfactorily is a further link in the chain of service that will hold her as a customer. The new rib combinations in beautiful soft wool and luxurious silk in "LONDON KNIT" are hosiery production that will grace the most exclusive store and bring business to all.

London Hosiery Mills
Limited
LONDON - ONTARIO

Sole Selling Agents
Richard L. Baker & Co.
84 Wellington St. West
Toronto

Lion 

Brand

# Carpets and House Furnishings

We are pleased to announce that our Salesmen are commencing their Spring Carpet and House Furnishing placing trip. On account of the renewed activities in the building trade, there is bound to be an increased demand for Floor Coverings and House Furnishings, and we advise our customers to prepare for this increased demand.

English Carpet Manufacturers have issued a price list which will be effective until July, 1923.

The Canadian Carpet Manufacturers will issue a new price list on December 1st, the prices of which will be operative on all orders placed for Spring delivery, whether the orders are placed before or after that date.

When this list is issued, the prices will be effective for the entire Spring season.

In view of these facts, we advise all Carpet and House Furnishing dealers to place their orders early for Spring requirements.

Why not make your selection from the largest and most up-to-date assortment available? We solicit, for our Salesman, your kind indulgence in looking over his range, when he calls on you. Or if he should overlook the fact of making you a call, kindly advise us, and we will instruct him to call.

## The W. R. Brock Co., Ltd.

MONTREAL

Ottawa Sample Room: - 415 Booth Building

# Visitin' 'Round WITH KELLY CLIENTS



SMALL Profits, Rapid Turnover, Strictly Cash Business—

RELIGIOUS adherence to this motto is responsible for the success of Kirkish Bros., of Houghton, Michigan.

THEIR start in business in 1911 was a modest one and made under serious difficulties, but by careful study of their trade, buying merchandise suitable to the needs of their customers, the volume steadily increased and to-day they enjoy about the best business in their line in that section of the copper country.

THEY are thoroughly convinced that a merchant cannot expect a big success in business unless he is **sold** on his store, stock and territory. They say that the way for a merchant to be sold on his store is to keep it well lighted, the windows nicely dressed—then naturally he will have pride in his establishment.

AND by keeping his stock turning, free from odds and ends, he will have the enthusiasm to sell it, which will, of course, create confidence in his trade and territory.

KIRKISH Bros. are strong believers in a trade expansion campaign two or three times yearly—nothing of the bombastic type but a real selling event which helps to give their stock the "high turn."

THEIR latest selling drive was operated by Kelly Service with results similar to those of our thousands of clients throughout the country—a clean stock, the merchandise sold they wanted disposed of at good prices and everything ready for them to enjoy a bigger business this fall and winter.

YOU can enjoy the same experience this fall by getting ready now. Full information will be sent you on your giving us the size and nature of your stock.

T·K·KELLY SALES SYSTEM
MINNEAPOLIS·MINNESOTA
U.S.A.

# DRESS GOODS

## FALL & WINTER SEASON

Take a look through our complete range of dress fabrics when our traveller is in your town. The range has a smart and snappy appeal for the dress goods buyer and comprises a collection of dependable lines bought to sell at popular prices.

The outlook is good for dress goods selling this season, because there is a wider variety of novelties in the market, a steady demand for goods, a greater ambition to feature individual style on the part of the public.

Some of our leading numbers are comprised in the makes we specify in the following list. Samples and particulars furnished to the trade on application.

*SILK AND WOOL PRINCESS TWILL*
*SILK AND WOOL GABARDINE*
*FRENCH POIRET TWILL*
*BURBERRY COATINGS*
*SATIN CHARMEUSE*
*SATIN THERESA*
*SPORT SATIN*
*HOMESPUN SUITINGS*

*SANTOY*
*CASHMERES*
*SILK DUVETYN*
*SPORT FLANNELS*
*BROADCLOTHS*
*TRICOTINES*
*BOTANY SERGE*
*CROSSBRED SERGE*

*Letter Order Department always at your Service*

The W. R. Brock Company (Limited)

**Cor. Bay & Wellington Streets - Toronto**

STOCKINGS AND SOCKS OF

# PURE WOOL

**Pure Silk and Artificial Silk as well as Soft Cotton (*Cashmere or Llama Finish*), Mercerised Cotton (*Silk Finish*) and Lisle Thread are now being dyed "Hawley's Hygienic Black."**

Attractive Showcards, Price Tickets, etc., featuring this and other designs are now available and supplies will be gladly sent upon application to the Offices of The Dry Goods Review, 143-153 University Avenue, Toronto, and 128 Bleury Street, Montreal.




To meet the Great Public Demand for "Hawley's Hygienic Dye" upon Hose and Socks in all makes and Materials Retailers should at once place orders for a full range of these goods with their wholesale houses.

**Every pair is clearly stamped with the name "Hawley's" and is a guarantee to the purchaser of the Fast and Stainless qualities of the Dye.**

Should any difficulty arise in respect to supplies of any particular line of goods dyed "Hawley's Hygienic Black," names of Wholesalers who are in a position to supply will be gladly given in answer to an inquiry addressed to the Publicity Dept., Sketchley Dye Works, Hinckley, England.

Dry Goods Review

Volume XXXIV. TORONTO, CANADA, SEPTEMBER, 1922 Number 9

# What About the Voices of Your Sales Force? Do They Represent an Asset or a Liability?

## Facts Gleaned From Observation of Important Factor in Commercial World to Which Scant Consideration is Given by Average Merchant—Largest Part of Intercourse of the World Carried on by the Spoken Word—First Article of Series by Miss Rae Victor

*"The personality of your sales force is the most important factor in the building of your business and personality is largely a matter of vocal expression. We never speak of the personality of a person being pleasant or otherwise until we have had conversation with that person or have heard him or her address an audience from the platform. .. .. .. There is not so much difference in the mentality of salespeople as there is in their voices and their ability to use their voices. In other words, it is not so much what the salesman says about articles in question as how he says it. The most commonplace things of life take on a new interest when spoken of in pleasing tones."—Miss Rae Victor.*

THE SPOKEN word is the instrument or medium through which the largest part of the intercourse of the world is carried on and fully 75% of this intercourse includes the conduct of wholesale and retail business. In retail business it is more important than in wholesale trading because in the former instance the relationship between salesman and customer (and I use the word salesman in the sense of both men and women clerks) is more personal. In retail trading you are satisfying the customer's individual needs and, particularly with women, this induces an intimate, personal relationship for the time being. The personality of your sales force is the most important factor in the building of your business, and per sonality is largely a matter of vocal expression. We never speak of the personality of a person being pleasant or otherwise until we have had conversation with that person or have heard him or her address an audience from the platform. Merchants spend vast sums of money in advertising their wares and if the description of the goods advertised and the prices quoted are attractive, the prospective customer wil come to the store to see them. Here is where many merchants fail to "cash in" on their advertising investment. The articles advertised must be again explained, their good points enumerated, their value to that particular customer enlarged upon, and after all this is done the customer must be coaxed to a decision to part with the amount of money necessary to make the purchase. When the salesman falls down here the store loses.

*THE HUMAN VOICE IN SALESMANSHIP*

*This is the first of a series of articles to appear in Dry Goods Review on the voice as a factor in salesmanship. In the concert hall, the church, from the platform, in casual conversation, around the dinner table, there is a charm about a well-modulated, scientifically trained voice that is irresistible. Cannot the same be said of the voice of the man or woman who stands behind the counter selling merchandise? The human voice can certainly become an important factor in the every-day life of the salesman or saleswoman. This series of articles will tell how.*

There is not so much difference in the mentality of sales people as there is in their voices and their ability to use their voices. Even an indifferent speech can be made interesting if voiced in low, well modulated tones. In other words it is not so much what the salesman says about the articles in question as HOW he says it. The most commonplace things of life take on a new interest when spoken of in pleasing tones.

Let us suppose that Mrs. Jones has for some time been considering the purchase of a new dinner gown. In the morning paper she sees an advertisement to the effect that "Blank and Blank" are offering some exceptional values in dinner gowns and among the styles and colors described are some that appeal to Mrs. Jones. She starts to Blank and Blank's store enthused over the possibility of getting an article she has been wanting for some time at a price that is decidedly attractive to her. There is nothing like the prospect of getting a bargain to put a woman in a pleasant frame of mind and Mrs. Jones is two-thirds sold before she enters the store. But when the saleswoman approaches her and asks in a harsh, strident, raucous voice, what she wishes, Mrs. Jones is unconsciously brought to earth with a thud and her attitude is instantly changed from one of eager receptiveness to alert defensiveness; when she examines the gowns shown her she is hyper-critical and negative. As the strident, raucous voice is frequently an indication of an impatient and unpleasant disposition the negative and

critical attitude irritates the naturally disagreeable saleswoman and instantly a mutual antagonism springs into being which sounds a death knell to the sale. The customer's entire attitude toward the store and the goods undergoes a change and the store not only loses that particular sale but, because Mrs. Jones leaves the store in an unpleasant frame of mind, her feeling toward the firm will not be conducive to near-future business. And when again she reads the daily paper she will give the advertisements of Blank and Blank scant attention and be sceptical of the statements they make.

### Selling to Those Who Come to Look Around

Every merchant knows that many people come into his store daily with no thought or intention of buying. This is particularly true of women. They come in to rest; to keep an appointment; to kill time before the matinee or just to "look around." Here is where a salesman's personality—which as I have said before, is expressed through his voice—is put to the test. On going through the store to the rest room a woman will frequently pause to admire an article with no idea of buying it, but will find resistance impossible because of the charm of a sweet voiced salesman who has come forward and who, in a charming manner free from any suggestion of insistence on making a sale, explains the exceptional value or unusual beauty of the article. Under such conditions the visitor will frequently make a purchase knowing that the need for the article is not imperative but because she is wooed to the buying point by the winsome voice of the salesman. And what is of far more importance than the making of that particular sale is the fact that the customer will never regret the purchase made under these conditions unless the article proves valueless because of inferiority in quality. There is left an agreeable impression of the store and the memory of the purchase which will be like the words of Pope:

"He ceased; but left so pleasing on their ear

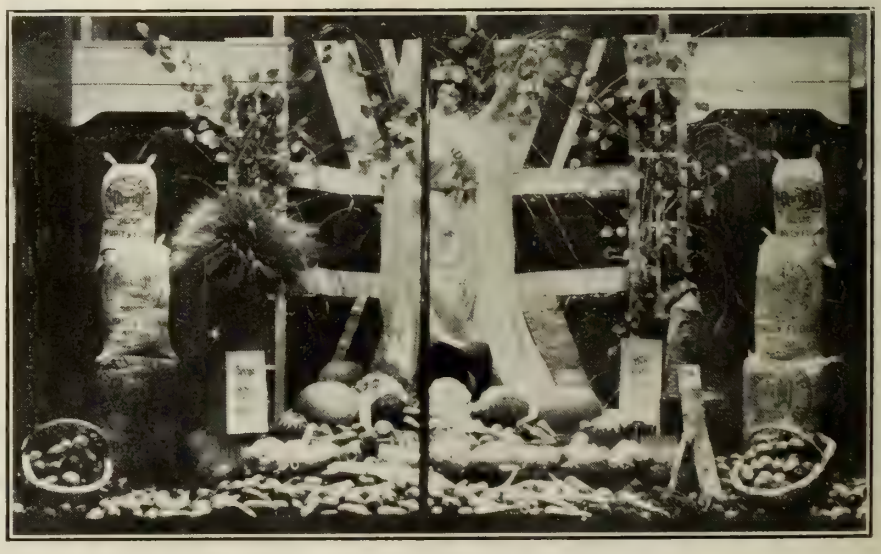
His voice, that listening still they seemed to hear."

It has been said that the French are natural born salesmen. One cannot visit the stores in any part of France without being impressed with this fact; they are expert in selling regardless of what the article may be. The answer is in their voices which are well modulated, musical and winsome—as is also their manner. They radiate a charm of voice and manner in greeting and leaving a customer which gives the impression that that particular customer is the one person in the world whom they desire most to serve and that the store has been honored by his presence as well as by his patronage. It is a subtle form of flattery that is irresistible. The brusque, gruff, hurried, discourteous manner of the American is finding expression through the voice more noticeably every day and while an employer may adopt this sort of tone and maner with his employees and "get away with it," a customer with any degree of culture and refinement is insulated by it and nurses an antagonistic feeling towards the store in which she has received this kind of treatment. I have often wished that the heads of large stores in various cities throughout the country could hear a few of the remarks and discussions concerning this situation which the writer overhears on trains and steamships. Certainly it is food for serious and corrective thought.

### What is the Remedy?

Interior equipment, decorations, conveniences, window displays and advertising do not make sales. They create interest and draw people to the store, but the salesman—and the salesman only—makes the sale. You are at the mercy of your salesforce. This being true—and merchants know it is true—the remedy is plain. TRAIN THE VOICES OF YOUR SALESFORCE. Many stores of all sizes employ, either regularly or intermittently, efficiency experts whose business it is to eliminate waste of material and time and to find means to increase the business-getting capacity of every department. Salespeople are instructed in arranging stock, in showing goods to the best advantage, in making out sales checks, but the personality of the salesman—which is an accessory before the fact of selling—is entirely neglected. The price of the services of a voice expert—not an elocutionary bombast but one who understands how to bring out the latent possibilities of the speaking voice for conversational purposes and who is sufficiently human to make his instructions interesting and entertaining—would repay a thousandfold in prestige and increased business, the house employing him. A spirit of friendly competition could be aroused among the salesforce by offering prizes and arranging entertainments for a display of the talent being developed. Those cases demanding it could have individual attention. It would not be a difficult matter to awaken the interest of the salespeople themselves to hearty co-operation if it were pointed out to them the personal advantage, in their social as well as business life, of having voices that are trained to express all the various and varying thoughts and emotions to which humanity is heir. A resonant but well modulated voice combined with correct pronunciation, clean cut articulation and clear enunciation makes the owner of such a voice stand out in all walks of life. If, instead of telling a customer in an obnoxious nasal voice or with a harsh guttural tone, or in a high pitched, irritant head tone that an article is "twen-five dars and fifsens," a sweet voiced saleswoman or mellow toned salesman in clear, perfect English quotes the price "twenty-five dollars and fifty cents," the quoting of the price—which is the delicate point in the process of making a sale—is lost sight of or the shock is neutralized by the pleasure afforded through the charm of the voice that quotes it. The salesman's voice has many latent possibilities as an instrument in promoting your business and establishing prestige: develop it.

***Market information will be found on page 128 of this issue***



*A THANKSGIVING SUGGESTION*

*Above is a window arranged by E. C. Stuart for Nation & Shewan, of Brandon. As will be seen it contains evidences of an abundant harvest and carries a well-executed message of thanksgiving. The figure used was draped in all white voile with a girdle of gold cord, a gold band across the front of the figure with black lettering. A platform was used in stair fashion. Sacks of flour were used on either end and the floor was filled with various vegetables and apples. A large Union Jack, artificial foliage and some wheat made up the background.*

# New C.O.D. Service on Parcel Post Matter Can be Used to Advantage by Every Merchant

## A Mail Order House is Not Necessarily One That Has a Separate Department for Handling Catalogue Orders—Making Use of a New Service to the People—Anything That Makes Shopping Easier for the Customer Helps You to Give Better Service

THERE is a possibility that a number of merchants may, at first glance, regard the recent regulations governing Cash On Delivery service on parcel post matter as a concession entirely for the benefit of what has become known as the mail order house. The popular conception of a mail order house is a house that has a separate department for attending to orders that come through the mail as a result of catalogue or other advertising. There is nothing faulty in that conception; on the other hand, there is no reason why many merchants should not do more business by mail, and take advantage of this new regulation which is an unquestionable service to the people of this country. Objections have been raised to the parcel post system on the ground that too little is charged and a deficit is being created which has to be paid by the people of this country in order that what we call mail order houses may do a big business. To our mind that is not the issue to be debated in this new regulation regarding C.O.D. for parcel post. It is a service to the people—to your customers—and if you can turn it to advantage in your business do so. The other matter regarding deficit is another matter and should be dealt with as separate matter altogether.

### Chance for Better Service

If the government passes a regulation which the merchant can use toward improving the services which he has to offer his customers, the merchant who does not make use of it is unwise. He is, we think, not well advised simply to sit down and take the view that it is a sop for the big mail order houses. As a matter of fact, there are hundreds of stores throughout this country that are doing a mail order business and do not have to be told the advantage there is in

# Regulations Governing C. O. D. Service on Parcel Post Matter

THE OFFICIAL wording of the notice concerning the application of C.O.D. service to the Parcel Post, as appearing in the Canada Gazette, is as follows:

POST OFFICE DEPARTMENT, CANADA,
OTTAWA, 25th August, 1922.

PUBLIC notice is hereby given that a C.O.D. service in connection with mail matter will come into effect on the first day of October, 1922, under the following regulations:

C.O.D. SERVICE WITHIN CANADA

*C.O.D. Fees*

On and after 1st October, 1922, a C.O.D. service in connection with mail matter will be established within Canada whereby charges due the sender up to $100 may be collected from the addressee and remitted to the sender by post office money order. This service will apply only in the case of mail matter posted at a money order post office for delivery at another money order post office within Canada. Rural routes starting from money order post offices are for this purpose considered as money order post offices and may be granted a C.O.D. service.

The scale of C.O.D. fees will be as follows: 15 cents if the amount to be collected is not more than $50; 30 cents if the amount to be collected is more than $50; limit of collection, $100. The fee must be paid by means of postage stamps affixed to the article by the sender, and is additional to the ordinary postage.

The C.O.D. fee also covers insurance and registration.

(*a*) The C.O.D. fee covers insurance, in the case of parcels prepaid at parcel post rates, to the extent of the value, against loss, abstraction or damage, while in the custody of the postal service, not to exceed $50 when a 15-cent fee is paid, and not to exceed $100 when a 30 cent fee is paid.

(*b*) The C.O.D. fee covers registration in the case of articles prepaid at other than parcel post rates. This carries with it indemnity for loss only, which in no case shall exceed $25 or the actual value of the lost article when the same is less than $25.

*Claims*

(*a*) In case of C.O.D. parcels prepaid at parcel post rates the same general procedure is to be followed in regard to claims as in the case of insured parcels; the same restrictions as to the indemnity, etc., will apply.

(*b*) In the case of C.O.D. articles prepaid at other than parcel post rates the same procedure is to be followed in regard to claims as in the case of other registered articles; the same restrictions as to indemnity will apply.

*General Regulations*

In specifying charges to be collected, the sender may include postage and the C.O.D. fee paid.

It is forbidden to send articles C.O.D. which have not been ordered or requested by the addressees.

No article is to be accepted for C.O.D. which bears any wording to the effect that the article may be examined before acceptance as the C.O.D. service does not carry with it any examination privilege.

In the event of the addressee having paid the charges due on a C.O.D. article, and after examination of the same desiring to hand the article back and have the money refunded, such request is under no circumstances to be complied with. It is the duty of the delivering office to collect the amount due and remit it to the sender of the article, and it may be explained in the circumstances above indicated, that any objection to the goods received or desire for return of the money, is entirely a matter for settlement direct between the addressee and the sender. The Post Office is not concerned in any way in this phase of the matter, and postmasters are not to exercise any discretion in regard thereto.

this new regulation. Every merchant can, if he so wills, turn his store into a mail order house. For instance, a little tailor, formerly in Bowmanville, recently moved to the city of Toronto. About the first thing he did was to turn his little institution into a mail order house by the insertion of a little advertisement in the Bowmanville paper. He told the people of his former town that he had moved to Toronto but that he would still attend to their business from his Toronto store. This new regulation enables him to give his former customers a better service than he otherwise could have done if the regulations did not exist.

**How to Make Use of It**

There are ways in which this new regulation can be used by every merchant. In the first place he should make use of it in his daily advertising. There are very few merchants advertising whose advertisements are not read by people in the surrounding community who are served by rural mail. Perhaps the average town is surrounded by two or three or more villages and a fairly large sized rural population. This gives the average merchant a chance to announce this service for his customers, telling them that either a telephone or a mail order from them will receive their prompt attention and that the parcel can reach them, probably the same day, but the next one for certainty. The point might well be emphasized that quicker service can be given by you than the farther distant houses that have become known as the big mail order houses. Even if it is a matter of samples—providing a practice is made of sending samples—this can be carried out and there are few places where either merchandise or samples could not reach their destination within twenty-four hours after the receipt of the order, that is, in the more thickly populated parts of the country. At all events, every merchant is in a better position for quick service in his own community than any of the larger mail order houses that have been getting a good deal of this business.

**Another Use**

There is another use to which this new regulation can be put with good results. Suppose a customer comes into your store for some merchandise that you do not happen to have—you may either be out of it or it may be a line you do not carry regularly. You know exactly what is wanted and know exactly where the merchandise can be procured. It gives you a chance to give quick service to your customer and the very nature of this regulation will enable you to save time. It is an easy matter for you to tell your customer that you can have this merchandise in his hands to morrow, even without the necessity of coming into your store again. You can get in touch with your wholesale house or your manufacturer and tell them to send the merchandise to the proper address, instructing them to make certain charge for the same. There are, undoubtedly, many instances of this creeping up every day and the merchant has the chance to tell his customer that the service wanted can be given within a few hours of the receipt of an order for merchandise that does not happen to be in stock.

**Study the Regulations**

On the whole it appears that every merchant in the country can turn to distinct advantage these new postal regulations. These should be carefully studied by every merchant to see just what use he can make of them in his own community. Anything in the nature of a government regulation that is a service to the people is a service to the merchant because it enables him to wield it for the betterment of his store service—and that is the very best method known to us to build up a permanent, aggressive business.

# Postmaster-General Expresses Views Regarding C.O.D. System

## Claims Department Stores Will Not Benefit, But That New System Will Work Out to Advantage of Smaller Retailers

THE Postmaster General does not think it advisable to hold up the new C. O. D. system, details of which have appeared in previous issues of Dry Goods Review. A request was made that the matter be held up for 6 months in order to give retail and other associations an opportunity of making any suggestion which they might think advisable in connection with the working out of the new plan. The new C. O. D. was sprung suddenly, and becomes effective Oct. 1. If the matter is handled as the Postmaster General's letter suggests, and it can be shown that the new system will pay its own way, there will probably be no great objection from retailers. The retailers feel however that a close watch should be kept on the cost of operating innovations of this kind, and strongly object to deficits being charged up against other departments. The letter from the Postmaster General follows:

Ottawa, 8th September, 1922.

W. F. Macpherson, Secretary, The Ontario Retail Hardware Association, Prescott, Ont.

Dear Sir:—

I have your communication of the 6th inst., quoting a resolution passed at a meeting of the executive of your association held in Toronto, Monday, 2nd instant, to the effect that the introduction of the C.O.D. service in connection with mail matter should be deferred for six months for the reason that the extension of this service will be an advantage to city departmental stores and mail order houses, and will work to the detriment of the retail stores, and will impose an additional burden on the postal service, while at the same time competing with the National Railway Express Service, and I am inclined to the opinion that the resolution was passed on a misunderstanding of the whole situation, and that the fears of your association are groundless.

As a matter of fact no request for C. O. D. service was made by any departmental store or mail order house in Canada. As I understand it they make very little use of the C. O. D. service which the express companies have provided for many years, for the reason that it is becoming a general practice to pay the cost of transmission of goods and as the goods are ordered from catalogues in the hands of the customers and the prices are correctly stated, all difficulty is removed in regard to enclosing the proper remittance, that this has become the established method of conducting mail order business. It is not expected that their method of doing business will be changed nor that the C. O. D. system in connection with mail matter will have any material effect in so far as these houses are concerned.

To tell the truth it is expected that the retail stores will be the ones that will benefit most as they do not as a rule issue catalogues, and a C.O.D. system would therefore be a distinct advantage to them as rural customers would be able to order goods by mail even though they have no knowledge as to prices, the C. O. D. filling the deficiency in this respect. In fact it has been local business firms, particularly those engaged in repair business, such as jewellers, automobile accessory manufacturers, etc., who have been pressing the Derpartment for the establishment of the C.O.D. service in connection with mail matter.

**GOES TO HUDSON'S BAY CO.**

H. G. Munro, formerly merchandising manager of Almy's Limited, of Montreal, has severed his connection with that firm to become general manager of the Hudson's Bay Company store at Edmonton, Alta. Shortly before leaving Montreal this month, Mr. Munro was made the recipient of a valuable gold watch by the buyers and managers of the firm of Almy's Limited, who united in extending the best wishes of the store to Mr. Munro in his new field of endeavor.

No appointment has as yet been made to fill the position vacated by Mr. Munro's resignation.

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Carswell Bros. & Adams have taken over the business formerly conducted by J. J. Reith of Grand Valley, Ont. It will be known as "Grand Valley's Cut Rate Cash Sale Store."

# Dry Goods Review

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### A Romance in Business

As we have remarked before, there is romance in business as thrilling and as interesting as in the events that go to make up the history of one's country. A great task awaits some literary genius and an entrancing book awaits the reading public when the lives and struggles of some of the captains of retail business are recounted in print.

Take, for instance, the case of Ernest Cognacq who is reputed to be the richest Frenchman living. "La Samaritaine" is the name of his department store, a name well known to travelers the world over. He has made 600,000,000 francs out of it. Fifty years ago he and his wife started selling small household articles, putting aside a part of their profits day by day to add to the little business. And like all the big businesses of today that had their small beginnings, it grew month by month until it is now one of the most popular department stores in Paris.

Mme. Cognacq from the very first was a partner in the business, taking a lively interest in it and participating in the toils that built it up. From the first, she kept the accounts until they grew too large for her, but even yet she continues to supervise the bookkeepers. Both M. and Mme. Cognacq are about eighty years of age; despite that fact they are both at their store at eight o'clock each morning, driving there in a coupe, never having mustered up enough courage to buy an automobile.

Like all other successful retail enterprises, this is the story of a man and a woman who started out to build up a business by industry, application and aggressive methods. Such characteristics when applied to business usually bring success with them.

### Ideas on Salesmanship

Anything that Gordon Selfridge has to say with regard to salesmanship is worth listening to, not because it is Gordon Selfridge but because there is behind it the experience of a great and successful selling organization and a wide knowledge of business methods. He began his business career as a driver in Marshall Field's of Chicago; he is now the head of the biggest retail business in London, England, a store known the world over and its methods studied by the keenest merchandising men in the world.

We are accustomed to thinking of the American type of salesmanship as the most aggressive in the world. In a sense that is true, but it is possible to carry aggressive salesmanship to the point of giving offense. In the final analysis, salesmanship of whatever character it may be is justified by results, that is, permanent results. If a salesman merely sells merchandise and does not sell satisfaction and store service with it, it is not permanent salesmanship and, therefore, is not good salesmanship.

Without any desire to offer carping criticism of American methods, Mr. Selfridge expresses the view, or draws the inference, that the American type may be characterized as "intensive persuasion"; while the French or the English type is to find out really what the customers want and then to get that thing for them. He states that salesmen in the Paris stores, for instance, make a very close study of the wants of their customers and that their buyers are very expert. It is impossible to get away with trashy merchandise in Paris because the people know values, both quality and price. On the other hand, he intimates that in America the salesman too often persuades the customer to buy against her will with the result that dissatisfaction arises.

If this were mere theorizing, one might pass it up as one man's view of salesmanship. But, fortunately, Mr. Selfridge is able to support his views with very eloquent figures. In the city of Paris, for instance, he says there are five large department stores, each one of which did $100,000,000 worth of business last year with the value of the franc taken at par. He says this is more for each store than any department store in the United States does. And the fact remains that the population of Paris is not as large as New York. It would seem that there is a good deal of justification for the methods of salesmanship employed in England and on the continent.

### Often to Market

During a recent trip to some of the cities in New York State, Ohio and Pennsylvania, Dry Goods Review was impressed with the fact that merchants in these cities made very frequent trips to the large style centres. Though they were a distance of four or five hundred miles from New York it was not uncommon for them to say that they went there once a month to see what was to be seen, the latest and the newest. "When I started in business here nineteen years ago," one merchant said to Dry Goods Review, "I used to hear from my customers all the time about New York and what they saw there. I made up my mind to go to New York once a month just to see what was the latest and to pick up some novelties to brighten my stock. We do not hear New York quoted any more because we show new things here just as soon as they are seen in New York."

Going to market frequently pays.

# Turnover—What it is, What it Does

## Deliberations of the University of Nebraska on Subject Vital to Every Retailer—Rate of Turnover is the Measure of a Manager's Ability—Capital Turnover Takes Three Forms—Six Reasons Given for Importance of Turnover

UNIVERSITY of Nebraska has recently embarked upon a research dealing with business and business methods. It is one other evidence of the growing interest and importance attached to the science of retailing and the economy of distribution. In a bulletin they have just issued on the question of turnover, they deal with some of the fundamentals of business success and administration which it is well to keep ever fresh in the mind. This year, more than many that have passed, is one in which great attention is being given to the question of turnover and its importance to the well-conducted business. The term, turnover or stock-turn, is a familiar one and the rapidity with which a stock of merchandise or commodities moves in trade may be taken as a measure of a manager's ability.

### What is Stock Turnover?

In defining the term, turnover, the bulletin of the Nebraska University says:

To the manufacturer who makes over the form of the materials which he buys before he resells them at an increased value, the rate of turning his entire investment in working capital may be more significant than the rate of turning that portion invested in stock of materials or commodities. For him the cost of goods sold consists not alone of purchases of materials, but also of labor in the form of wages paid, fuel, supplies and other elements of manufacturing, and turnover is consequently a more complex matter. He usually conceives of turnover as meaning the turning of his working capital as a whole rather than of only that portion which is immediately invested in merchandise materials.

Capital turnover may, therefore, be considered as taking three forms:

In the first place it is the turning of the amount of capital invested by the merchant in merchandise. This rate may be found by dividing the cost of goods sold by the average amount of working capital invested in merchandise during a given period.

In the other two forms turnover, as viewed by the manufacturer, may refer either (1) to the annual rate of movement of the entire working capital invested in his business or (2) to the rate of turning his total investment of capital, fixed and working, which may be employed in the business. These two forms of turnover may be found by dividing in the first instance, the cost of goods sold by the average amount of the entire working capital, and in the second instance by dividing by the amount of the total investment. The former method gives the turnover of the entire working capital of the manufacturer, and this corresponds roughly to the merchant's stock turnover within a given period. The latter method shows the turnover of the total invested capital. Each one of these rates is important and must not be overlooked but the turnover of working capital is given particular attention because of the fact that it can be speeded up and managed more advantageously than can that of the total investment.

### Importance of Turnover

Six reasons are assigned for the importance of turnover to the successfully operated business.

1. Increasing the rate of stock turnover is one means by which a manufacturer or a merchant may increase his sales of goods without a corresponding increase in expenses. It must be borne in mind that operating expenses include both indirect, or fixed, and direct expenses. The former include such items as insurance, rent, interest on borrowed money, and taxes, while direct expenses consist of wages of the sales force, advertising and the like. A high turnover distributes the fixed expenses over a larger number of units, and thereby reduces the cost of handling each unit sold. So long as the fixed expenses and the profits on each unit sold remain the same, increasing the number of annual turnovers will make possible a greater net profit on the same capital invested in the business.

Even though the percentage of profit on an article is only 15 per cent., if it is earned often enough, in a year the turnover on money, or rate of profit on investment may be many times 15 per cent. It has been found that an article like Uneeda Biscuit may turn over as many as 52 times a year, and a dollar invested in such goods might, therefore, earn the margin of profit 52 times.

A dealer might earn satisfactory profits on a five per cent. margin of profit on an article, if he sold it often enough; and he might easily lose money on an article offered at a 100 per cent. profit margin, if he carried a large stock and rarely made a sale.

2. It is necessary to know what the annual turnover is, in order to know just what margins to add to the cost price of the different commodities handled. And the average net profit desired can be best determined in this way. The business man or merchant, must know, and not guess, how many times he sells out completely the value of his stock in trade in a given period, and relate that number to the percentages of gross profits on each line handled in order to gain the general average of net profit desired. For example, if a stock of goods turns five times a year, and, assuming that each article in the stock turns with equal rapidity and with its proper percentage of total expenses added to its cost price, a net profit of 5 per cent. could be earned by setting the selling price only a little over 1 per cent. above the cost price.

If the annual cost of doing business is 25 per cent. of the total sales, the margin of gross profit, or the mark-up on the cost of individual articles, must be sufficient for all articles sold to average 25 per cent. on their cost. Obviously, this does not mean that each commodity must bear a 25 per cent. margin or spread. The vital question for the business man is always how much profit the dollar invested can be made to earn in selling the article.

3. In these days of public outcry against current prices a rapid turnover is an advantageous way to meet the high cost of operating a business. When costs rise with selling prices fixed, or when selling prices fall with costs remaining the same, dealers must buy and sell on narrower margins of profit. Under such conditions the margin of gross profit is reduced, yet small profits on a larger number of units, totaled for a year, may equal or exceed, the net gain derived from stock carrying greater gross profits but turning less rapidly.

4. Dividing or scattering the costs of doing business over many turns enables the merchant and business man to meet competition, whether of new or of old firms.

The experience of two Indiana stores may be cited: "Rapid turnovers, for example, are to-day securing the trade of a new five-story department store in a small Indiana city for a less pretentious shop diagonally across the street. Its quick returns allow the smaller store to make money on margins so narrow that it repeatedly cuts under the prices set by the big rival's slow turnovers."

5. Rapid movement and replacement of stocks eliminate shelf-worn and out-of-date goods. Clean and up-to-date lines tend to make a favorable impression upon prospective customers. The proprietor of the business might also be expected to take a keener interest in offering and advertising a clean stock of recently-produced goods.

6. Manufacturers and merchants with relatively high turnovers as compared with their competitors derive the bene-

(Continued on page 32)

# Conveying News in Your Advertisement Lifts Merchandise Out of Ordinary Rut of Goods

## Opening up New Lines of Thought in Advertising—How "News" Might be Injected Into an Overcoat Advertisement—Retailer Should be Style Authority—Using Local Events in Advertising—Ad. Man Should be an Editor

**Written Specially for Dry Goods Review by E. V. M. GILBERT, Advertising Manager of J. H. Blumenthal's Sons, Limited, Montreal**

"HOW CAN I make my advertising different?" asks the retailer. "How can I lift it from the rut of every-day sales and price reductions? What can I do to make it talked about, to make the reader want to read it?" It's no easy problem to solve—it is one that thousands of men have thought about for many years. And it would be futile for anyone to offer any suggestion to accomplish that end. New lines of thought, however, may be opened. Let us try.

Let us say that we have received from England a shipment of mufflers. They were purchased at a low price—they are good value. We advertise them.

Imported English
*MUFFLERS*
Reg. Value $18
$12.50

We have told the story—we may stick in a cut of a muffler to embellish the item. Is there any better way of handling that same advertisement? Suppose instead of merely saying that we have mufflers to sell at such a price let us tell the public that this shipment is the first to arrive in the city—let's tell them that they are new, that they have just come in. Let us thereby stress the NEWS feature of the advertisement.

(Use)
(cut of)
(boat)
(here)

Via S. S. Metagama
The first Sporttown Shipment of
FINE ENGLISH MUFFLERS
in the new Piccadilly patterns
$12.50

The cut of the boat, the name of the boat, the first arrival in your city—all emphasize the news feature of the merchandise. The additional copy is to lend tone to the merchandise. It does. And you have told the reader news. Of course the example selected is a difficult one in that there is no outstanding news feature to emphasize. But it is sufficient to show how the news feature when stressed will lift not only the advertisement but the merchandise advertised out of the rut of ordinary goods.

### Sole Function is News

Let us never forget that the sole function of the daily paper is to supply news. When the paper prints a history of anything, it goes in the magazine section. And we buy our space in newspapers which men read for their news value. Let's then enhance the value of our advertising by making each advertisement convey some news to the reader.

### Overcoat Advertisement

The situation in the clothing field to-day is one fraught with interesting news for the consumer. The consumer doesn't know that there is apt to be a scarcity of good overcoatings. What splendid copy there is for our opening overcoat advertisements in the relation between the Irish situation and the situation in Irish overcoatings. Suppose we ran an advertisement showing a cable from the other side to the effect that the mills are sorry they can't deliver the cloths ordered until late in October—under the reproduced cablegram a headline of exultation because we have had delivery of some very fine overcoatings—would not that news advertisement make a splendid selling force for the opening of the season rather than the prosaic announcements of the formal opening of the overcoat season, probably embellished with a stock border cut dug up from our campaign of three years ago?

### Be Style Authority

That is an example of news advertising, of cashing up on the sales value of business news. We read our trade journals for the news of the business. In every issue of this or any other good journal there is any amount of news which will help us make our advertising more interesting. There is style news—a feature which is sadly lacking in most local advertising. Be the style authority of your city if you run a better grade shop. Make sure of it by using your advertising space to tell the news of the introduction and development of new styles. New York has adopted the white waistcoat for dinner jackets—London has given up the straw hat for light weight felts—Scotsmen are wearing breeches and golf stockings to work instead of long trousers. Here is style news which is interesting to the man who likes to be smartly attired. Link it up with your store and your stock through your advertising.

### Sick of Bargain Sales

The dear old public is sick and tired of bargain sales. Let's feed them something new. Your little baby kicks when she gets the same diet all the time. Your little public will raise the merry devil with your advertising expenditure unless you change their diet. They want novelty in apparel—they want novelty in advertising. The man who gives either will get a fair share of business, the man who gives both will get considerably more than that.

### City News an Inspiration

Then there is the news of the city. At the time of the opening of a social season, of the holding of some great affair in which a large number of people are interested, your advertising should link up with the news of the event. I have seen advertisements of dealers in certain cities where they used paid advertising space to announce functions of various clubs and organizations. These ads contain a box "What's On To-night?" They report the different social events in that box. The result is the people of that community look at that retailer's ads not only to read about what he has to offer but mainly for the news of social activities. So they see the announcement of a formal affair and note that the dealer has a complete assortment of dress accessories "and, by George, I'll need a new stiff shirt for the Social Club's affair," he remembers as he reads—what more natural than to go to the advertiser for the necessaries?

### Be An Editor

Newspapers edit their news carefully. It must be timely. It must be interesting. It must interest a large number of people and not a handful. It must be general. If it is important it gets the first page, if it is filled with human interest, it gets the first page. If it affects a few it gets a stick somewhere inside. If it is a puff sent in by an advertiser it gets as little as possible. And so even though you must appreciate the value of news in advertising there comes the occasion for you to edit this news, to stress those items which are of widest general interest. Be an editor of advertising, don't be a writer. You have a hundred different things to advertise, pick out and emphasize those of the widest interest, of the most importance and which are interesting. Give them the most prominent parts of the ad. Let the less important items be relegated to minor positions as "fill-in" stuff. The more we inject interesting news into our advertising the more effect will our advertising have.

# Simple Device Brings 3,000 People a Day In Front of This Man's Store in Erie, Pa.

## F. S. Bond Put a Weigh Scale in Front of His Store Five Weeks Ago and Records Show That More Than 100,000 People Have Used it Since Then—The Psychology of the Plan—Drawing the People Closer to the Store

WHAT would you give, Mr. Merchant, to have an actual record showing that 3,000 people stopped in front of your store every day for a period of five weeks, and to know that the thing that caused them to stop would, of necessity, draw their attention to your windows? If an advertising solicitor came to you and outlined a proposition, guaranteeing that this number of people would stop in front of your store every day for the space of five weeks what would you be prepared to pay for the contract? What would it mean to you to have this number of people attracted to your store daily? What extra attention would you give your windows? What added energy would you put into your merchandising plans for five weeks?

### He Has the Record

F. S. Bond, men's wear dealer in Erie Pa., said to Dry Goods Review during a recent visit to that town that he would give $500 a month for such a guarantee and think he was getting a bargain at that. He doubted very much if anyone would give him such a guarantee; but if they did he figured out that it would be worth hundreds of dollars to him.

Yet, the fact remains that he has the actual record that this number of people have stopped in front of his store every day during the past five weeks. He has a record, which is undeniable, that more than the entire population of the town of Erie—102,000—have stopped for a space of time, varying from one-half minute to two or three or perhaps five minutes in five weeks. It is a record worth having and it has meant many dollars to his business. Moreover, it has not cost him $500—not nearly that much. It has cost him somewhere around $400 and there is no indication as yet that the record is likely to decline. It is still going strong and the longer it goes, the more it becomes a fixture in the minds of the people of Erie. The record shows this inasmuch as it shows that more than the entire population of the town have stopped in front of his store. That shows that many people have come back twice, perhaps oftener. That is clear evidence that people are thinking of Bond's, and that is what Mr. Bond naturally wants.

### A Weigh Scale

It is a weigh scale that is bringing the people in the front of Mr. Bond's store—a simple weigh scale. He put it out there five weeks ago and since then the people of Erie have made the most liberal use of it. The record on the day Dry Goods Review saw the scale, showed that more than 105,000 people had been weighed on it because it will only weigh over a certain weight and many children under that weight have stood on the scale. It is, of course, a free weigh scale. There have been many children on it, many of them more than once, no doubt, but they are potential customers and Bond's sells boys' clothes. He figures out that displays in his windows that interest the boys are money-makers and the weigh-scale acts as a good drawing card to these windows. A boy who sees something in a window that attracts him is not slow to make known the fact to his parents.

Mr. Bond knows that his store comes in for discussions at not a few dinner tables in Erie. He has heard them and he has heard of them from men who come into his store and casually tell of a "friendly squabble" between himself and wife over the weight of the head of the household—the wife, of course. A little bet had been registered, perhaps, about the weight of mother and mother promptly settled it by being weighed at Bond's. That is good advertising for Bond's; anything is good advertising that brings his name up for discussion any place. It fixes the attention of a number of people on one store for a certain length of time and that is the first intent of any kind of advertising.



*The Aquascutum Sportsman Coat with the cleverly conceived sleeves combining the ease of the raglan with the square shoulder effect of the Chester. It is shown in pure wool and weatherproof Aquascutum cloths, also in fleece, cheviots, etc. Shown by Wreyford & Co., Toronto.*

### Psychological Value

A motorist who gets free air at a certain garage week in and week out and who gets other little services free of charge does not forget that garage when he wants some accessories. There is a psychological effect in getting this kind of a service free of charge. Gradually a sense of obligation is borne in upon the mind and the body, in time, responds to the dictates of the mind.

Mr. Bond figures out that it will be the same with the weigh scales. Three thousand people a day are using his weigh scales; many of them have not been or are not regular customers of his. But they keep on using his scales week after week and a sense of obligation creeps in upon them and the time comes when they feel they owe something to Bond's because they have been using something of his for weeks without it having cost them a penny. The decision is reached that the next time they want something in men's wear they will, at least, give Bond a chance. And that is all Mr. Bond wants; given the chance, he will "take a chance" on making a sale and a customer.

It is proving a good bit of advertising for Bond's and it is costing very little. He had an arcade entrance and this scale is in the very centre of it. Mr. Bond is gradually drawing the users of this scale nearer his main entrance. At first, the scales were put out to the very edge of the sidewalk. Little by little he is drawing the scales nearer his windows which means that, little by little, the people are coming nearer the merchandise he displays in his windows. Pretty soon, it will be but a step from the scales to the inside of the store. Pretty good tactics, we would say.

# College Students' Trade is Profitable: Suggested Methods of Getting After it

## The Records Show That Students Are Good Spenders During Their College Term—Presentation of Card Entitles Holder to Ten Per Cent. Discount—Sending Samples of Furnishings to Students—The Matter of Advertising

ALONG about the end of September the majority of Canadian colleges will recommence their lecture courses and the annual influx of young men will again swell the population of certain of our cities. Many retailers who have been in the game long enough to know the ways and habits of freshmen, juniors, seniors and sophomores are enabled to capture no little business from this same small army of students, principally for the reason that each college and each fraternity demands certain individual fashions and clothing requirements which must be met at local stores or the student is marked as lacking in class "esprit de corps." During the first month of college activities, therefore, there is much profitable selling to be done by the clothier and haberdasher who is awake to the possibilities in university trade. Not all students are possessed of unlimited means, it is true, but all of them are required to own certain outfits for their recreation hours, including the requisite clothing for hockey, football, tennis, or even gymnasium work, together with such attire as is correct for informal and formal evening events which are numerous during the nine months of the university term. Thus it can be understood that each college student is "good for" no inconsiderable amount of salesmanship during the course of a year and once a freshman becomes a regular customer it is safe to take it for granted that he will continue to patronize the same store for the four years of his college career.

### College Boys are Good Patrons

According to several clothiers interviewed recently by Dry Goods Review with regard to the question of catering to college men, the latter "dress well and spend well," and this is true in the smallest of college towns as well as in such a city as Montreal. Just how the retailers of these centres of education go after business forms an interesting matter for investigation.

The first requisite for the retailer to heed in his campaign to capture this college trade, is to aim his publicity matter at the individual student. As soon as the list of applicants at the local university is complete the retailer will find it advisable to keep in touch with the secretary or bursar and obtain from him a copy of the list, giving the names and addresses of all incoming students. A carefully prepared and attractively worded personal letter to each student should be written by the retailer and mailed to the boarding house or dormitory, at the outset of the college session, in which the name of the store, its address, and the type of service which it endeavours to give, are all duly noted. If such a personal letter as this is really well done and is not merely a form circular, the response will be well worth the little exertion of preparing such a list of names, particularly if some extra feature is introduced, such as the plan tried out by a prominent Montreal firm for many years back in connection with their dealings with McGill students. This plan has been mentioned before in this publication but is well worth repetition, being easily carried out and brings practically 100% results.

### Offers 10% Discount

A small card of about vest pocket size, is prepared, bearing the name of the store and a blank space for the name of the recipient to be filled in by hand. The accompanying letter should explain that a discount of 10% will be given on the purchase of any suit or overcoat bought at the store during the next 30 days, on presentation of the card in question.

This scheme never fails to bring in satisfactory returns according to the store which originated the plan, and it is claimed that the personal appeal, together with the idea of a discount to college students only, is the reason for the unfailing success of this idea.

### Advertise in College Paper

Another way to get college men's business is to advertise in the university magazine or newspaper, such as is always conducted during the college term by the students themselves. Such copy should be newsy, snappy, and addressed to the men themselves, inviting them to call at the store for anything they may need and emphasizing the fact that correct clothes and furnishings are in stock at all times.

Another idea which won instant favour in the city in which it was tried out last year was the erection of a score board on which football match scores were posted by means of telegraphic information to the store from the field of action in whatever locality a match was in progress. In the case of intercollegiate matches in which the local team was entered, such a stunt as this is certain to prove a winning idea, for the only other means available to the public of learning the score and particulars of the game at the earliest moment is by watching the bulletin boards of the local press which are, however, merely summaries of the finished match, while the telegraphic bulletin board can be marked up while the game is actually in progress, thus attracting a crowd of fans who are likely to become fast friends of the store in consequence of this novel idea. The store which tried out this idea estimated the crowd gathered in front of its building at many thousands, while in addition, the telephones were kept humming by people who were unable to get to the store yet had a keen interest in the outcome of the match.

### Sends Goods On Approval

Another progressive store in Montreal which caters to the most discriminating type of college student makes it a practice to send an assortment of high grade furnishings including hosiery, neckwear, scarves, handkerchiefs, suspenders or belts and shirts to any student who has been a customer of the store for a year. This assortment is compactly fitted into a moderately sized box and sent on approval with a memorandum of the cost of the various items. The idea behind this scheme is of course to demonstrate what is new and smartest in haberdashery and is an unfailing sales aid where young men's trade is concerned. This store keeps a record of customers' sizes in order that the merchandise may be exactly right when tried on at home. On an average it is said that fully half of the goods sent are retained. Each package should contain goods the total cost of which is not extravagant, as the sight of a costly price will frighten off the purchaser rather than induce him to buy. The first package should be small and represent exceptional value. The college man will appreciate this form of service if the goods are sent to his "frat" house so that he can show the merchandise to his chums and get their approval. Other sales will naturally follow on this account.

### Demand for Evening Clothes

Do not forget to keep your store attractively arranged with due regard to the window displays which must win business from college men. Show plenty of sweaters in college or club colors, and the right kind of caps and neckwear, etc., for young men between 17 and 22 years of age. Keep in mind the fact that most of them will need their first tuxedo coats during college term and a special circular will be found to secure this business.

# An Active Yardage Department

## How Mahons, of Halifax, Have Promoted Sales of Silks and Woollens—Materials Marked for Convenience of the Customers —Find it Advisable to Make Exchanges in Patterns—The Keeping of the Stock—Little Courtesies

IN THE good old days when dry goods stores were in their infancy, the most important department was that in which yard goods were stocked. One of the reasons for this was that the original founders of many of our leading Canadian stores were Scotchmen or Englishmen who upheld the belief that "drapery goods" were the backbone of every dry goods business. For this reason probably, yardage goods received more active pushing than any other section in the average store, an enthusiasm which slackened only when new merchandise managers began to recognize the possibilities in the ready-to-wear section. It seemed ridiculous to compare the sale of five yards of material with the sale of a frock at $40 or more, and hence the yardage goods sections gradually suffered from a general lack of interest all round.

With the advent of simple straight line styles women began to realize that there was a real chance to economize and lower the cost of living by making their clothes at home. And merchandise managers and buyers also came to the realization that when a woman bought five yards of material her needs were by no means all met. On the contrary they found that she required a pattern, smallwares, linings and possibly suitable accessories to give the garment the smart touch. When all was said and done, there was not such a great difference between the sale of a model dress and the yardage materials.

Some practical suggestions as to how silks and woollens can be given additional impetus this Fall were gathered by a staff member of Dry Goods Review during a visit to the finely-equipped store of Mahon's Limited, of Halifax. Practically an entire floor is given over to the sale and display of yard goods in this store, the separate departments managed under the direction of Messrs. Kline and Meahan, to whom Dry Goods Review is indebted for interesting data regarding woollen and silk merchandising.

### Self-Service in Woollens

In the former section all the goods are shown right out on the counters in the original bolts, each group by itself, usually one shade of each type of material shown. The price tag is left on the end of the bolt and a display card giving name and width of each material in good, plain lettering is placed with each group of materials. Customers are encouraged in this store to look around, to feel qualities and consider the values offered. Owing to the fact that the department is lit by large windows nearly all the way round, all colors can be seen as they actually appear, even when days are short and twilight falls quickly, for then the excellent system of overhead lighting blends perfectly with the daylight.

### Patterns May Be Exchanged

Many special services are rendered in this department also, which undoubtedly have contributed to its steady growth year by year. In the rare cases of dissatisfaction with goods which crop up from time to time, the store makes it an invariable practice to exchange the goods in question, even though cut in a length usless for future disposal. A record is also kept of the paper patterns purchased with yardage goods and in the event that a pattern is not satisfactory, the store will also exchange it for another, although this custom is generally discouraged in most stores. According to Mr. Kline the loss on a 35 or 50-cent pattern is negligible in comparison with the convenience of the customer and such a small courtesy does much to attract and please customers.

Every Friday is bargain day in both the wool and silk goods sections, while periodically a remnant sale is held during which all the accumulated lengths of woollens are quickly sold at tempting prices. In the case of the silks, they are tagged with the name, price and width of the goods and arranged at one end of the counter. Shrinking of goods is always undertaken at a nominal cost and samples of any materials are cheerfully given on request. When a sale of a dress length, for example, is made, the salesman makes it a practice to advise the customer regarding the notions and smallwares which will be needed, recommending the correct shade or weight of lining, etc., and even accompanying the customer across the store to the notion section, where he explains her needs to the clerk in charge, personally introducing the customer as though to ensure the maximum of careful salesmanship. This courtesy is accounted of extreme importance in the store, where courtesy in every phase of store life is insisted on and kept constantly uppermost.

### Scrupulous Care in Stock Keeping

The watchword in the silks department, according to Mr. Meahan, is scrupulous care in keeping the stock fresh and free from soilage. To this end the staff are careful to keep all light and dark silks folded on thin boards and covered with heavy paper and these are laid away in specially designed shelving measuring five inches deep by 1 yard, 10 inches in length, just the exact proportion to hold some five rolls of material. The extra long goods are kept beneath in deep drawers, while the remainder of the silks are kept under glass which lifts up on the flap principle preventing any dust gathering on the goods. The silks thus displayed are kept on trays instead of fixed shelving, so that an entire range can be withdrawn without effort and placed right on the counter.

On the high shelving back of the counters a striking display of draped silks in particularly bright and fashionable shades is shown, the display being changed very frequently in order that no dust may gather on the goods. Not a single yard is ever sold at a discount because of fading or soilage, due to the care with which all the silks are unwrapped and then folded upon the boards as above mentioned. Many of the wider satin-finished silks are doubled before folding in order to economize space, the taffetas being left in their original folds.

According to the experience of the buyers of these two progressive sections, there are untold possibilities in the yard goods department, and there is no danger that the selling of fabrics by the yard will hurt the sales of ready-to-wear. Each is a separate unit and supplies a distinct need and now that the public is voluntarily showing an increased interest in goods by the yard, there is a real opportunity that no merchant should overlook.

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### TURNOVER—WHAT IT IS, WHAT IT DOES

(Continued from page 28)

fit of better relations with creditors. They are also in a better position to take advantage of all discounts and to make their purchases more deliberately and independently than they otherwise would be.

Some further points dealt with in this bulletin with regard to methods of calculating turnover and increasing it will be dealt with in the next issue.

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The merchants of Peterborough, Ont., declared a general holiday after their last Dollar Day. The "morning after" was devoted to cleaning up and rearranging and the afternoon was given the staffs to celebrate the success of Dollar Day.

# The Edgecombe Store of Fredericton

## Have Had Phenomenal Success With Their Fabric Department Because They Have Catered to Individual Tastes and Given Exclusiveness—Head of Firm Acts as Ticket Agent and This Helps Sales of Traveling Necessities

A STORE that operates on the principle that "only the best is worth while" is that of the Frederick B. Edgecombe Company, Ltd., of Fredericton, New Brunswick, which has easily won its position in that town by the adherence of its management to this policy. It is a unique store in many respects. Fredericton itself only boasts some 8,000 inhabitants but the farming community of surrounding countryside, the annual influx of government members, and the presence of a large number of university students, all contribute to build up a clientele of unusually discriminating taste as compared with the demand generally felt in the average town of this size.

"Edgecombe's for fine dress goods," might well be a slogan used by the store, for this department among all others has won wide recognition. According to W. P. Keenan, buyer and manager of this section, it is found necessary to buy large stocks of fresh goods every three months in order keep in the forefront with the latest novelties such as are demanded by college girls and the wives and daughters of members of parliament. The European and New York markets are therefore combed regularly for the newest shades and designs, which are selected for their exclusiveness. Only a piece or two is chosen of each type of goods, so that it is possible for Fredericton women to achieve that much desired individuality in dress, the cherished ambition of every well-dressed woman. Clever dressmakers and tailors flourish in the town, as a result of specialization, and pains are taken to keep track of customers' tastes in the matter of dress so that the sales staff can advise them either by telephone or in person regarding any particularly suitable material.

### Marked Success With Yardage Goods

Very little cheap or even medium-grade yardage goods are stocked, so great is the demand for the best obtainable, and it would appear from a study of the order books for the past few years, that Edgecombe's have succeeded in educating their customers gradually to prefer only the finest qualities whether in silks, woollens or cottons. This is achieved, according to Mr. Keenan, by the careful training of the salesforce in introducing new goods, in explaining the reason for any additional cost, and by the simple method, explained above, of keeping in mind the individual tastes of regular customers. By this means, not a single yard of even the most exclusive fabrics ever remains over after its regular season.



*FREDERICK B. EDGECOMBE*
*President of the firm of F. B. Edgecombe & Co., Ltd., Fredericton, N. B.*

Of the entire fourteen departments which comprise the Edgecombe store, there is not one, moreover, which is not in some way linked with another so that a customer is invariably led to think of something allied with her purchase in one department which may be got near at hand. Even if nothing appears possible to suggest as a needed purchase, the staff make it a practice to call the attention of the customer to some other department in the store that merits a visit, even if it is only the remnant table which makes an appearance only once in three months and is eagerly awaited by thrifty shoppers.

The ready-to-wear department upstairs caters to all types of women, despite the success of the yardage goods in this store, and handles alterations at the shortest notice. In most other departments the system of displaying goods in bins is adhered to, on the principle that goods freely displayed are half sold. Even the finest evening silks or laces are shown out on the counters that customers may touch and examine them the better. "Let a woman feel the merchandise in her own hands and it is usually sold," pointed out Mr. Keenan.

### All Goods Can Be Handled

All underwear, corsets, etc., are shown out on long tables, a sample of every range in stock, clearly priced and sized. This method which is carried out with no lack in care of arrangement has resulted in nearly 100 per cent. increase in sales.

### Railway Tickets Help Men's Wear

The men's wear department occupies a very large section to itself towards the rear of the main floor, while at the other side, considerable space is given to the ticket office of the Canadian Pacific Railway, whose representative Mr. Edgecombe is. The presence in the store of this ticket office naturally brings in many men who find it convenient to purchase luggage or wearables at the same time. When the vacation season approaches the needs of travelers are kept in mind in all departments of the store and the purchaser of a ticket rarely fails to supplement his or her needs.

The window frontage of the Edgecombe store comprises three very large windows of heavy plate glass, designed in a way to permit a clear view through from every point. The front sections on either side are shaped in such a way as to invite the spectator inwards, following a slant to the two entrances.

F. B. Edgecombe has carried on the business for upwards of thirty years. With the tragic death of his elder son during the war, Mr. Edgecombe has been called upon to shoulder the entire responsibility of the business of late, but has maintained the prestige and growth of the store with the co-operation of a sales force imbued with unusual devotion and interest.

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### IT'S AN ILL WIND

Flo Ziegfeld and Lee Shubert, who years ago were threatened often with arrest in the era when the Floradora Sextette costumes were considered a bit daring, but who have since gained fame for reducing the American show girl's attire to the minimum, are expressing great satisfaction at the return of long skirts for street wear.

"It is great news to me," said Mr. Zeigfeld. "I could not have held out against the opposition much longer. People who used to attend my shows have been standing on the street corners for some years past. I have tried each year to show my show-girls in more daring lack of attire than was shown by the American woman, but it has been a losing game. Every time I'd think I had devised a costume that would cause a sensation I'd step outside and see the street full of housewives in attire twice as shocking. I was about to retire when the new style edict was announced."

# Merchandise Fair a Big Success

## Over 600 Exhibitors Were Present at the Big New York Fair Last Month—Attendance Showed That Small Retailer as Well as Big One Took Advantage of Opportunity to See Exhibits of Country's Best Merchandise—Annual Affair

UNQUALIFIED success has met the efforts of the National Retail Dry Goods Association and the National Garment Retailers' Association of America at the National Merchandise Fair held last month in New York for three weeks. Through the widespread publicity accorded to this gigantic mercantile event in the daily press as well as the leading trade journals, the dry goods trade of this country is now more or less familiar with the nature of the event, which was the first of its kind to be held in America, although the idea has been successfully tried out for many years past in the various European countries. Such merchandise fairs have for centuries been features of the life of Germany, Russia, France, Spain, Switzerland, as well as England, where British merchandise fairs have been notable events.

### First Event of its Kind in America

The idea underlying the holding of such an enterprise as this fair was simply the desire to bring together the products of manufacturers, whose output is sold wholly or largely in dry goods stores, for the inspection of merchants and buyers. For the first time in the history of American commercial life there was brought together a broad, comprehensive and representative showing of such merchandise as distributors in the dry goods and department store field were ready to purchase for the coming season. The time—August—was selected as being the period of the year when most buyers are in the New York market for new goods, and in every detail the huge undertaking was planned for the retailers' benefit. Not only did those who had in charge the planning and undertaking of the enterprise have a thorough understanding of the viewpoint of the retailer, but they organized the entire fair, its programme, its displays, its location—in fact, every detail—for the greater convenience and pleasure of retailers first and foremost. It was felt that such a scheme as this would inevitably bring together on a new and broader basis both manufacturers and retailers, who would both derive therefrom a clearer understanding of their respective problems and at the same time a keener realization of their major interests.

### Mutually Beneficial to Buyers and Sellers

Six of America's foremost men in the textile or ready-to-wear fields stood sponsor for the event which has been described as a "logical economic development with mutual benefits alike to manufacturers who participated in it and retailers who attended it." The idea kept uppermost in planning the scope of the fair was to save time, money and energy, to create conditions for advantageous buying and also to make possible unusual selling opportunities.

The question naturally arises after a fair of this kind has been brought to a close, as to whether or not its results really justified the expenditure of so much effort and expense. The committee in charge took the trouble to send out a questionnaire to the exhibitors in order to ascertain their feeling in the matter to determine the advisability of making the fair an annual event in future. The answer was emphatically in the affirmative, the results from the manufacturers' standpoint more than compensating for any outlay of time, money and effort.

### Value of Such an Event to Retailer

The value of such an enterprise from the standpoint of the retailer is not so easily summarized yet there was not the least shadow of doubt that the fair was of unusual educational as well as economic benefit. According to an interested spectator one of the most impressive aspects of the Fair was the number of men and women visitors representing small retail establishments from all over the United States, proving that the Fair was as much a "little man's" event as it was a "big man's," and of the two it is likely that the small store representative got the most good out of it.

It is a well known fact that salesmen are prone to direct their selling efforts at the big stores where there is a prospect of doing larger business at less expense, thus enabling the big buyer to see all the best merchandise on the market which the small town buyer, by reason of his limited scope, often misses. The Merchandise Fair has this valuable advantage for the smaller retailer, therefore, in that it permits him to make innumerable comparisons of merchandise side by side, presented by sellers whom he might never see or who might never have called upon him. And when he buys from them he is reasonably sure that he has bought to the best advantage after a careful inspection of competitive lines. It is distinctly satisfactory to feel certain that, after having bought, some other rival firm is not going to come round on the day following and offer something much more attractive at a better price. Having viewed the leading lines on the current market, the small retailer is relieved of any further anxiety as to whether or not to purchase.

Then again, the retailer from a comparatively small store enjoys the added advantage at a Fair of this kind of meeting the most successful and influential men in the business both on the floor of the Fair, at the hotels, on the train, etc. He is enabled to absorb much valuable information and new ideas in the course of friendly conversation such as is impossible in the ordinary course of business routine.

### 600 Exhibitors at Fair

From the educational standpoint the broadening influence of an exhibition of this kind is readily understood. When it is recalled that altogether some 600 exhibitors took part in the showings at the Grand Central Palace where the dry goods display was held, while an additional exhibition of ready-to-wear for women and children was held at the 71st Regiment Armory, as well as a convention of retailers with daily meetings, there is small room for doubt as to the informative value of the entire event to the individual.

These retailers on their return home will not only have the comfortable assurance of having bought under the most auspicious circumstances merchandise which they might not ordinarily have secured, but they must also have received an inspiration from the sight of such a gigantic assemblage of goods, which will stand them in good stead in planning the Autumn selling campaign. Ideas in connection with the display of goods, methods whereby the value or style of the merchandise can be enhanced, selling points hitherto unrecognized, information regarding design and processes of manufacture of textiles and so on—these are only a few of the educational advantages to be derived from a visit to a Merchandise Fair.

### Departmentalized Wholesale Buying

The New York Fair signifies an advance in the commercial importance of the country and it is now settled that it shall become an annual event, providing a meeting place for merchants and buyers from all parts of this continent and abroad, and where all that is woven into textiles or fashioned for use and adornment, and all that is sold in the modern department store can be displayed. The bringing of many manufacturers' lines together under a common roof for the convenience of buyers is, as someone has said, the logical extension of the department store idea to the field of wholesale buying.

# New Materials Used for Raincoats

## New Process Makes it Possible to Use Crepe de Chine Into Garment Weighing Only a Few Ounces—Another Process Applied to Rubberized Garments—Some of the New Mannish Topcoats for Women—Methods of Display Suggested

CREPE DE CHINE makes its bow this month as a raincoat fabric sponsored by Paris and London and just received by a Montreal importer in the form of several unusually smart models designed to appeal to women of discriminating taste. The idea of utilizing crepe de chine for this purpose was inspired by the continuous demand for a lightweight garment for warm weather rainy day wear, and so admirably does this silk adapt itself for the purpose that the new garments possess extraordinary chic, developed with raglan sleeves and straight lines, unbelted except for a short tab effect at the side front which is caused by a smoked pearl buckle.

### New British Rain Proof

It is safe to predict that crepe de chine coats, proofed by this process, which differ from the type known so long as cravenette finish, will find favour, for the reason that such garments may be used as evening wraps during warm weather, since they possess all the original silky sheen and lustre of the original silk fabric. Besides all black coats, it is possible to have navy blue, several shades of greys and the same in browns and tans.

### Other Process Implies Rubberizing

Another new finish which has just been introduced to the Canadian trade by this Montreal importer is applied to all rubberized garments. The new style of rubberizing, however, is absolutely featherweight in character and possesses no disagreeable odor nor sticky sensation in warm weather. A paramatta cloth in a smart nut brown shade, piped with poinsettia red kid, was thus finished, styled in an altogether new fashion with mandarin sleeves which can be worn snapped together at the wrist to keep out the wind and damp, if desired.

A navy blue taffeta silk raincoat was relieved from severity by the addition of white soutache braid loops on the collar and cuffs, while heavier silk in King's blue was effectively strapped by bands of pearl grey cloth, stitched flat.

According to this importer, the demand for the staple black rubber coat for women has never really diminished where a practical and durable garment is concerned, and it is thought that every business girl must possess one in her wardrobe, the demand has kept up so steadily. Now however, this utilitarian garment reappears with a novel touch added, namely, a white pin stripe on the rubber, which gives a realistic effect of hairline stitching or weaving, yet is only printed on the rubber. Such coats as these are strictly tailored in style and are usually belted all round.

### Mannish Top Coats in English Tweeds

Extremely swagger mannish topcoats for women, developed in "West of England" tweeds and tailored on the severest lines are water proofed and may be worn as utility coats in all weathers. The materials thus featured favour a wide range of smart mixtures, faint overchecks, and soft neutral colors all of which are indescribably smart. These models are half lined with shot silk and are usually unbelted, in accordance with Fashion's latest dictate.

Covert cloth reappears in a new style of utility coat with three box pleats in the back and is shown in a variety of smart tan shades.

In connection with all these models it was pointed out by the importer that prices are now so moderate that it is possible to give the customer a garment at a really attractive price, thus encouraging volume of sales as formerly used to be the case.

### New Styles are Uncrushable

Where men's raincoats are concerned, the staple box effect is in demand, with or without a belt. Such a model as this can be had in almost any desired fabric, either rubberized or treated with the new finish. Where a Fall weight top coat with a rubberized finish is desired, there are some stunning effects shown developed in West of England tweeds in lovely soft blues, greens and browns, which would never be suspected of concealing a rubberized finish. These garments are as far removed from the old style of rubberized garment as it is posible to imagine, and all the new models can be folded in a roll only a few inches in size and packed away for traveling, later unfolding without a single crease to be seen. Such a utility coat can be had for as little as $10.50 retail, in a useful fawn or other colors and weighs only a few ounces.

With the newest models it will be possible to arrange displays as creditable as though the finest garments for formal wear were being shown. It is hoped that more attention will be given this Fall to the manner in which these rainy day coats either for men or women are displayed. There seems to a decided lack of effort made to give rainy weather apparel a type of publicity in keeping with its character. Rarely if ever is the raincoat or gabardine shown on a wax figure or arranged in such a manner as to accentuate its style possibilities. The typical rainy day apparel window is one in which some half dozen or more garments are draped over stands, with possibly a few umbrellas and hats used as accessories, and such displays as these, lacking any suggestive appeal, serve only to remind pedestrians that raincoats are on sale inside, a fact with which everyone is probably familiar.

### Emphasize Style in Raincoats

From the customer's view point raincoats are considered as a luxury where the rubberized garment is concerned, for the reason that it is typically and solely a rainy day article. The pendulum fashion has swung to the utility coat instead but neither type is ever regarded in the light of a style proposition. It would be interesting to find out just how much the average window display has to do with the education of the public in this respect. A very important point to emphasize in any display however, is the fact that any sort of raincoat is an economy in the end. The two aspects, style and economy, should be given as much prominence as the mere quality of necessity, in presenting the subject of raincoats to future purchasers.

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Mrs. E Benton is in the dry goods business at 1412 Gerrard St., East, Toronto.

Joseph Garden of the Garden Clothing Co., Calgary, was a visitor in Ontario last month.

The Hudson Fur Company have opened an exclusive upstairs shop at 209 Yonge St., Toronto.

On August 25 a new ladies shop known as the MacNeill's Cash and Credit store, opened in St. John, N. B.

The Orillia Glove Manufacturing Company, Limited, is a new industry for Orillia, which has located in the Chris. Moore Block.

Joseph Simon, for several years manager of the fur department of the A. J. Freiman Company Limited store, Ottawa, has recently resigned in order to engage in business for himself this month.

The death occurred on August 30 of Donald McColl of R. H. Williams department store, Regina, Sask. The representation of business men, department heads and employees of the firm at Mr. McColl's funeral, was a splendid testimony of the high esteem in which he was held.

A case of swindling has aroused much interest in Ottawa, Montreal and other cities due to the advertising of a firm called the Solo Silk Company in local papers, offering to send three yards of silk for $1 by mail to any address. It is understood that hundreds sent money receiving in return three yards of silk sewing thread in place of the expected yardage. The police are investigating the case at Ottawa, where the headquarters of the swindler were located.

# *With our entire product*

to the end of 1922 already sold, we announce the opening of the new patterns in

# *Normandy Voiles*

for deliveries January, February, March, 1923

***The high favor*** accorded Normandies is a direct tribute to the perfection of their manufacture. It proves the satisfaction that merchants and their customers have had with the genuine product.

*It demonstrates that* trade fluctuations have no influence upon honestly made merchandise that meets the popular demand.

The charming new patterns—for delivery during the first three months of 1923—are ready for display at our New York showrooms, at our branch offices, and by our road salesmen.

NORMANDY FABRIC is plainly marked on the selvage of every yard, and the distinctive patterns are fully protected by

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FRED BUTTERFIELD & CO., INC.

361-363 Broadway, Corner Franklin Street, New York, N. Y.

*Established 1838*

*"Sell and Repent"*
*Reg. U. S. Pat. Off.*




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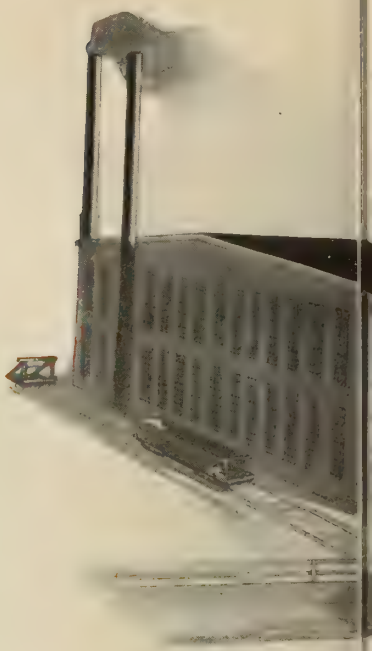
# Hawthorn Fabrics

*Guaranteed All Wool*

**HAWTHORN MILLS, LIMITED**

CARLETON PLACE, ONTARIO

# A Year of Progress in A New Industry



## Guaranty Silk Dyeing & Finishing Co.
Limited

St. Catharines - Ontario



Frank W. Krueger
General Superintendent

## *Under sunny skies, on the banks of the*

A little over twelve months ago a group of silk men, business men and ists, met in St. Catharines and decided to found a new, basic industry for It concerned the degumming, dyeing, weighting and finishing of raw sil the re-dyeing of silks to different shades.

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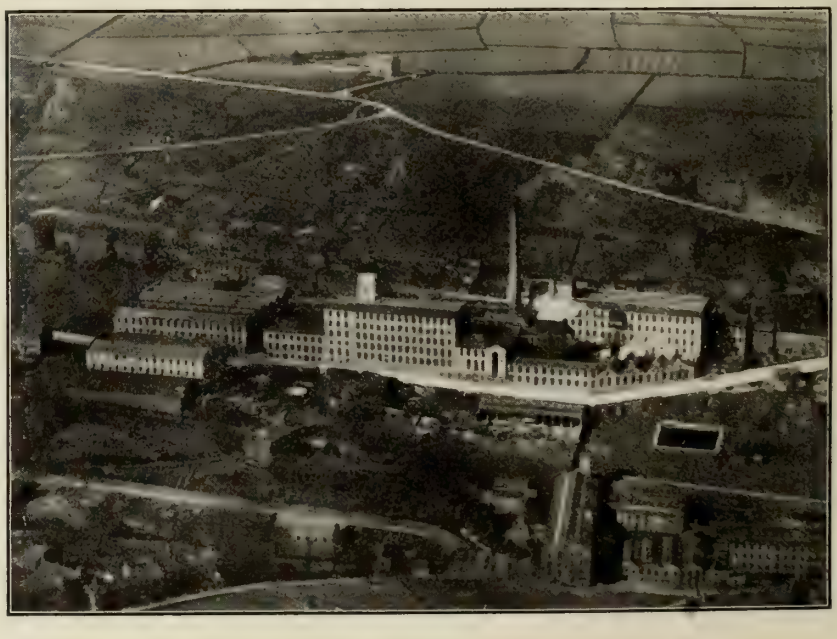
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# Demand Lively, Average Prices Up

## Buyers From Many Countries Attend September Fur Auction at Montreal—Ninety Per Cent. of All the Furs Offered Were Sold—Total Receipts Reach $1,500,000—Formal Notice of Proposal of Tariff on Silver and Blue Fox Given

BUYERS from many foreign countries, including England, France, Sweden, Germany, Russia and the United States, flocked to Montreal to the number of over 300 to attend the September sale of the Canadian Fur Auction Sales Company which was held at the Windsor Hotel and lasted three days. Seventy-five per cent. of the American buyers were from New York and there were also many representatives of well known Canadian firms from Toronto, Quebec, Winnipeg and Montreal.

The pelts offered for sale proved of exceptional interest to the large gathering of buyers who kept the bidding up at a lively pace every second of the event. Strong market conditions were evident and prices on the average were higher than were recorded during the May event, this being due to the fact that the offerings were small and there was an immediate demand for all the various pelts.

The furs offered came from all parts of the world, a considerable quantity from the central and eastern States, others from Canada trapped in Labrador, Ungava and the Chesterfield Inlet, yet others came from Siberia, Spain and Kamchatka, the latter being a beautiful lot of Russian sables which brought as much as $174 a skin.

The following is a list of high and low prices recorded during the opening day of the sale.

Raccoon, $7.80, .65; skunk $5. .55; Am. oppossum, $1.30, .11; lynx, $34, $4; lynx cat and wild cat, $7.10, .60; bear, black and brown, $18, .10; electric seal and sealine, $2.60, $1.50; red fox, $20.50, $4; Russian sable, $174, $50; cross fox, $99, $6; stone marten, $18, $1.80, and baum sold at $16; marten $67, $5.

Miscellaneous raw civet cats sold at 15 cents, and ringtail cats sold at 90 cents.

Miscellaneous dressed ermine sold at 46 cents and white fox went at $20.50.

### The Second Day

Japanese and French buyers were in evidence during the second day of the sale, the former showing especial interest during the sale of otter skins, while the French made their presence felt when ermine was offered. The interest of the Japanese is due to the fact that officers of superior rank wear fur collars on their uniforms and for that purpose otter is largely used. Officers of higher rank wear sable, so that there is a considerable demand for costly furs the year round from Japan.

Conditions for the second day's sale were similar to those of the opening day. Prices were firm and in some instances advances were shown above the May market. Wolf and mink were the leading offerings, the former numbering 1,219 skins from Northwestern Canada and United States. The advance bid on each skin being ten cents. The first batch put up—36 skins, extra large—sold at $23, a price which equals that prevailing before the 1920 break. In 1919 prices ranged to $23 and after the market broke the price dropped to $ It is said that the present price will not stand because of the new skins which will come in about December. The high and low prices bid were $23.75 and 10 cents.

Timber wolf went well, bringing $25 high and $2.50 low. Mink sales open low, the collection not being extra go quality, the skins being mostly from Northern Quebec, Labrador, the States and Western Canada. Prices on the whole were good, choice skins selling at $20. Ermine skins to the number of 47,482 mostly from Canada and Alaska sold at current market rates up to $2 and were bought by Parisian buyers. Some 48,161 moleskins from Scotland and Holland sold around 40 cents a skin. Australian oppossum brought high prices, realizing $7 a skin. Fisher skin fetched as high as $150, this figure being fully 25 per cent. above current market prices. Otters numbered 568 skins and sold up to $45 a skin, which is considered a good price.

Beaver skins were the feature of the afternoon sale, good prices being recorded and bidding brisk. Over $50,000 worth of beaver skins were bought by one New York house. The high and low prices were $33 and $6.25. A few musk ox sold at $11 and $9. Wolverines fetched $20.25 and $12.

Formal notice of the proposal of the 50 per cent. tariff on silver and blue fox furs entering the United States was read to the gathering of buyers with the intimation that the current sale might be the last chance to get furs of that kind into the United States free.

### The Third Day

The third day's selling opened with some choice fox pelts. The better part of the morning was spent in bidding for the silver foxes, which were sold singly or in lots of two or three. Two dollars was the lowest price obtained, while especially good pelts brought $260 and $265. The silver foxes were mostly bought in by New York buyers and interest in the sales was confined to comparatively few. Two blue fox skins brought $74 and $140.

White fox brought $87 high and $16.-50 low, but the bulk of the skins went between $40 and $50 each. Russian squirrel was by far the most hotly disputed lot put up for auction during the day and the hall was thronged with eager buyers for this event. Buyers complained that prices were beyond their reach, prices ranging beween $1.12 and $1.76, fully 20 per cent. higher than rent prices. Fitch commenced at $3.10, the lowest price being ten cents. The high price is 10 per cent. higher than last May's figure.

Russian furs made a strong bid for recognition in the market, and succeeded very well in the volume of business accomplished, and in prices.

Kolinsky, a small Russian fox-like animal, was offered to the extent of 1,-174 skins, and the high price was $2.60 per skin.

Persian lamb skins remained unchanged at $5 a skin, all of Russian variety. The offering was 14,273 skins.

It was in the muskrat line, both Canadian and American, that quantities were offered. In the Canadian variety there was an offering of 207,382 skins, and the prices at which the different lots were sold showed a 10 per cent. increase. In the best lots Eastern Canada muskrat brought as high as $2.85 a skin; Manitoba brought as high as $2.80 a skin, and Alberta skins went to $2.36.

The American muskrat soared higher in price proportionately than any other skin offered at this auction. They went 50 per cent. higher than in May, when the best lots sold at $1.10 a skin. The offering was 55,356 skins. The reason for this large increase in price is the fact that manufacturers have commitments calling for this skin.

American and Canadian buyers were almost equally strong in the muskrat market.

At the conclusion of the sale it was announced that 90 per cent. of all the furs offered had been sold, and total receipts realized amounted to $1,500,000. On the whole the shippers and officials of the Canadian Fur Auction are satisfied with the prices fetched and state that they are considerably higher than those reached at the last Auction.

### Summary of Skins Offered at September Fur Auction

The full list of skins offered is as follows:

9,000 beaver, 600 otter, 6,725 marten, 485 stone marten, 22 baum marten, 430 fisher, 23,800 Russian squirrel, 1 230

(Continued on next page)

# The Making of a Fur Garment

## Workmanship Becomes Very Expert and Accounts for a Good Deal of the Cost of the Garment—Average Coat of Hudson Seal Requires About 60 Skins—Skins Weakened by Over-stretching—Various Processes Described

A VISIT to the workrooms of a manufacturing furrier brings to light an unusual amount of interesting and instructive information which should be valuable to retail sales clerks.

It cannot be expected that the retail sales staff should be familiar with every detail of the fur manufacturing industry for the reason that there are practically as many variations as there are garments and each garment is a study in itself, much depending upon the size of skins, the condition and health of the animal, the purpose for which it is to be used, the quality of the garment to be made, and of course, the type of animal, as well as various other reasons. To take a concrete example, however, of a representative garment, the making of a Hudson seal coat is without doubt the most useful and typical process for the reason that this pelt is the most popular skin used during the present time, and its sales far exceed that of any other.

### Nearly 60 Skins Required

To make the average coat of Hudson seal, which is dyed muskrat, some 50 to 60 skins are required. The first step in the making of the garment lies in the dressing, plucking and dyeing of the pelts. Dressing means 'fleshing' or taking off the fatty top skin, leaving the pelt. This has then to be cured, which is in reality, a drying and greasing process in order to make the pelt soft and pliable. This process not only makes the skins easier to work on but also imparts a suppleness to the skin so that when finished, it will drape and hang more gracefully without any stiffness.

After this dressing process has been completed, the fur has to be plucked, which means that all the long hairs are pulled out, leaving only the even growth of the soft underfur. The skins are now ready for dyeing, which may have to be done more than once in order to attain a perfectly even shade, and the skins are next returned to the manufacturer who may find it necessary to shave the fur still more in order to have it smooth and regular all over. So limited are the number of fur dyers that each plant specializes in certain classes of pelts, which in itself is a guarantee of quality.

### Stretching Process is Economical

After these preparatory steps are completed, the skins must next be stretched by hand. Muskrat pelts are easily stretched and for this reason must be carefully handled by the worker because over-stretching tends to weaken the skin and make it unfit for wear. The principle reason for this stretching process is economy, for if carefully done, as many as ten skins can be saved in the making of a coat. However, in the more expensive coats little stretching is done in order that the thick, close quality of the fur may be retained. Naturally, this stretching process makes the pelt much thinner because the pelts are made to cover a greater surface. During all this process, the skins have to be kept wet in order to give greater elasticity.

### Cutting

After stretching comes the cutting, which is perhaps the most delicate part of the various operations, requiring the highest skill. Muskrat pelts require a different method of workmanship than do the larger furs and are cut straight on the sides, the top and bottom being cut in jagged points which are later dove-tailed and sewed together. When all the required pieces are sewed together the fur is then given to a "nailer" who as his name implies nails it to a board, giving it an extra stretch as he fastens it down all round. The pattern is chalked on this board and as the fur is still wet during this process it is easily stretched to correspond with the outline of the pattern. It remains on the board until perfectly dry when it is taken off and sent to the cutter to be trimmed at the edges.

All the parts of the fur garment are thus treated and then the fur is once more wet so that the hair can be smoothed and glazed. This process usually takes over night to accomplish and then the pelts are ready to be turned over to the operator to be put together into a finished garment, all except the collar, cuffs, buttons, pockets and belt, which are added by a finisher who also puts in the lining. The finished coat is then glazed once again and ironed to impart smoothness and is then ready for delivery.

### Difficult to Match Skins

When the raw furs are received by the manufacturer he is obliged to sort them into various grades, for no two skins are exactly alike. This fact also makes it necessary to cut the skins up considerably in order to match them properly and it sometimes happens that a mink skin, small as it is, has to be cut up into as many as 25 pieces in order to match other pelts and give the finished coat a perfectly uniform appearance. Such cutting necessitates dividing the skins into pieces no bigger than a quarter of an inch wide, so that the strips may be sewed together to produce a blended effect. This is done only in the case of natural skins.

It is not generally known that furs that are required to make collars are treated differently than are ordinary skins. Where the ordinary or popular priced trade is concerned there is a demand for skins which have been cut to produce the greatest surface. Wolf, for instance, can be made to produce two large collars, a half of a skin being enlarged by inset portions of thin leather which practically doubles the size of the original pelt.

The reason that prices vary so on a finished Hudson seal garment is due to the fact that different skins require more work than others to prepare, and consequently it is practically impossible to figure the finished cost of a garment in advance, even by the most expert judge. In the final analysis it is not the actual cost of the fur and materials in the garment which constitutes its value but rather the amount of workmanship and labor which is required to bring out the latent beauty of the fur.

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### DEMAND LIVELY; AVERAGE PRICES UP

(Continued from previous page)

fitch, 2,710 Australian opossum, 2,400 marmots, 550 bear, 70 wolverine, 250 silver fox, 400 cross fox, 460 white fox, 400 grey fox, 4,200 red fox, 50,100 ermine, 205,000 muskrats, 55,750 muskrats—southern, 2,200 muskrats—seal dyed. 1,500 muskrats—dressed, 4,050 raccoon, 5,400 American opossum, 14,000 skunk, 24,460 mink, 1,460 wolf, 1,470 lynx, 1,300 wild and lynx cats, 450 badger, 170 hair seals, 570 ponies, 1,860 lamb skins, 5,500 kid skins, 1,440 dozen near seals and sealines, 13,770 Persians, 48,100 moles.

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J. E. Simon has a new fur store in the Union Bank Building, Ottawa, Ont.

The Famous Cloak and Suit Co., of Vancouver, B. C., are installing a Junior Department in the basement of their store. Arrangements are being made for an opening on a very large and unique scale.

M. Wolf of the Artistic Ladies' Ready to Wear Company has purchased a store in London, Ont. Mr. Wolf is planning a high-class woman's store, which will include ready to wear goods and a very fine shoe department.

# New Models in Fur Garments

## Some of the Latest Seen in Montreal—Furriers State That August Sales Were Not Lively—Business Picking Up—Parts of Canada Demanding Persian Lamb—Garments Are Longer—Linings Are Very Elaborate

REPORTS from the wholesale fur houses located in the St. Paul Street district of Montreal indicate a somewhat disappointing response insofar as sales during the month of August were concerned. What business that was done, which could really termed satisfactory, was chiefly effected during the latter weeks of the month. "Business is picking up," commented one manufacturing furrier to Dry Goods Review, "because people are gradually becoming aware that prices are tending to go higher on raw skins, particularly in the case of Hudson seal. I attribute the comparative slackness in demand during August to the fact that money has been unusually tight in those c tres which are most generally in a prosperous condition, such as railway districts or western crop localities. Until more money goes into circulation wher these branches of Canadian industry are concerned we cannot expect people to b in a position to buy fur coats."

Both wholesale and retail furriers report plenty of interest shown by prospective customers, however, in response to special advertising during the past month when many really attractive offerings were featured in such furs as Hudson seal, Persian lamb and the various types of French seals. One prominent uptown retailer stated to Dry Goods Review that he felt convinced of the futility of endeavouring to put across a big August sale in furs because women in the majority of cases will not buy a fur garment so early in the season until they are assured of the trend of style. The bulk of garments disposed of during August by this man were sold on the partial payment plan to women to whom this economical arrangement offered the only solution in the way of buying, open to them.

### Persian Lamb the Coming Favorite?

From present indications it would appear as though Persian lamb is assured of a definite position among the leading pelts. There is a heavy demand for this skin from the western provinces, northern Ontario and the Maritime provinces, while the remainder of the country continues to call for Hudson and the various kinds of muskrat in natural state Staple coats still form the bulk of b ness done by the manufacturers, capes being considered as unsuitable for this climate, except in some modified form permitting the use of sleeve effects. No so many elaborate contrasts in the matter of trimming are in demand either according to several manufacturers, wh state that all seal, all muskrat and even all Persian lamb coats are having a ready sale in preference to the type of garments trimmed with another pelt o collar and cuffs. Alaska sable, howev retains its usual prestige as a trimming on both seal and lamb coats, its general becomingness, moderate cost and goo wearing qualities having assured it of continued popularity.

### Squirrel Capes are Luxuries

Squirrel and mole are shown in a considerable number of smart wraps designed for formal wear, one particularly magnificent specimen, entirely of grey squirrel has a voluminous sweep of 3 yards and is over 42 inches in depth, with a border of eight stripes. Persian lamb in those qualities which resemble broadtail most closely are being made up into mandarin wraps of really sumptuous appearance. A new idea in trimming has been just brought out by another firm which is specializing in Persian lamb this season, namely, a French collar and cuffs of Russian silver rat in dropped effect, showing vertical stripes of silver grey with a horizontal border below of the same. Although rather costly this Russian rat is an important discovery insofar as supplying the need for a durable and beautiful fur to replace chinchilla, so long the established favorite of fashionable women. This vogue for the flatter Persian curls has encouraged manufacturers to go ahead on making up coats for young girls in this type of fur, the feeling being that it is quite youthful and graceful enough for even misses' wear. The tight, wool ly curls are preferred by older women.

Two items in connection with the f garments shown for 1923 which stamp them definitely as of this year's vint are the linings and the girdles. The former were never more lavishly carried out both in point of fabric and workmanship, the plainest coats even, being set off by a superb satin or brocade lining bordered by metallic or embossed velvet ribbon bandings with vanity bag pockets or smoked effects upon regulation patch styles. Cord ties are the newest fad insofar as girdles for g ments are concerned and are made out of heavy mercerized or silk cable cord twisted into fancy festoons to be caugh to the garment under the arms and knotted loosely in front.

### Longer Lengths Decreed

Other important style points which are definitely settled for the season are the crushed chin collar and the wide mandarin sleeve, while lengths are decidedly tending downwards in company with the dictum regarding skirts, and between 40 to 45 inches is to be found the average coat length for the coming Winter, depending upon the style of garment and the height of the wearer.

An interesting point raised by one manufacturer is in regard to the position of the firm's label in the finished garment. It has been found that when the label is placed on the collar garment in the usual way, it quickly becomes soiled and disfigured whereas if placed between the shoulder blades it stands out and is in a better position from a point of publicity. Rectangular shaped labels are now preferred over the square or long narrow shapes.

# Fur Bearing Industry in Canada

HOW insignificant the contribution of the fur farming industry is to the total of demand for furs is shown by two bulletins recently issued by the Dominion Bureau of Statistics in which it is noted that Canada has made rapid progress in the establishment fur farms, there being 794 in 1921 situated throughout the country from Nova Scotia to the Yukon. This is an increase of 206 over the previous year. The total number of animals on the farms was 22,455 valued at approximately five and three quarter million dollars. There were 758 farms for mink, 9 for raccoon, 3 for marten, 2 for skunk and for caracul sheep, 3 for beaver and 3 for muskrat. The investment in these farms for land and buildings alone was $1,560,500 or a total value for animals and plants of $7,355,595.

The figures for the total marketing of some species of pelts and those of farm bred animals raised in captivity are:

Cross fox, 3,089 of which 402 were farm bred.

Red fox, 18,097 of which 336 were farm bred.

White fox, 21,416 of which none were farm bred.

(Continued on next page)

# Coats and Wraps Longer Than Skirts

## Garments as Long as 50 Inches Are Not Uncommon in New York —Brown and Cinnamon Favored in Foxes—Marked Scarcity of Seal—Collar and Sleeve Treatments—Demand for Capes Causes a Surprise Amongst Furriers

TORONTO fur designers say New York is favoring very long coats and wraps this year. Those which are not quite short are at least 45″ in length and 47, 48 and 50″ garments are by no means unusual. They say that well-dressed New Yorkers will have their fur coats and wraps a trifle longer than their skirts; in fact, to have the skirt peep out below the fur garment is not now considered smart.

This has already had its effect in Canadian manufacturing circles. There are a great many more garments with a length of 45″ or more than were shown last year. The short coats of the Eton and trotteur type are the second choice for this winter, these being favored in the light and expensive furs rather than in seal and lamb.

### Fox Best In Small Furs

Foxes are going very well this month the preference being for brown and cinnamon instead of platinum and taupe which were so good in the spring. The short-haired furs have also shown signs of a revival. One furrier says that if the military collar becomes very strong on cloth suits and coats, these furs will even eclipse the fox. They are being made up as in other years in squirrel, marten and kolinsky in small chokers which fit closely to the throat. This demand comes as a very welcome addition to the fur trade especially as it was not looked forward to after the disappointment of last spring.

### Seal Very Scarce

It is not now so much a question of the increasing price of seal as of the difficulty furriers have in obtaining it. Toronto furriers say they cannot get muskrat at all. A few are using seal dyed rabbit but this will never become popular with the Canadian public as it has in the United States, because of its poor wearing quality. It is a remarkable fact that women here prefer cloth garments to imitations while American women will buy cheap furs because they wear a little longer and look better than cloth.

Coon is not wanted for older women even as much as it was last year though there is enough trade among girls in their teens to keep business brisk.

Lamb is selling and so is muskrat, in quantities which both manufacturers and merchants are satisfied with but it is generally acknowledged now that seal will remain the dressy fur. Those retailers who tried to urge other furs on their best customers are now convinced that they cannot get the lines in these that they can in seal.

The best collar for this winter with the exception of the shawl one, is the crushed bolster. Some of these have the double chin effect which is very cozy. One of the features of all collars is the high neckline to which the collar is attached. This tends to make the collar stand above the chin and gives a graceful frame to the face. Some furriers are favoring sleeves which are set high to give a tailored line. In these cases the sleeves are quite tight but they flare at the wrist and turn back into a cuff.

The side closing is a feature of some of the more extreme garments. One-piece, straight-line coats with low waistlines are very good in Toronto, some models having a decided flare at the bottom of the skirt.

Capes are selling much better than was expected and show promise of being a real factor in the fur trade this fall. The brown furs with mink in the lead are probably the best capes.

Caracul is a fur which several buyers are giving particular attention to. Most of this business will be done in black although the light shades will get some attention as well.

Furriers are receiving a fair number of orders all the time for fur trimmings for coats and even for dresses. Paris women are wearing a great many fur-trimmed costumes and it is thought that this fad will be felt here sooner than most, since the women of this country are always glad of an excuse for furs. The Parisienne favors the costume which has a skirt of one color and a coat of another, high choker collar cuffs and lower edge of the coat being trimmed with fur.

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(Continued from previous page)

### FUR BEARING INDUSTRY

Blue fox, 121 of which none were bred in captivity.

Of the other fur bearing animals figuring in the list there were 117,296 mink of which 91 were farm bred and the balance were all wild, consisting of beaver, 164,351; marten, 47,140; muskrat, 2,005,395; otter, 10,871; skunk, 74,956; ermine, 385,254.

The 2,924,500 pelts that reached the market in 1920-21 were valued at $10,122,571, establishing the fact that the fur trade of Canada, the first natural resource to be exploited, is yet a long way from being dependent upon fur farming. The fur farming industry owes its rapid development—not to the production of pelts of animals that are commonly trapped in large numbers but rather to the production of certain high class furs, notably silver fox, of which there is an inadequate supply from wild fur bearing species.

Latest reports from The Pas, Manitoba, state that fur trappers are already outfitting and preparing for their journies to the north although actual trapping cannot commence for some weeks yet. It is anticipated that this winter will see a great many trappers out in Northern Manitoba and numerous applications for trappers' and traders' licenses have been received, while many are still to be issued. Many of the prospectors in the district spent their winter on the trapping line, so securing a grub stake for the next season's prospecting. While many of the men wait until winter and proceed out to the fields by dog teams, others who intend to visit spots far removed from civilization make a start in the Fall in order to allow plenty of time to build a shack and prepare for the long Winter. A large fur catch is anticipated next Winter and indications point to fur being plentiful and prices good.

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The Rex Millinery of Vancouver, B. C., has retired from business.

H. C. Wallace is moving to larger premises at 319 Roncesvalles Ave., Toronto.

W. Huddlestone has opened a dry goods store at 746 Dundas St., London, Ont.

The Trudel Fur Manufacturing Co. have opened a new store in the Oliver Block, Edmonton, Alta.

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### C. F. BIRKS DIES

C. Frederick Birks, formerly vice-president of the Belding Paul Co., brother of Henry and Arthur Birks, died in Montreal recently at the age of 77.

He was well-known in Montreal business circles as an official of the Belding Paul Company, and later engaged in the dry goods business.

The Dominion Travellers' Association also numbered him among its leading numbers.

# Soft Shades for Fall Millinery

## Toronto Houses Say There Has Been Big Demand for Felts—Suede and Leather on Imported Models—Preference for Brim That Droops in the Large Winter Hats—Demand for Wide Variety of Colors is Heard

TORONTO millinery houses report a tremendous business in felts—in fact the month of September has been a little behind other years in regular Fall lines because of the felts. Those who looked on them as end-of-the-Summer hats are a little disappointed that the public still wants them. The scratched felts are selling probably best of all these days and these are asked for in the soft shapes.

For that matter, the whole Fall season will be another one of soft shapes. Milliners who are haunting the wholesale houses these days say that their customers want hats which are turned off the face and have a soft edge. For this reason nearly all the small velours shapes have their brims draped with the material.

Sailors are selling very well in both velvet and plush. Those with the large rolled brim are better than the straight mannish hat of last Fall. In colors, black and brown are most prominent and of these, two black hats are selling in Toronto to one of brown.

Velvet and plush, both hatters' and zybelline, are being very effectively combined this year. Felt and velvet are also good, the felt being used in the crown and the velvet in the brim.

Suede and leather are shown on some of the imported tailored models and one or two houses in Toronto favor these as trimming. Brown and tan leather are good. Suede is seen on some of the velvet hats as well.

### Large Hats Have Droop

While recent Paris despatches announce that the moderate size hat is seen again, this should not be taken too seriously here. When Paris speaks of hats of moderate size, she means hats which we consider large. The large hat will be very good this Winter here, the preference being for the brim that droops. Moreover, because of the fur coats which must always be considered in America in relation to hats, even the very largest chapeaux will be narrower at the back, to give a reasonable amount of comfort.

Velvet will be the leading fabric for dress hats according to designers. Panne velvet and pile are both favored. For small dress hats, chiffon velvet is being used.

### Metal Cloth Is Late

While all the metal cloths will, without doubt, be as good as was predicted a month ago, they will not sell in any quantities before another five or six weeks. This lateness in millinery styles is being felt generally, so there is no reason to take seriously the effect it is having on any one line. Silver is probably the best metal cloth at the moment and this is selling in combination with black velvet for the most part.

Metal ornaments on the other hand are moving. Ornamental pins, flowers, fruits and buckles in metal are very strong.

### The Color Trend

Bright hats are still a big factor in the trade even though black and the wood tones are prevailing just now. Red is promised again, pontiff (the newest member of the petunia family) is good, spruce green is mentioned. Smoke grey, pansy, purple and the inevitable henna are spoken of. Tangerine, biscuit, cyclamen, citron and capucine are also good. Silver and gold will appear in great quantities as soon as the promised fur hats arrive. All of these metallic hues are made of soft lustrous threads and are not of the hard aluminum type shown last year.

"The demand is just as varied when it comes to color as it was last year," says a prominent designer. "Customers seem to be suiting their individual types. The same applies to shapes. French milliners are showing both large and small types for they realize that women are no longer to be forced into buying styles just because they are the mode. I do think, however, that if the long skirt is received with any great enthusiasm, there will be more large hats worn than we have seen for the last five or six years."

### From the Milliner's Viewpoint

**Here are a few suggestions on Fall hats which Dry Goods Review received from importing houses in Toronto:**

**SHAPES—Large hats are prominent for formal and dress wear. The tricorne has a rival in the bicorne, which has its two points on the sides and is particularly youthful.**

**Turbans, pokes, sailors which are rolled and small hats with off-the-face brims are selling.**

**TRIMMINGS—Ostrich (curled, uncurled and glycerined) is first among feathers with coque coming second and peacock third.**

**Ribbons are used frequently in the models with double brims. Taffeta ribbon is very good.**

**Lace from six to eight inches wide is being bought by the most exclusive milliners to use as insets in brims and as drapes. Radium, Spanish and Shetland laces are all selling.**

**Flowers are receiving more attention than was expected. The very large flower is best. Metal and poppy are two striking sellers.**

**COLORS—All of the bright shades mentioned in the Fall color range are made up into hats. Of the dark tones, green is very prominent and brown is having the same notoriety that is given it this season in gloves and hosiery. Black has lost none of its prestige.**

### DEATH OF W. F. MACBEAN

En route to his Summer home at Forest, Lake of Bays, S. A. Sylvester, Toronto, of Sylvester & Gilpin, insurance brokers, and W. F. MacBean, Moose Jaw, were instantly killed on August 25, in a motor accident in the northern suburbs of Orillia.

W. F. MacBean was president and managing director of the Robinson-MacBean, Limited, the largest departmental store in Moose Jaw, Sask. He was born in Forest, Ont., 45 years ago and went to Moose Jaw in 1898. He joined the company, then known as the Robinson-Hamilton company. On the death of Mr. Hamilton, Mr. MacBean became secretary and manager and about twelve years ago the company was re-organized and Mr. MacBean became the president and managing director.

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The Elizabeth Hat Shop has opened up on Oullette Ave., Windsor, Ont., with an exclusive line of imported and original millinery.

The Dominion Textile Company are now occupying the first three floors and part of the fourth floor of the Dominion Textile building in Montreal.

Campbell's Women's Wear Limited, of Toronto, although only in business about one year, have found it necessary to make an addition to their store.

The staff and friends of the Marks-Clavet-Dobie Co. of Port Arthur, Ont., held their first annual picnic at Birch Beach, during the month of August.

# Present Demand is for Large Shapes

## Medium Sized Hat Will Likely be Featured With Advent of Wintry Days—Unusual and Interesting Colors in French Models Seen in Montreal—Browns and Their Blendings Seen in Many Models—Some New York Suggestions

LARGER shapes are the choice of the moment with millinery buyers, it was said this month at several Montreal wholesale show rooms, but the medium-sized hat is certain to come into its own with the advent of wintry days for the reason that the prevailing fashion in furs demands a high standing collar which would not be practical with the wide-brimmed models now shown. According to one milliner there is a definte reaction setting in with regard to the vogue for "flapper hats" and the preference is most marked for models which possess a certain distinctive line and which are not easily duplicated in cheaper styles. Even though the "flapper hat" is essentially youthful and universally becoming, nevertheless the trend of fashion points definitely to a silhouette which might be characterized as more formal and graceful than the sportslike effects which have so long reigned in favor.

### French Models Reach Montreal

Many lovely French importations have reached Montreal this month and are already appearing in the windows and millinery salons of the leading stores.

The striking features about these imported models which were particularly emphasized by buyers were the unusual and interesting colors, some of which are totally new. There is a reddish chocolate tone, for example, which was used to devleop a large shape trimmed with made roses of the same material, laid round the crown. Almond green is another new color seen in several of the imported models sent out from Paris, but it is considered rather too trying for the average woman over here and a substitute is being employed in the copies which are being made in Montreal workrooms, known as "Petroleum green"—a dull, grayish-green tone that can be worn with various colored costumes quite successfully. Browns and their various blendings are probably the most numerous among all the colors represented in the fall showings seen by Dry Goods Review, although much black is also being featured. The combination of silver fabric and silver feather fancies is both new and smart, especially in one such model, a toque shape draped in silver cloth with a large pompom of grey burnt peacock on the side.

Black felt is expected to register very strongly later on, and some large shapes are shown trimmed with white monkey about the crown or else with wide black satin and moiré ribbons, made up into bows and cocardes. Black satin also is shown faced with colored felts in neutral shades such as squirrel grey and coffee, and trimmed with black satin ribbons, and forms the basis of many charming hats. Felt and velvet are smartly combined, the former composing the crown while the velvet forms the wide drooping brim.

### Monkey Trims Many Smart Hats

Hatter's plush is assured of a wide vogue for late fall, especially when trimmed with fur in some form or another. Fur tails are a novelty, particularly when arranged in clusters. Monkey fur is seen so frequently as to indicate its position as a leading trimming, and is not derived, as its name would indicate, from monkeys at all, but is in reality goat skin that is dyed in all the fashionable colors from orange to black. Malines is used in certain picture shapes to create the crown portion, while panne or plush is employed to make the drooping brim. Burnt peacock is said to owe its wide popularity as a trimming on these new shapes because it replaces the aigrette so effectively and lends the necessary note of dignity and smartness to the prevailing mode.

For sports wear hand-made felts and velours will be by all odds the smartest styles for women this winter. One millinery firm is showing a new fabric called silk alpaca which will provide a new and essentially sports-like character to the crush hat. Suede leather is also used to make entire hats, some of which have quaint little straps fastening under the chin, called "brides." Scratch camel's hair, trimmed in bright colors of leather bandings or applique effects is said to be exceedingly popular already for sports models.

### New York Sponsors Velvet

Last minute reports from New York indicate that retail buying of fall headwear was well under way by the last week in August and at the present time velvet is reported as the big item of the season, both black and colors. All shades varying from light red brown down to the deep henna tones are in demand in both velvets and felts and are trimmed usually with metal-edged ribbons made into flowers or bows.

The black hat is the favorite in all retail millinery departments, it is reported, but is usually relieved by the use of some brilliant touch of color. Large picture shapes, widened at one side, are made of black panne or velvet and trimmed with twists of three colors of velvet about the crown. The purple tones, almond green, and henna are the preferred contrasts selected for these velvet twists. For tailored hats, nothing is selling better than velours in both sailor and fancy shape and although the trimming in the majority of cases is nothing but a ribbon band, yet some unusual effects are attained by the use of an odd contrast. One such model was of black velours in a rolling shape faced in bright blue kid with a small decoration of the kid along the brim edge. Brown velvet sailors of large size are trimmed in green moire ribbon laid into several loops, but on the whole most of the brown models are trimmed with ribbons of the same shade.

### Small Hats of Almond Green

New York is showing many models developed in the new almond green color, but the majority of models are small and snug fitting rather than of the drooping brim variety. Whether or not this shade will become a real fashion is still conjectural.

Tiny bead flowers in appliqué effect are being used on some dressy models while padded fruits of wool supply a lovely color blending upon severe felts. Padded velvet is another fabric novelty to appear lately and is used in conjunction with Angora wool to create some novel sports effects.

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### COSTLY PYJAMAS

Four hundred and fifty dollars were paid for a suit of women's pyjamas by Mrs. O. S. Dean, a buyer for Marshall Field & Company of Chicago.

The costume is what the Rue de La Paix calls lounging pyjamas and the model is called the "ace of diamonds." The upper part is of yellow silk called "seanana cloth," with a pink lining. The vest also is yellow. The coat fastens at the shoulders. The pantaloons are of pink silk. The upper part drapes from behind, the pointings reaching to the knees. The principal trimmings are silken sashes and fancy cuffs. The point gives a real diamond effect.

This wonderful costume will not be placed in Marshall Field's window and marketed for $450 plus transportation, duty and profit, but will be used as a model. Even copies of this exclusive Paris model will be expensive.

This model was bought from the Callot Sisters, who consider it one of their most remarkable creations.

# *Fiskhats for Fall*



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# Autumn Millinery!

## Model Hats

## Trimmed and Ready-to-Wear Hats

## Lyons Velvet Hats

in Panne and Erect Pile

## Children's Beaver Hats

## Novelties in Trimmings and Materials

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# Spring Showing of Hosiery Lines

## One Manufacturer Says There Will be a Decline of 12 Per Cent. on Some Silk Lines—Will the Trend of Style in Skirts Affect Hosiery Styles?—Manufacturer Does Not Think it Will Make Much Difference—Some of the New Models Described

ANNOUNCEMENT is made this month by a Montreal manufacturing firm of hosiery underwear and gloves to the effect that a decline of 12% on all silk goods will go into effect for Spring 1923. This reduction is however, not regarded as being merely a stepping stone to further price cuts ne thought. A representative of the firm informed Dry Goods Review that these Spring prices could not be maintained for long, owing to the steady advance in the price of the raw silk which now stands around $8 a pound as compared with $6 last year. Silk production, moreover, is limited in comparison with what was marketed in Japan last year and the year before. On the basis of the 1920 production there is a difference of about half the normal amount usually available, which will react upon the market for finished goods by next year.

### A New Sport Knicker

An exceedingly good season for jersey silk knickers seems assured, according to this firm, which has just brought out a novelty called Sports Pantalettes with a deep cuff in flower effect, which means that the cuff is edged with petal-like points faced in a contrasting shade to be worn down or turned up as desired. There is a suspicion afoot in certain quarters that long skirts will not take such a firm hold that the sportswoman will abandon her freedom all at once. On the contrary, manufacturers profess to believe that the medium length skirt will continue to be the choice of the average woman for everyday use right through the Winter, and as the bloomer or knicker is now an ideal Winter garment, it stands to reason that jersey silk or the other varieties of knitted fabrics will be again the first choice of the woman who cares for her appearance.

### Color Combinations

Some of the color combinations featured in these new jersey silk knickers are extremely novel, including such vivid contrasts as "blaze" red and black, pearl grey and rose, etc., altogether there being ten different color combinations. Another new knicker of jersey silk is shown in the knee length style but this new model has a wide cuff similar to the one shown last season on ankle length effects. This style comes in the usual colors, especially in some attractive sand or tan shades, greens, blues and black.

### Finer Hosiery In Plain Effects

Apropros of hosiery, the question was put to the same firm as to whether lengthening skirts will affect the styles of Winter and Spring hosiery to any extent. "Not materially," was the response, "the demand is now entirely for less elaborate effects in hosiery and the best class of trade is confining its buying to fine qualities in both silk and silk and wool hose, with less than the usual amount of fancy decoration. When clocks are ordered they must be of the simplest and most inconspicuous type and there will be little of the ultra-elaborate lace or medallion trimmed novelties. We expect a run on brown shades for Fall in both all silks and silk and wool mixed. In the case of the former class, we are being guided to a great extent by the shades decreed by shoe men for Fall and Winter, these shades featuring beige, silver greys, pearl greys in addition to some five shades of browns, varying from Russia calf to seal brown. Shoe manufacturers predict the leading vogue in footwear to favour pebbled grain leathers for street wear, and on this account we expect that hosiery of silk and wool mixed in browns, heathers and chestnuts will be exceedingly good right through till Spring, with a certain amount of pure wool hosiery to predominate during the coldest months." For evening and formal wear, the decree is for black satin footwear and consequently, very simple hosiery effects will be in order as befits the character of satin. Dull finished black thread silk hose will in all probability outsell all other styles, either plain or with a delicate clock effect. In all cases, the full fashioned stocking has gradually achieved a leading place in popularity. The pyramid heel effect which imparts a slender effect to the ankle is another wanted feature in new hosiery styles, the popularity of this improvement having had a very stimulating effect upon hosiery sales this summer. It is predicted that by 1923 all hosiery made by this firm will feature the pyramid heel in place of the ordinary square effect now in vogue.

So satisfactory has been the sale of roll top hosiery during the Summer that the makers are planning to carry this style over for 1923 in some new variations, suitable for hot weather wear.

### Hosiery Terms Explained

This Montreal firm is giving considerable publicity to the trade in the matter of advertising the different types of hosiery to the consumer and have issued a list of terms which are premissable for use on labels and other advertising matter describing the materials of which the goods are made. Here are the definitions prescribed:

"Use 'Lisle' only when yarn is of two or more ply twisted cotton. Single thread yarns may not bear this name.

"Silk, or pure thread silk, etc., may be employed only when cocoon silk is used without any other material. Cotton tops, feet, etc., should be specified where used.

"Goods made with silk or wool on the face and another material in back, must be termed 'silk plaited' or 'wool plaited,' etc.

Spun silk must be so designated when used.

"Goods made of artificial silk must be sold under this name, without any abbreviation.

"Silk lisle should be discontinued as a descriptive term. There is no such yarn.

"Where worsted or wool yarn is twisted with yarn or other material, the goods should be labelled to indicate the component yarns.

"Merino may be used to designate goods made of mixed wool and cotton; but should be followed by the words 'wool and cotton' or 'cotton and wool'—the order of the words being determined by which material is present in greater quantity."

# Exchange Students In Industry

### Canadian to Study Knitting Methods in Foreign Countries for One Year

For several years, college and universities in Europe and America have been exchanging professors and students. Now manufacturers have entered the mutual benefit scheme. J. M. Robertson, a Toronto manufacturer, is responsible for an exchange of students of the knitting industry, which, as far as Dry Goods Review knows, is the first of its kind in America.

G. Vergne Gordon, son of A. W. Gordon, secretary-treasurer of the J. M. Robertson Knitting Co., is the young man who has crossed the Atlantic for a year's course in the manufacture of knitted goods. The nephew of a manufacturer of knitted wear in Germany is to arrive in New York this month to study American and Canadian methods of knitting. This offer of exchange came from the European factory to one in New York, of which Mr. Robertson is a director. The suggestion was for an American, but finally a Canadian was

(Continued on next page)

# Many Novelties in Knitted Lines

## Special Attention is Being Given to Children's Lines—Showing of Complete Sets of Knitted Silk Underwear—New Wools for Sweaters—Much Attention to Pullovers With the Scarf to Match —Display of Embroidered Hose

KNITTED goods manufacturers who had displays at the Canadian National Exhibition this year, received their quota of attention, from both the retail trade and the consumer. Since the food manufacturers have moved into a building of their own, the public had a better chance of seeing what is offered in dry goods lines. The quieter atmosphere in the Manufacturers' Building this year, tended toward a more intense study by the casual visitor than was noticed in other years. One exhibitor told Dry Goods Review that inquiries in regard to the different knitting processes were more frequent than formerly. He believes this is a certain proof that the Canadian public are becoming more particular about the way their hosiery, underwear and outer wearing apparel are knitted.

Several manufacturers are giving particular attention this year to children's lines. Three-quarter all-silk hose for example, are being made and from the interest shown, these should get good attention next spring. They have been made up as a result of appeals from leading retailers that mothers want silk short hose. They were forced to get these from the United States during the past summer and they believe that business next year will be sufficient to warrant work for knitters in this country.

### Silk Underwear Lines Shown

At least one firm is showing complete sets of knitted silk underwear. These are made in the same style of vest and bloomers or knickers as the cotton ones. Lavender, pink and white are the best shades, judging from the taste of the Exhibition visitors. Two-piece sets of these will retail for about $10.50. For medium-class business, the same things are being made in fine lisle.

Despite the great demand for silk and wool hose this year, a few exhibitors reported an interest in the all-wool heathers. The fawn shades were most in evidence although orchid, rose and French blue drew attention. Several exhibitors featured hose to match bloomers but this was more in the all-silk plain and mixed shades than in anything else, as it is easier to obtain the exact coloring in lighter-weight hose.

### New Wools For Spring

For women who do their own knitting, there were some lovely new sweater wools shown. The one of wool with a strand of silk was featured again, then there was a two-toned wool which had the appearance of being ruffed or curled. The latter will give a rich, brushed appearance to the sweater. Heather mixed wool and the Indian and Russian colored mixtures were shown.

From the attention which the pullovers with scarfs to match received, there is no doubt that these will be good next spring. Many Canadian women had not seen them before; in fact, they were not featured in New York and Atlantic City until July, so that the fad was a little late reaching Canadian style centres. New York is still interested so they should be very good here next year.

Tuxedos are of course staples. They will last as long as knitted outer apparel does. In the way of novelties however, several firms showed straight coats buttoned to the neck in mannish high-collared style.

Knitted bags to match sweaters are declared by one manufacturer to be only in their infancy. He thinks that, particularly if the craze for Indian stripes lasts, these bags should be very good next summer.

### Pointed Heel Liked

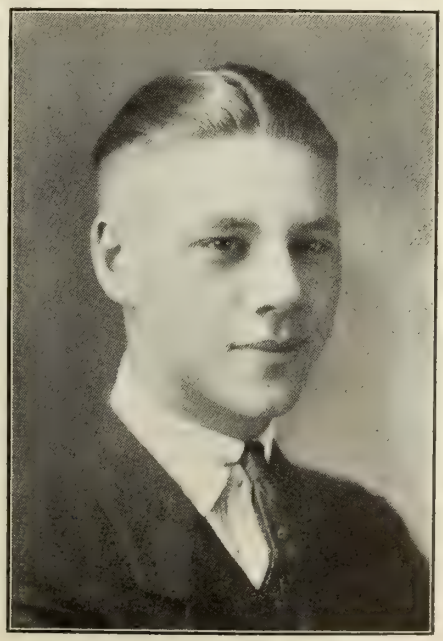
One manufacturer has made a knitted heel without side seams which he believes is an improvement. There is no doubt that the pointed heel of all kinds is getting attention.

Several Canadian manufacturers had embroidered hose on display and say that they are now prepared to do this in any required pattern. They prefer to embroider to order for some time as they do not yet know to what extent the Canadian trade will fancy it. Clocks are the staple design in fancy hose still, with floral motifs coming second.

A baby wrap which combined a hood, coat and carriage cover was a real attraction. It was made of pure wool down in white with trimmings in pink and blue. The sleeves could be buttoned over so that mittens may be done away with and the length of the garment may be altered according to the size of the child.

Another line which drew crowds was a crib cover of guaranteed pure wool, in white, pink and blue and in checks of these colors. They were bound with either silk or cotton.

Women's riding habits were featured in the Sports Building. These favored black as the most correct color for the woman who rides. Exhibitors say that while in other years visitors examined these habits from the point of view of curiosity, this year inquiries showed them definitely interested in the purchase of them.



*G. VERGNE GORDON*

*The young Canadian who has gone to Europe to study the knitting industry.*

### EXCHANGE STUDENTS

(Continued from previous page)

picked upon by mutual consent. Thi young man is eighteen years of age, has graduated from High School with his Junior Matriculation and has had experience in the knitting industry.

Mr. Gordon sailed on the Reliance from New York on Sept. 5 and arrived in Hamburg, Sept. 14. He plans to study factories in Germany, Austria, France, Italy, Switzerland and England.

He will visit factories which make knitting machines, including the Grosser one at Leipzig, where the link-and-link machines are produced. The European young man will study factories in Cleveland, New York and other American cities, after which he will spend some time in Canada. Those who are responsible for the exchange believe that there is a great deal to be learned of European methods and styles, which can be of assistance to the knitting industry in Canada.

Skating sweaters according to those who know, will be high-necked pullovers with plaided wool scarfs and felt hats. Swagger coats in camel's hair,

# Specialized Newspapers and C. N. E.

## Address Delivered at Directors' Luncheon of Canadian National Exhibition on Press Day, August 31st, by Horace T. Hunter, Vice-President, Canadian National Newspapers and Periodicals Association

MR. PRESIDENT, directors and fellow publishers: You have heard from the Daily Newspaper Association, from the Weekly Newspaper Association, and I have been asked to speak for the Canadian National Newspapers and Periodicals Association, which might be termed the residuary legatee of the newspaper publishing business. It is not, however, an uncommon thing for the residuary legatee to get a very large part of an estate.

### Over Three Million Subscribers

The extent and influence of publications represented by our Association are indicated by the following approximate statement of circulation:

| | |
|---|---|
| Farm Papers | 1,030,897 |
| Magazines | 1,065,307 |
| Religious and Educational Papers | 725,000 |
| Business and Technical Newspapers | 399,099 |
| Total | 3,220,303 |

On behalf of the Canadian National Newspapers and Periodicals Association, representing over three million subscribers, I wish to congratulate you on the success of this year's Exhibition. We know that it is not like Topsy, "just growed." It has been brought to the high state of perfection it occupies to-day by the shrewd and far-seeing policies of the directors and executive officers, and by their untiring energy in carrying out these policies.

You referred, Mr. President, to the old custom of subscribers to weekly newspapers sending in cord-wood to pay for subscriptions and suggested that some of this wood be sent to relieve fuel shortage in Toronto. Might I suggest that if there is still a shortage some of the "hot air" in the daily newspapers could be used to advantage. (Loud laughter).

### Optimistic Outlook

It is easy to be optimistic about the Fair to-day; but there are many of us here to-day who can remember the difficulties that had to be overcome and the optimists of twenty-five years ago would probably be looked upon as the pessimists to-day. This situation reminds me of an old settler who was told that they were going to build a railroad right through the village in which he had lived for seventy years. He shook his head, however, and stated: "They'll never run it." The right of way was secured, the tracks were laid and finally a party came to him and told him to come down to the station, that the new train was there and was going to start off in an hour's time. The old settler went down, looked over the equipment and finally, as the train glided gracefully away, remarked: "They'll never stop it." This, Mr. President, must be the feeling of everyone to-day. Nothing will stop your progress.

### Similar Aims and Interests

There are many points of similarity between the work of our Association and the Canadian National Exhibition. These form a strong bond of interest and sympathy between us.

Both are *national*. Our subscribers in the various provinces of the Dominion are the men and women you are most anxious to bring to the Exhibition. The fact that they are readers and subscribers of our papers is the proof that they are people of intelligence, students of business, interested in new methods and in learning of new goods. They are the people who will travel a hundred or a thousand miles when the opportunity offers to see an exhibition such as you have developed, and I congratulate you that these people are coming in increasing numbers each year.

The international aspect is also a common bond. You have an increasing number of visitors from foreign countries, thus creating a feeling of good-will with these countries, and helping our manufacturers to establish connections abroad. The same reason that brings business men from United States, Great Britain, West Indies, etc., also causes them to subscribe for our publications. These foreign subscriptions have become such a big factor with some of our publications that they are now issuing Export editions.

### Educational Aspect Most Important

Then we are on common ground in educational work. I believe this Exhibition was started primarily for educational purposes and its great success is due to the fact that you have never allowed the amusement side to dominate. I believe the educational features should be given wider publicity. The individual exhibitors do a good deal in this connection but there is much to be done collectively. A few people would come to see a few exhibits of motor cars, but thousands will come when they know there will be seventy exhibitors representing probably seventy per cent. of the manufacturers who are seeking Canadian business. In our Association there is a publication for practically every line of business. These publications have told, year by year, the outstanding events of the Exhibition that would be of interest to their readers, and I think we can claim that this has been a factor in increasing interest and attendance of a very desirable class of people.

### Influence of Business Press

I would like to quote briefly from an address delivered within the past year by His Honor, the Lieutenant-Governor of Ontario, who officially opened the Exhibition this year. Addressing the Canadian National Newspapers and Periodicals Association, His Honor said:

"I believe that the influence of the business press will be one of the most important factors in re-establishing business conditions in Canada on a safe and sane basis. I make a distinction between the business newspapers and the daily press because I believe that your papers—the business newspapers of Canada—exert a greater influence than the daily press because of the greater confidence your readers have in them. People read the daily newspapers to keep abreast of the general news of the day. They are interested in what is happening around them and they read to satisfy their desire for excitement or interest or entertainment. What they read in the daily newspapers to-day is forgotten to-morrow.

"But this is not the case with the business newspaper. Business men need the service of these papers in the conduct of their every-day business life. I have noted that they usually have a business paper or two in their pocket when they go home Saturday night I do not say that they read them on Sunday, that I do not know, but I do know that they study them carefully and a great number of your readers will come to their business on Monday morning with some clippings from your paper in their pockets. They will say to their associates:

(Continued on page 57)

### SPECIALIZED NEWSPAPERS AND C. N. E.

(Continued from page 56)

"This is the situation, I can show it to you in this clipping." For that reason, gentlemen, I say that yours is the greater obligation, because you are leaders, because you are helping to build up the business fabric of the country."

We appreciate the honor the C. N. E. has conferred on the Press in singling out a day in their honor. In a larger sense, however, every day is "Press Day" for some of the publishers in our association. Our publications are of such a varied nature and cover such diversified fields that in nearly every case there are one or more publications devoted to the industry that gives the day its name.

Now, I believe the directors are interested not merely in bringing the numbers but in bringing the men and women with a stake in the country—the responsible people, the people of large buying power. To put it in newspap r language, you are interested in class in circulation rather than in the mass circulation.

In every one of the lines mentioned above, our publications reach a large percentage of the best men and women engaged in the business, and reach them with publications that they have come to regard as their business associates.

I believe the big development of the future for the Canadian National Exhibition is to develop the exhibits of the various industries as units.

I can assure you the publications in our association will be very glad to cooperate with you, not only in organizing exhibitors and inducing them to guarantee the cost of the building, but in making the buildings a success after they are erected by bringing to the Exhibition the class of people these exhibiitors want to reach. For, after all, the real success of an Exhibition does not consist in large buildings or elaborate exhibits but in the class of people who attend.



*This charming sweater is made from a new artificial silk product, known as ARTSYL CABLE YARN. By giving the thread a different twist, there is produced in the yarn a sparkling effect which does not exist in the ordinary artificial silk yarn. ARTSYL CABLE YARN is especially adapted for hand-knitted sweaters and scarfs. Shown by Belding-Corticelli Limited, Toronto.*

### NEW KNITTED LINES SEEN HERE AND THERE

New York shops are featuring the surplice sweater for smart Fall wear. It is shown generally in a mixture of mohair and fibre silk This sweater has the cross-over front, a tight band at the hips to give a bloused effect and a sash tying at the right side.

At the English Fashion Show, an attempt was made to introduce the Raglan shoulder in knit goods but the complaint that this sags easily was heard very frequently. Coats, at this display, were cut on plain, tailored lines, with long inset sleeves. The Tuxedo revere and the plain lapel were very prominent. Some collars were bound with narrow silk or cire ribbon. The scarf collar with two long ends to wrap around the throat was also featured. Jacquard weaves and novelties were stronger than ever but cardigans seemed to have dropped from their place of prominence. Three piece suits composed of jumper blouse, skirt and coat were stressed for Winter sports.

The Los Angeles Pageant of Progress held recently had some interesting models. A bathing suit called the "Swim-easy" was of fibre silk with a dropstitch. It had stripes of wool in contrasting shades. Most of the bathing suits were of solid dark colors or heather mixtures to be worn with a white belt. In sweaters, this pageant showed a preference for the slipover although there were many semi-Tuxedos on display.

New York reports interest in knitted worsted fabrics for dresses and separate skirts. In fact several firms are sponsoring the separate skirt with sweater to replace the sleeveless jumper of last year.

Cap and scarf sets are stressed in every centre more than last year. The sweater alone was not sufficient to promote real activity in caps but because of the outstanding favor with which scarfs have met this Fall, manufacturers have received encouragement from millinery departments to go ahead on three-piece sets of sweater, scarf and cap. These are featured for schoolgirls, sports and general wear.

At the Bathers' Revue held in connection with the Beauty Contest in Atlantic City all of the prize-winners wore Annette-Kellermann bathing suits. "Miss Columbus," who was declared the most beautiful girl in America, wore a two-in-one suit of knitted silk in burnt orange with narrow black stripes at the border. "Miss Montreal" and "Miss Toronto" both wore two-in-one suits.

---

Extensive alterations and improvements are being planned by Miller and Hohemier for their store in Kitchener, Ont.

# *Announcement to the Trade—*

We wish to announce to the trade that we are ready with complete lines for Fall and Spring. Representatives are in their respective territories with samples.

## CLINTON KNITTING COMPANY, LIMITED

**Manufacturers of Men's and Women's Hose**

**Thread Silk**

**Fibre Silk**

**Mercerized Lisle**

**Plain Lisle and Cotton**

**Heather and Cashmere in Novelties.**

CLIN KNIT TRADE MARK

**The Clin-Knit Line makes friends all the time.**




**SIGNAL—SUCCESS (No. 642) SCOUT HOSE.**

**Clin Knit and Wearwell Products are guaranteed.**

**Fast colors and double wearing qualities.**

**Wire or write.**

**Orders filled and shipped date of receipt.**

Wearwell TRADE MARK

**Wearwell will always sell**

**SEE OUR LINE OF RIBBED HOSIERY. IF IT'S A GOOD HOSE WE MAKE IT**

**LETTER ORDERS RECEIVE PROMPT ATTENTION**

See our range before placing Fall and Spring orders. Sample orders given immediate attention.

## CLINTON KNITTING COMPANY, LIMITED

**CLINTON, ONTARIO**

# *When You Sell Stockings*

## *do you merely make a sale or do you make a customer?*

It depends on the satisfaction the patron gets.

If the stockings fit badly or wear badly, you lose your patron's confidence. That will never happen when you sell **CIRCLE-BAR HOSIERY** because there is no better hosiery made anywhere in fit, style, quality and durability than we are producing in our hosiery factories at Kincardine and Owen Sound.




**Distinctive features of Circle-Bar are the**

**Tapering toe—deeper heel—narrowed ankle—elastic top—reinforced feet—superior quality.**

Your most particular patrons will be satisfied with this season's lines which show all the new and fashionable weaves.

All styles for men, women, and children in silk, wool, mercerized, lisle and cotton. **See our representative or write direct to**

## The Circle-Bar Knitting Co., Limited

**HEAD OFFICE—KINCARDINE, ONT.**

**Mills at KINCARDINE and OWEN SOUND**



Every Atlantic garment is as soft, warm and cosy as the glow of the fire.
*Every sale invites another.*

ATLANTIC
UNSHRINKABLE

The UNDERWEAR
*that Overwears*

ATLANTIC UNDERWEAR Limited
MONCTON, N.B. 45

E. H. WALSH & COMPANY
Montreal and Toronto
Selling Agents for Quebec, Ontario and Western Provinces



KNIT GOODS

# JEM KNIT GOODS

**Made in Canada**

**For Infants and Children**

The JEM line of sweaters and sets is unusually comprehensive.

A greater variety of styles is being shown than ever before and each number is of the usual high JEM quality.

Because of this—and our prices—buyers will find a ready sale for JEM knit goods.

**PROMPT DELIVERY**

CANADA'S BEST
JEM
KNIT GOODS
J.M. ROBERTSON KNITTING CO.

## J. M. Robertson Knitting Co. Limited

35 BRITAIN STREET, TORONTO

Sales Rooms, 66 Wellington St. West



# "So Thick and So Soft"

## The Underwear That Mother Chooses

DODS-KNIT Underwear is a Canadian staple and has been for half a century. It has won a solid reputation among born and bred Canadians. Advertised broadcast in the newspapers, that reputation is spreading and growing.

Dealers, help us make a little extra push this Fall. We want to help you sell Dods-Knit Underwear. And we **are** helping you —helping you with good goods, fair treatment and a liberal policy of advertising. Give us your co-operation. We feel there is a good business to be done this Fall, both for you and for us. Let's go after it.

# The DODS Knitting Company Ltd.

**Orangeville - - Ont.**

*TO THE WHOLESALERS AND JOBBERS ONLY*

**Selling Agents:**

Ontario and Western Provinces:
**R. READE DAVIS,**
**Manchester Building,**
**83 Melinda Street,**
**Toronto, Ont.**

Quebec and Maritime Provinces:
**WILLIAM C. FORSTER,**
**128 Bleury Street,**
**Montreal, Que.**

Announcing

# Monarch-Knit Hosiery

*in a new range of novelty styles at popular prices*

FOR WOMEN OR MEN



Our representatives will be pleased to show you our attractive range for Spring 1923.

*Also Be Sure to see our new range of*

Sweater Coats For 1923

and

Monarch Yarns

14 Different Yarns

*"A Yarn for Every Purpose"*

## The Monarch Knitting Co., Limited

*Manufacturers of Knitted Outerwear—Hosiery—Hand-Knitting Yarns*

Head Office, Dunnville, Ontario

Factories: Dunnville, St. Catharines and St. Thomas, Ontario

BRANCH WAREHOUSES:

Toronto
Ogilvie Bldg.
Cor. Bay and Wellington Sts.

Montreal
Dubrule Bldg.
Phillips Square

Vancouver
408-9 Mercantile Block

# Three Monarch-Knit Leaders



**Above: Eagle Cap in good weather. At the right: Eagle cap in bad weather.**

Patented in Canada
Patent No. 217269

We are the sole Canadian manufacturers of the Eagle Cap.

## *The* Eagle Cap

THIS cap is so elastic that it always keeps its shape. It has a touch of real style, at the same time meeting the actual requirements of the man and the boy who must be out of doors during the Winter months.

The earlaps and bands of the Eagle Cap button back neatly at either side for ordinary wear, and readily pull down and button tightly under the chin, forming a muffler when the wearer needs the best possible protection to the ears, neck and face.

## *The* Arcti-Cap

A HIGHLY desirable cap for all kinds of Winter weather. Ideal for Winter sports of every kind. Here good looks and comfort go hand in hand. To wear it is really a pleasure. In fact no man or boy can afford to be without one.

For good weather it is neat in appearance, in fact snappy, and for bad weather the earlaps turn down, covering the ears and the entire back of the neck, affording splendid protection against cold and snow.

## An Excellent Profit on Every Sale

WE ARE manufacturing both these caps on a strictly quality basis. The material, workmanship and finish are of the very best. They have the style, comfort and utility that will attract buyers and give the greatest satisfaction in actual wear.

*Price $11.50 per dozen. Boxed in ½ dozens solid size and color.*

*Retail Price is $1.50 everywhere.*

COLORS: Brown, Navy, Maroon, Oxford.

SIZES: Small 2 to 6 years; Medium 6 to 12 years; Large—Youth's and Men's.



**Above: ArctiCap in mild weather. To the Left: ArctiCap in cool weather.**

Patented in Canada
Patent No. 219161

We are the sole Canadian manufacturers of the ArctiCap.

## Delivery Oct. 1st Assured. Send Your Order To-day

# For Fall and Winter Selling

## *The* MONO MUFFLER

HERE is something new in mufflers—something that is not only different but better. It is a muffler that combines comfort and serviceability with attractive style. The Mono Muffler is a patented design, the key feature of which is the method of fastening. This feature makes the muffler as easy to adjust as a fur neckpiece, yet presents nothing that is stiff or artificial in appearance.





Patented in Canada
Patent No. 5341
We are the sole Canadian manufacturers of the Mono Muffler.

*Price, $4.25 per dozen, boxed in ½ dozens, solid colors.*

THE Mono Muffler will be a heavy seller this Fall and Winter, because it gives the style and comfort of a fur at a fraction of the price. Order liberally, for you are sure to sell them.

*For Girls and Women Only*

COLORS: Turquoise, Navy, Scarlet, Brown, Black, Rose, Emerald, Purple, Cardinal, Oriental, Grey, Oxford, Heather and Camel.

Delivery October 1st

## The Monarch Knitting Co., Limited

*Manufacturers of Knitted Outerwear—Hosiery—Hand-Knitting Yarns*

Head Office, Dunnville, Ontario

Factories: Dunnville, St. Catharines and St. Thomas, Ontario

BRANCH WAREHOUSES:

Toronto
Ogilvie Bldg.
Cor. Bay and Wellington Sts.

Montreal
Dubrule Bldg.
Phillips Square

Vancouver
408-9 Mercantile
Block




# O. V. BRAND

## FANCY BED COVERS

### Will put new life in your Blanket sales

Made in two sizes, 60″ x 84″, and 72″ x 86″ in following colors:

PINK MIX
BLUE MIX
PINK AND WHITE CHECK
BLUE AND WHITE CHECK
TAN WITH BROWN BORDER
TAN AND BROWN CHECK

**ALL SILK BOUND**

You can offer your customers these beautiful Pure Wool Bed Covers at little more than the price of the regular white blanket.

Get your share of the profitable sales which always follow the stocking of O. V. Brand Bed Covers.

*Write us now for particulars.*

Made from the Raw Wool at our Mills
in Carleton Place, Ontario.

## BATES & INNES, LIMITED

Carleton Place, Ontario

# Vel-O-Knit

REGISTERED TRADE MARK
Pronounced VELVOKNIT

# UNDERWEAR
## For Men and Boys
## "Finer—Softer—More Elastic"

Velvoknit Combinations are finished and priced to sell quickly.

Every garment is guaranteed by us to fit and to wear.

These factors make Velvoknit profitable underwear for the dealer to carry.

We strongly recommend the following lines:

| | | |
|---|---|---|
| **No. 420**—Men's Fine Pure Wool Rib Combinations, Natural Shade.. | **$36.00** | **per dozen** |
| **No. 400**—Men's Fine Flat Knit Pure Wool Combinations, Natural Shade | **32.00** | " " |
| **No. 90**—Men's Fine White Rib, 50% Botany Wool, 50% High Grade Combed Cotton | **24.00** | " " |

### BOYS' COMBINATIONS, SPECIAL

Fine Flat Knit Purple Mix, 70% Botany Wool. Sizes 22-34. **$17.00.**

Order now direct from the mills or from

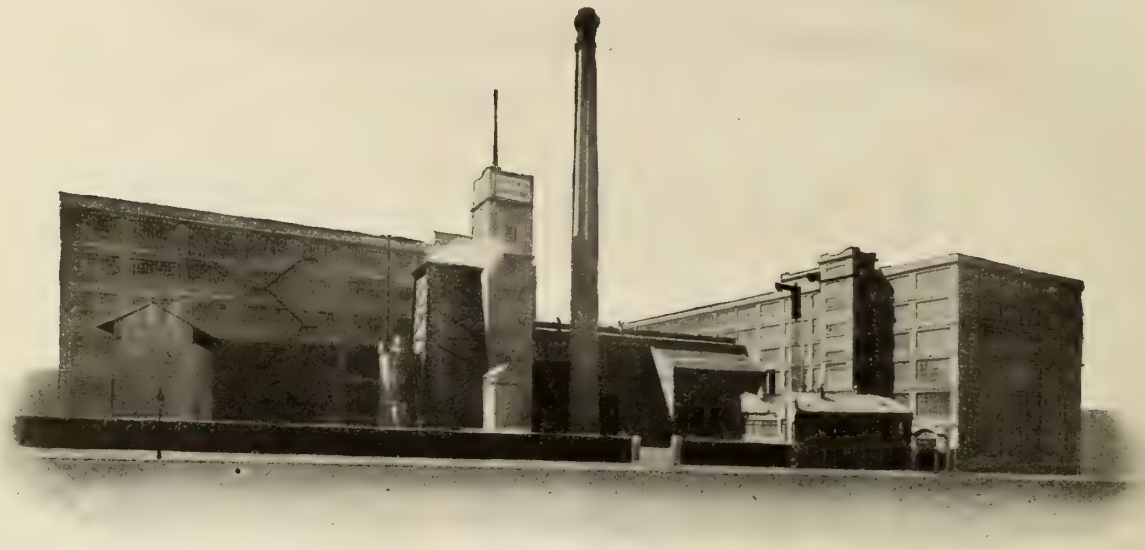
**OUR AGENTS:**

**E. O. Barette & Co.**, 301 St. James St., Montreal, P.Q.
**C. & A. G. Clark**, 35 Wellington St. West, Toronto, Ont.
**Geo. G. Smith**, 403 Canada Bldg., Winnipeg, Man.
**S. B. Kaye**, 5 Carleton St., St. John, N.B.

*Velvoknit Underwear is made by*

# BATES & INNES, LIMITED
Carleton Place, Ontario

*Telegraphic Address:* "Vicuna" Bradford
*Codes:* A.B.C. (5th Edition)
Bentley's and Marconi.



## Merino, Crossbred and English Topmaker.

STANDARD QUALITIES.

Cashmere and Camel's Hair
Tops, Noils, and Cardings.

# Joseph Dawson

Cashmere Works

BRADFORD - ENGLAND



# *Creates an Incessant Demand*

THERE'S nothing like a good combination of style, comfort and service in a woman's stocking to arouse popularity.

So well has this combination been exemplified in "Three Eighties" hosiery—with the valuable addition of economy—that "Three Eighties" has the largest sale of any one style of hosiery in Canada.

"Three Eighties" offers you the opportunity of increasing your hosiery sales appreciably. Display them prominently. Point out how the three-ply heels and toes add longer life and save darning.

"Three Eighties" is a seamless cotton hose and comes in black, tan and white—in size 4½ to 8½ for misses, 8½ to 10 for ladies. Attractively boxed in dozens.

If you are unsupplied or your stock is low, order from your wholesaler.

**Buster Brown**
**Three Eighties**
**Little Darling**
**Little Daisy**
**Rock Rib**
**Hercules**

THREE EIGHTIES BRAND

80 80 80

*Hosiery for Women*

**Twelve Pairs of Perfect Hose in Every Box**

The Chipman-Holton Knitting Co., Ltd.
Hamilton, Ont.
Mills at Hamilton and Welland

# Peerless Underwear Enjoys a Wide Popularity

All over Canada, women are buying Peerless Underwear. Its established quality, perfect fit and durability have given it an outstanding reputation.

Repeat sales mean increased profits. Peerless Underwear creates repeat orders.

*For Women—Children—Infants*

MOODIES' Peerless UNDERWEAR

**Peerless Underwear Company, Limited**

*Controlled by*

**J. R. Moodie & Sons, Limited**

*Hamilton, Ont.*

# CELTIC HOSIERY

Many new and distinctive designs in hand-worked clocking are being shown in the Celtic Fall Range of Pure Silk Hosiery. The same designs are also shown in our fine cashmere range which can be obtained in all the season's popular shades.

*Selling Agents*

HARVEY BROS. & SEMPLE Ltd.

224 Empire Bldg. TORONTO — 313 Fort St. WINNIPEG — 825 Howe St. VANCOUVER

**The Celtic Knitting Co., Limited**

**14 Turgeon St. Montreal**

THE COMMONWEALTH HOSIERY

*Established over a Century-and-a-half*

**WM. GIBSON & SON LIMITED**

***Hosiery and Underwear Manufacturers***

Head Office and Warehouse:
THURLAND STREET, NOTTINGHAM, ENG

Telegraphic Address: "Wigibson, Nottingham"

**Factories:—**

**Lincoln Street, Nottingham. Cromford Street, Nottingham. Castle Donington.**

Gent's, Ladies' and Children's Underwear in Cotton, Lisle, Union Mixture and All Wool, in weights to suit all climates.

Plain and Fancy, Striped and Embroidered Hose and Half Hose, Seamless and Fashioned.

***Registered Brands:***

ACTÆON, COMMONWEALTH, HOMANCOL

**Agents for Canada:—**

**Allan & Macpherson, 31-33 Melinda St., Toronto**



# There is More Money Around This Year

Business depression is past.

Canada once again has a firm foot on the road to prosperity.

Our dollar is at par in New York.

The Western grain crops—backbone of our finance—exceed even the most optimistic expectations.

There is a cheery note of optimism in business generally.

This all means that the man on the street has a few extra dollars to spend for better quality this year.

His under-clothing this year should be

*Turnbull's*

## "CEETEE"

THE PURE WOOL
**UNDERCLOTHING**
THAT WILL NOT SHRINK

The big Turnbull Advertising Campaign now running in the leading Canadian publications is telling him that, go where he will, he can find no under-clothing superior to Turnbull's **CEETEE.**

**CEETEE** is the only woollen under-clothing made in Canada that is full-fashioned and reinforced at all wearing parts.

**Immediate Delivery**
We are prepared to fill sorting orders in all sizes of **CEETEE.**

Effective window displays of Turnbull's **CEETEE** Under-Clothing will tie up your store to the Turnbull Advertising Campaign and if you keep your clerks posted on the superiority of Turnbull's **CEETEE** you can make a large increase in your under-clothing profits.

Sole Makers *Turnbull's* of Galt Canada



# PURE Jaeger WOOL

## For Men Women and Children



Men's Combinations.

Our travellers left early in September; it will be to your advantage to await a visit before placing orders for Fall sorting and Spring. You will be interested in many new lines we have added to our already extensive range. Novelties are coming to hand daily.

Underwear, Shirts, Hosiery, Gloves, Sweaters, Cardigans, Spencers, Dressing Gowns, Jackets, Ulsters and Overcoats, Blankets, Rugs, Knitted Scarfs, etc., etc.

**THE JAEGER COMPANY, LIMITED**

**Head Office and Wholesale Warehouse**

**243 BLEURY STREET, MONTREAL**



Ladies' Combinations

***We are open to appoint Agents where we are not already represented. Our traveller will pay an early visit to anyone interested. Catalogue on application.***

# Baby Toilet Sets

## *appeal to mothers*



These dainty, hand-painted infants' toilet sets are nicely boxed, and will prove a big drawing card for the mothers among your customers. They are commanding a ready sale.

## Other Attractive Novelties

The above have just been added to our regular line of celluloid novelties, baby's safety straps, baby's books, high-class rattles and rubber toys and rubber sponge dollies, etc., comprising about 100 different articles. Let us send you samples.

**HENRY DAVIS & CO. LTD.**

**259 Spadina Ave. - TORONTO**

## We are Showing

A very nice range of Fall and Winter Knit Underwear for infants, girls, misses and ladies. Qualities from the cheap cotton garment to the finest all wool and silk and wool garments.

Prices are attractive and will not be lower this season.

See our travellers' samples.



**Vassie & Company, Limited**

***Wholesale Dry Goods and Woollen Merchants***

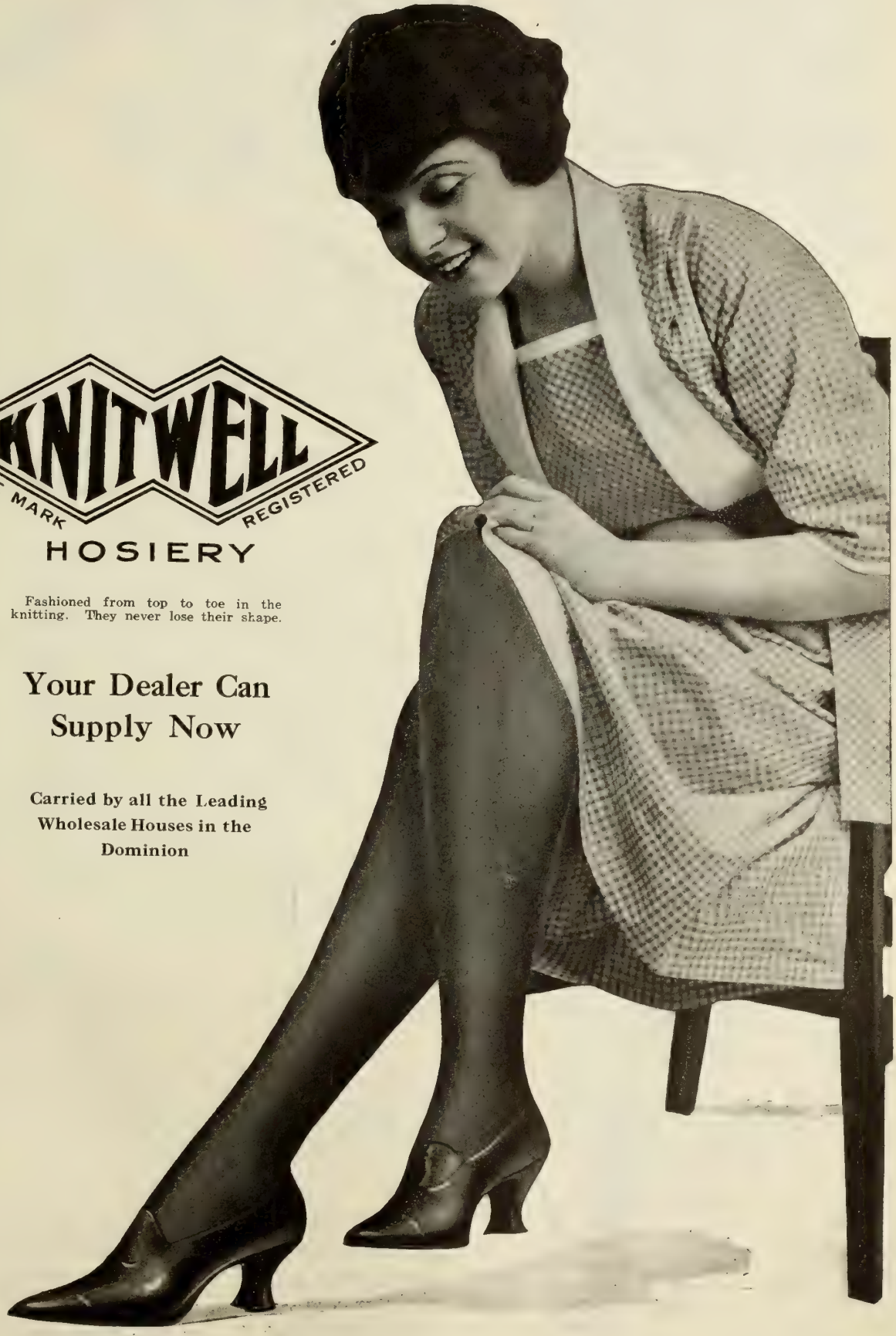
**St. John New Brunswick**

KNITWELL
TRADE MARK REGISTERED
HOSIERY

Fashioned from top to toe in the knitting. They never lose their shape.

Your Dealer Can Supply Now

**Carried by all the Leading Wholesale Houses in the Dominion**



UNSHRINKABLE PESCO FINISH
Trade Mark

Pesco



## The World's Best

This pre-eminent Scottish brand is worthy of the consideration of those who have established their business on the basis of quality:

It comes from the home of Scottish Hosiery, and reaches the highest standard of excellence that this famous industry observes. In wool, in workmanship, and in worth there is nothing comparable with it throughout the world.

The Canadian dealer stocking it will soon convince himself of its satisfaction-giving powers and of its business-getting possibilities, for Pesco looks its part, is as genuine as it looks and never fails to fulfil the buyer's expectations.

**We invite your enquiries.**

**Peter Scott & Co., Limited**
HAWICK, SCOTLAND

LONDON, ENGLAND
Carey House, Carey Lane
E.C., 2

**Canadian Agents for Pesco Underwear.**
(Pure Wool, and Silk and Wool, for Ladies, Gentlemen and Children, and in shapes for the Canadian Market.)

**Messrs. C. and A. G. Clark**
35 Wellington Street West, Toronto, Ont.

**Mr. R. C. Poyser,**
418 King's Hall Building, St. Catherine Street W., Montreal.

**Messrs. Hanley & Mackay Co.,**
Hammond Building, Winnipeg.

**Mr. J. J. Mackay,**
804 Bower Building, Homer St. Vancouver, B. C.

# *Burritt Knit Style No. L6*

When ordering your stock for the coming season, it will pay you to give particular attention to No. L6.

This high quality pure cashmere wool hose will make an immediate appeal to every woman. High spliced at the heel, sole and toe, this hose is knit to fit the ankle snugly. The wide elastic top insures comfort and freedom. We make this hose in the three popular shades of Heather, sizes 8½ to 10.

We make a complete line of the finest

**MEN'S and BOYS' GOLF HOSE**

**BOYS' HEAVY RIBBED HOSE**

which are well known to the trade.

You can sell our hose at lower prices and bigger profits. Immediate delivery on all orders.



No. L6

Established 1875

## A. Burritt & Company

MITCHELL - - ONTARIO

**Manufacturers of Sweaters, Pure Camel Hair Men's Seamless Gloves, Pullovers, Toques, Boys' and Men's Ribbed Worsted Hosiery.**

TRADE MARK REGD BIRD'S PURE WOOL

LOOK FOR THE TRADE MARK

## Many More New Numbers in Heavy Mackinaw

This season we have added a number of unusually distinctive patterns —patterns that will be style leaders.

You cannot afford to miss seeing our heavy 38 oz. Coating quality with check backs in the following numbers:

**No. 14—14—1.....GREY, BLACK AND HEATHER**
**No. 14—15—2.....RED AND BLACK**
**No. 14—24—2.....DARK GREY AND RED**
**No. 14—24—4.....HEATHER MIXTURE**

***Garments made from our Cloths can be secured from the following wholesalers:***

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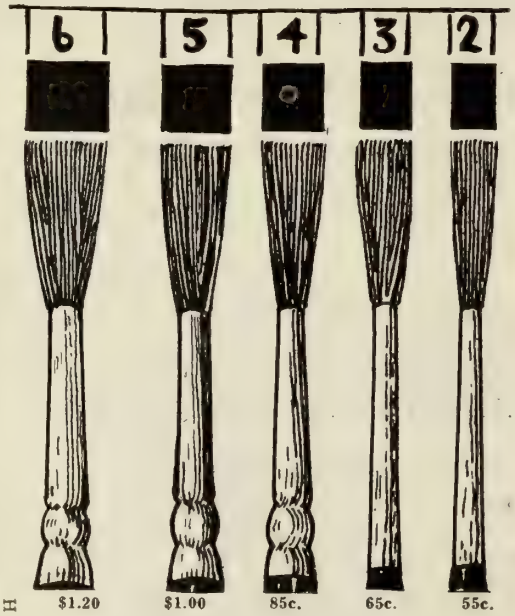


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MONTREAL

# Autumn Novelties are Numerous

## Should be Development of Good Accessory Business With Oncoming Social Season—Many Styles in Bertha Collar—Spanish Influence on Scarves—Some of the Veiling Novelties—Fans Again to the Fore

SOMEONE has said that Spring is the season for accessories and points out that it is the season par excellence for dainty neckwear, sheer hosiery, and smart gloves and fluttering veils. It must not be supposed that the dress accessory is not equally appropriate when summer draws to a close, but on the contrary, the attention must be turned to a different type of accessories such as fans, jewellery and scarves for evening wear which are so essential to every woman's toilette, or else, the new leather handbag, umbrellas, veils, guantlets and so on, which complete the afternoon costume in windy November. Dress accessories for Autumn are undoubtedly more elaborate and represent more distinctly interesting changes than do the majority of Spring lines, which must be simple and in keeping with outdoor activities.

### Several Styles of Bertha Collar

Dry Goods Review went the rounds of the Montreal wholesale houses to ascertain the trend of demand this month. With one representative, the news was entirely of neckwear and never were Bertha collars more charmingly quaint and youthful than those brought out for inspection. Sheer nets, daintily edged or inset with the finest val laces, in either white or ecru were noted in quite a deep full model which fastened at the back. Other styles in front fastening effect mounted on an invisible guimpe were equally pretty. Filet lace or Chantilly patterns are all included in this range and cuffs are provided to match, designed in the deep effect, reminiscent of old pictures.

"The Bertha collar is the only style talked about in New York at present," said this representative, "and it was introduced in order to soften the outline of the Jenny neck which is thought to be rather trying for the average woman where dark dresses are concerned. In some cases it is really extreme and looks like a cape more than a collar, but for Canadian trade, the modified round effect is sure to be accepted because this type of collar can be worn underneath a fur coat without crushing."

Bramley sets are still selling, it was said, and severely simple little sets of linen, either white or unbleached, are much in demand, a few of which show insets of coarse filet. The camisole vestee is a coming "best seller" throughout the fall to judge by orders placed with wholesalers. Developed in fine net with a lace-trimmed vest portion, the shoulder straps are of the net as well as the body proper. Adjustable collars for the regulation Jenny neck are shown with quite a space left between the collar portions which can be shortened as desired.

### Square Scarves Worn Draped

Scarves of heavy and exquisitely-colored crepe de chine bid fair to become the rage of the season. Especially in large square effects, heavily edged with silk ribbon fringe, are these lovely ornaments seen at their best. The new fad of wearing scarves draped about the body in Spanish effect rather than hanging down in the customary fashion has accounted for the vogue of the square scarf. Some scarves show the fullness of the ends gathered or shirred into points, others hang free. Plain hemstitched edges are also very good in the finest crepe de chine scarves.

Boudoir caps, if such they can be termed now, are just as much wanted as ever they were, it is said by a Montreal house. Not so much caps to be sure, but rather dainty strips of lace-trimmed net, dotted with crisp bows of pink or blue ribbons and fastened behind the wearer's head by ribbon ties. It is said that this type of boudoir accessory has none of the old time slovenly appearance which so often went with elastic-gathered effects, and so it can be sold to all classes of trade with equal success.

The tea apron reappears this fall in a new guise. Although there are the customary dainty little trifles made out of dotted Swiss and checked dimity, beruffled and bedecked with lace, these are really not as popular as the black sateen apron on which are appliquéd such motifs as red roses or other favorite flowers cut out of cretonne. The vogue for appliqué appears to be stronger if anything, rather than diminishing, and has stimulated the sale of aprons greatly.

### Colorful Jewellery Novelties

According to a foreign buyer of jewellery novelties, there will be quite a demand again this season for even more startling effects in bright colors than has been the case in previous seasons. This authority has just placed orders for all sorts of Persian and Oriental jewellery effects including bracelets which are worn in clusters as many as 15 on one arm. Longer lengths in necklaces are called for it appears, and 48 inches is not considered too long by the average woman who possesses one of the very simple straight line frocks. Hung on black silk cord are large plaques of what is called Galilith and which resembles ivory, carved and elaborated. Earrings are wanted in very bright colors also, especially red, green and blue.

Another importer commented on the growing popularity of the large beaded side ornament as an alternative to the regular girdle at the waist line on many of the new frocks and said that such ornaments with a long tassel fringe, made of jet or jet with red combinations are exceptionally smart. Many of the new dresses have a draped tendency which requires to be caught effectively under some such clasp or ornament as this.

Some of the fall veiling novelties are unusually effective and it seems scarcely possible that this accessory has become such a thing of beauty and possibilities, especially where draped veils are concerned. Metal threads are considered not in the least extreme and many brown shades are called for, showing that brown tones will predominate in autumn millinery.

### Fans Again Decreed

Fans will be smart again for winter but will bring forth more intricate designs than have been seen heretofore. The ostrich fan will no longer be the simple one-feather effect of yore but will be complicated by the addition of other feathers in striking color contrast. Pheasant will be good for fans, also coq and clipped ostrich. Many of the newest fans have novel little pockets in which a handkerchief or vanity can be slipped. This pocket is usually camouflaged by a pompom of fluffy feathers so as to be invisible. Lace and metal cloth combinations form some other brilliant fans which are lovely in the extreme but somewhat costly for all but the specialty shop trade.

Fancy handles are extensively called for in umbrellas this month, and the demand is chiefly for an umbrella which can retail around $5. Strap wrists accompanying plain handles, and the usual stubby ferrule are most called for. Colored taffeta covers are growing in vogue and much is expected of these novelty effects for Christmas business this year.

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**Martin's of Amherst, N. S., celebrated their 23rd anniversary in August by an eight day sale.**

**The death occurred in Montreal of George Alexander Sutherland, formerly a member of the firm of Sutherland, Lindsay and Co., wholesale dry goods house, which was disbanded some time ago.**

# Decorative Jewelry is in Demand

## Fall Styles Lend Themselves to Costume Jewelry—Long Skirt Creates Influence on Many Accessory Lines—The Question of the Russian Boot—Many Novelties in Leather Goods—Velvet and Silk Bags

COSTUME jewelry is creating a stir in both wholesale and retail houses in Toronto this month. Some buyers believe it will play a greater part than ever before because this season's styles make the wearing of decorative jewelry almost a necessity. Earrings are promised as more prominent than last year. Crystal and onyx combinations in both earrings and necklaces are shown. Pearls are still very good.

There are still two styles of necklaces being stressed: the very long ones made of small or bright colored stones and short necklaces which are graduated and made of pearls or crystal. Earrings may be small and close-fitting or very long. There are fewer of the medium-sized pendant type being shown this year.

Hairbands have been added to the galaxy of women's adornments and bracelets are being played up very prominently in Toronto. Combs very much like those of last year are shown, some having an osprey added.

### In The Wake of Long Skirts

Recent visitors to New York say that the influence of long skirts is being felt in almost all of the accessories lines. The high heel is an example. This will be the correct thing not only for evening wear but for daytime shoes. The Spanish or spike heel, a slightly longer vamp and an ornamented toe are the three big features of this new footwear.

With the new heel comes the tendency to ornamentation in evening footwear. Rhinestones will be used and some heels will be covered with celluloid. Fancy brocades in all colors and tinsel brocades to match the metallic materials of the gowns, will be stressed.

The shoe of many straps will be replaced by that with one strap but the two-toned one will still be worn for street wear, acording to shoe authorities. The Colonial shoe will be good for walking and most houses are depending on black as the best color for street shoes.

As to the actual height of heels, a conservative estimate places those for street wear at 1 to 1¾ inches and the dressy type at about 2½ inches.

Although more than one exhibitor at the Canadian National Exhibition showed Russian boots, Toronto retailers doubt whether they will replace the goloshes.

(Continued on Next Page)



*HANDBAGS READY FOR FALL TRADE*

*These bags are typical of the big selection which Canadian manufacturers are showing. The pouch-bags shown on the upper and lower left are of calf in suede finish. Note the attractive metal frames. The large bag on the upper right is a clever modification of the Shopping Bag. It is in patent and has a safety flap. The other two photographs are of one bag shown closed and open. It has all of the new fittings and is particularly roomy. Shown by Julian Sale Leather Goods Company, Toronto.*

## DECORATIVE JEWELRY

(Continued from Previous Page)

Of course most of the smart shops will have them in stock but they will be too expensive for any volume of business. Most of the shoe stores are expecting a golosh season as large as last year.

### Big Leather Season

Leather houses in Toronto are looking forward to one of the best seasons they have ever had because of the prominence New York is giving leather. One manufacturer reports readiness to fill orders on many lines immediately, as his factory has been working all summer in preparation for a big season. Many novelties are offered in this class of merchandise. The shapes are varied, some of them are made on swagger lines, others in pouch style and many are a clever combination of the envelope and beauty boxes of which people seem never to tire.

One of the newest leathers is calf with a suede finish. Some of these are shown in walrus and octupus grains and others in the new panther grain. The best colors seem to be the wood tones, olive, black and grey. Frames are much more elaborate than they were a year ago, the filigree mounts in both metal and silver finish being very good.

Panier handles are very prominent in Toronto collections; double handles are shown, while regular single handles are often made with silk cords. Plain and shot linings in bright colors are preferred in the best bags.

A few of the novelties have frilled edges, the leather being doubled and pleated or ruffled in the same way as silk or velvet. This style is particularly good in the soft pouch bags.

One little bag which is attracting attention among the exclusive trade is of genuine mocha kid. It is made in pouch style, is black in color and has a sterling silver mount and handle. The finish of this bag resembles that of the very finest suede kid gloves.

Patent is still a favorite in almost every type shown, those of the envelope and avenue style being probably best.

Leather lines which have not been noticed for years are in demand this Fall. Manufacturers are for this reason looking for good Christmas business in them. Men's comb and file cases are a good example. These are narrow leather folders which hold the two articles in neat pockets. Slipper travelling cases in which are folded the all-leather slippers, are also mentioned.

Boys' cases with military brushes, comb and mirror are having a splendid run, especially in the jewelry and novelty shops. In manicure sets, the rolls are selling.

Club bags of the better kind are in demand. One firm is making more of the genuine walrus than ever before. Besides black, a beautiful new shade of brown is being shown.

### Velvet Bags Promised

While leather is more prominent both here and in New York just now, handbag firms are looking forward to business in velvet and in silk a little later on. Some of the New York stores, of which Franklin Simon & Co. and Best's, are two, are featuring these. Metallic and steel beads are said to be very prominent for ornamentation on velvet, while jet, rhinestones and celluloid are often used as well.

Small bags seem to have the preference in fancy silks and velvet. Those designed for evening wear are made of metal brocade and are along vanity case lines.



*This Paris veil just reached Toronto in time for the Woodbine Races. It is in hexagon mesh with a border design of chenille. The ground is black and the embroidery is in the new shade of henna known as bittersweet. Shown by the Canada Veiling Company, Toronto.*

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### The Bertha Again

The waist department at John Wanamaker's has been the source of several novelties this season, said to be originated in the recently established blouse workrooms of the store, according to advertisements. The newest type to register there is a model in crepe satin with bertha trim. The use of the bertha has already been used in waists for the Fall but made up in margot lace, in bisque to contrast with a brown background, it is more unusual. Other models use margot dyed in self or blending tones, in yoke and hip insets that are different although not of extreme novelty quality.

The use of velvets for costume blouses seems to gather enthusiastic adherents daily, expanding not only in number, but in the latitude of types and weaves represented.

Other items among the new jackets, that should be enumerated, include the use of close allover embroidery that resembles a caracul fur but is less bulky in texture than the plush or velvet versions. Duvetyn, likewise, is utilized plain in appearance, but with groups of cording that give it a rich air.

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With fitting ceremonies, the corner stone of the new million dollar mill of the Dominion Combing Mills Limited, was laid at Trenton, Ont., on August 25.

# New York Shows Many Novelties

## Plain Styles in Hosiery With Wool Popular and Likely to Stay—Fancy Gauntlet to Be Worn for Fall—Demand Still Strong for the Colored Handkerchief—Revival of the Bertha Collar—Headdress for Evening Wear

IT IS said that plain styles in fall hosiery will be considered very correct, according to reports from New York this month, and such shades as black, brown and Cordovan and gun metal will be leading colors. The only fancy numbers which American manufacturers are counting on for the winter season are chiffon hose and a few lace clock models. Fifth Avenue shops however are selling somewhat more elaborate hosiery for fall, including some unusual embroidered effects in vivid colors. Clocks both in embroidered and lace styles, are prominent, and some sheer effects with lace insertions are shown but are in the minority. New styles in wool hosiery feature quiet plaids and embroidered clocks and in the opinion of leading New York buyers the wool stocking has come to stay, especially for sports and ordinary walking use. No fears are entertained that with the advent of longer skirts, women will return to wearing cotton hosiery. On the contrary, the opinion is expressed unanimously that the vogue for wool hosiery is still confined to the best trade, while the cheaper imitations and much of the silk and fibre hosiery on the market is worn by working girls who formerly did not possess silk hosiery for everyday use.

A prominent buyer in a New York department store commented this month on the fact that the average American woman refuses to be dictated in the matter of her skirt length and will continue to be comfortable and smart in the type of clothes which of all others are the acme of comfort and smartness. She is the following example of the Englishwoman whose devotion to the woolen stocking is proverbial. An illustration of how strong the belief in the heavy stocking is at present is demonstrated of one Fifth Avenue shop lately to the effect "there is nothing smarter than by the announcement in the advertising heavy spun silk Scotch stockings for sports wear."

### Kid Gloves Show Novel Beaded Effects

Next in importance to hosiery is the glove question, and in this connection New York has again placed its seal of approval upon the fancy gauntlet for Fall wear, even going so far as to trim the cuff portions with beading which is carried out in border effects. Carrying out the prevailing fad for vivid embroidered effects, some gloves are seen developed in black kid, with a bright border in yellow, blue, green and red beads suggesting Ukrainian embroidery designs. The same effect is also shown done on a cream colored kid while on another pair, odd little bead motifs appear, fitted into the points of a Van Dyked cuff.

Still other glove novelties seen in New York this month include a pair of gray kid mousquetaire gloves inset with medallions of Brussels lace representing animals such as rabbits, bees, elephants, etc. The lace is of course, white, and provides a pretty contrast.

Embroidered gauntlets are exceptionally smart, particularly in such combinations as coral and white upon gray kid, or navy blue kid worked in white in a vinelike design. Perforations are also cleverly handled to add to the decorative quality of a gauntlet cuff and are more attractive than the ordinary applique because less heavy in appearance.

### Colored Handkerchiefs Vogue Continues

The popularity of colored handkerchiefs does not seem to diminsh much in spite of some predictions that it would. Several of the leading Fifth Avenue stores are featuring many colored numbers with novelty effects outstanding. Perhaps the newest note is the use of a tiny line of cross stitching, set about an inch and a half above the narrow hem. This is used in black on colored linen, and in colors on white. The effect from a distance is of a very wide hem. A narrow white applique border, hemstitched on colored linen, makes another interesting handkerchief, while white embroidery on colored linen and drawn threadwork in combination with colored embroideries are still very popular.

### "Bertha" Collar Revived

Fall neckwear styles are now definitely established in New York and among the various interesting novelties shown is noticeable an up-to-date revival of the old-time "Bertha" collar which bids fair to become the neckwear accessory of the season. Bertha guimpes also are shown in all the collections of prominent manufacturers, usually made of net with lace trims and in some cases with fine embroidery set in. Separate lace and net Bertha collars are graceful whether they are shirred around or cut to fit the Jenny neckline. Very elaborate effects are being shown developed in silver lace or brocaded chiffon which are mounted on invisible guimpes intended to hold the collar in place.

The plain round collar and the Tuxedo set reappear in such materials as organdie and satin in the more tailored effects, while net and lace combinations are possibly more popular where Tuxedo sets are concerned. Collar edgings will again be shown, several lace houses having brought out some interesting items in the form of rounded or squared edgings for collars and cuffs. These are shown in brilliant colored silks embroidered on a black net ground, or in cream lace with a colored medallion in the centre of each scallop effect, and in all white and all cream.

### Head Bands Decreed for Evening Wear

Even at this early date, much thought is being expended on the making up of headdresses to accompany evening frocks, it having been definitely decreed by Paris at the openings of the various smart dressmakers that every evening frock must have its individual headdress this season. Some of the French headbands just received are made with a tiny band of leaves or flowers, or even plain metallic ribbons on the brow, while at the back is a triangular piece of metal or lace, on which small flowers or berries of metal cloth are appliqued. This triangle is used to hold up the curl cluster which will be the vogue of coiffures next winter. Swathed wide bands of metallic tissue are used to cover the brow entirely, as well as some of the front hair, these bands being crushed into the sides and lost in the hair. All of the metallic effects are to be used in hair bands.

### Blistered Lace Vies with Wool Laces

Among the new laces exhibited in Fall collections mention should be made of "dentelle cloquee" the very newest interpretation of a blistered fabric, the designs of the lace being blistered on a very fine net ground, either in solid coloring, or the designs coming out in a contrasting color against the black net ground. Wool laces still continue to become more and more popular with each successive month, especially in the finer qualities which are flat and supple and give almost the effect of Chantilly lace.

As far as veils are concerned New York appears to favor fancy meshes in draped effects for early Fall wear, and the predominating color is known as "autumnal brown." Oblong and square veils lead in favor but a few artistic effects are shown which permit unusual handling when draped over hats. Chenille dot borders, braid embroidery or tracery are also favorite modes of embellishing the veil.

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Margaret, wife of F. J. Graham, of the Ottawa firm of Bryson-Graham Ltd., died on August 31 at her summer home "Grahamhurst."

# For Fall

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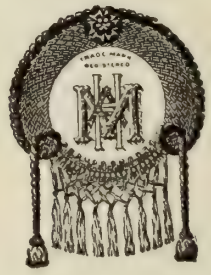
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**in**

# *Accessories and Blouses*

Bramleys

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***Originators and Manufacturers***

Toronto 14 Breadalbane St.

# Novelties Being Seen in New York

## The "Jacquette" Blouse Receives Much Attention—Bloomer and Slip Sets in Crepe de Chine and Sateens—New Sleeves in Nightgowns—Finer Quality in Silk Lingerie—"Room Robes" and "Hostess Gowns" in Negligees

NEW York heralds the "jacquette" blouse this fall as the newest interpretation of an over-the-skirt creation. This new mode is designed tight over the hips, bloused slightly just above, and made with a V-shaped neck opening, and a narrow shawl or notched reverse collar. The blouse trade has heralded the jacket blouse as an extremely smart mode, but has been undecided as to the correct costume with which it is to be worn.

For this purpose there has been created a bodice skirt, a garment built on the lines of a costume slip, modified to meet the requirements of the jacket blouse. The bodice top is plain, just as is that of the slip. The skirts, however, are pleated in one way or another, and since the materials used are of sufficient weight and of textures suitable for outer apparel, they are essentially made to be worn as outer garments.

The bodice portions are made quite snug fitting, not as tight as a brassiere, but without superfluous fullness, and the garment, from shoulder strap to hem, is long enough to give the lengthened silhouette of to-day. Satin, crepe back satin, charmeuse and Canton crepe are among the materials of which the bodice skirt is made. Different types of pleating are employed, one, a new accordeon box effect, being used on a Canton crepe number, while alternately wide and narrow side pleats and other arrangements are employed.

### Costume Slips Will Be Longer

Regulation costume slips for fall are made longer than the spring models, some 52 inches from shoulder to hem, the latter from six to eight inches wide and basted for more easy adjustability, a point worthy of consideration, since the dress length is such an uncertain element. Many of these are perfectly plain, others have a petticoat finish with hemstitching or some other elaboration.

Changeable taffeta and satin, radium silk and jersey will be the preferred silks for regulation petticoats for fall and winter, it is predicted. Widths have not changed but the favored lengths are 32, 34 and 36 inches. There are plenty of flounced numbers, with tucking and fine pleating but radiums and jerseys are often of the straight line type, with narrow folds of self material, forming spirals and scrolls. Scalloped hems are still seen.

Bloomer and slip sets are being shown by many New York designers, particularly in crepe de chine and sateens. The latter material is trimmed with fancy colored stitching and made up in plain tailored styles.

As for plain bloomers, the style dictate has it that the short sports length from 31 to 33 inches and the longer pantalette from 32 to 38 inches are both to be featured. These must be perfectly tailor-



*Left—Longer skirts require longer knickers —To meet this emergency a sport pantalette with shirred cuff is certain to become universally popular. Developed in nine different colors in fine Italian silk with special reinforcements to lengthen the wear. Below— Rollette Hose for evening wear. Developed in a lacy weave, these stockings are appropriate for dancing wear. Shown by courtesy of Perrin Kayser Company, Ltd., of Montreal.*



ed and many will show double elastic cuffs.

In nightgowns, new lines are especially prominent, above all as regards the sleeve treatment. "Sleeve" is a somewhat misleading term, for in most cases there are none at all but instead there are armholes, straight and long, running to the very waist line. Here they are squarely cut, which makes the bodice section narrower across than the skirt—a noteworthy point. When a genuine kimona sleeve appears, insertion is often used to create a Raglan effect. Many shoulders are laced together with ribbons. Strap tops are much favored on pleated gowns, and not a little Irish lace is thus used upon silk gowns. Modified bateau necks, on which black piping appears in contrast to the pastel tint of the garment, are considered as likely to be as popular as ever next winter.

Glove silk nightgowns are now promised as definite leaders, these garments being strictly tailored in character, such colorings as mauve, green, canary, etc., being considered good. Some new striped effects of the glove silk are being shown which combine the shades in such effects as canary and mauve, etc.

Vivid peasant embroideries are being exploited upon silk jersey not only on bloomers and vests but on slips as well. Such color combinations as bright reds, yellows, blues and greens are combined in a sort of cross stitch design and are altogether novel and charming.

**Silk Lingerie Shown In Finer Qualities**

Where silk lingerie is concerned for next season, the quality of the material will come in for more than usual consideration at the hands of purchasers. No longer will cheap, flimsy silks pass muster, but qualities must be superfine in texture. Many of the exquisite imported novelties in undergarments just arrived from abroad demonstrate what fineness can actually be, where lingerie is concerned. Little lace is used upon these more delicate qualities but much drawnwork and a good deal of net is employed. In one set seen, the material used was canary crepe de chine with net frill borders and insertions dyed to match and an alternating insertion of mauve. The gown had the insertions running down from the shoulder on the sides, giving a long waistline effect. A burnt orange gown was elaborated with mauve flowers appliqued on net and sewed upon the silk fabric of the garment.

Wing sleeves, which are merely rippling draperies at the armholes are probably most likely to command active attention as far as nightgowns are concerned.

**Two Types of Negligees**

Negligees shown in New York this month are of two distinct types. One group is termed "room robes," while the other is known as "Hostess gowns."

Long graceful lines that contribute no definite silhouette but are nevertheless varied in each model, dominate the "Hostess gown" which favour such colors as all black, taupe greys, dull blues and so on. Much soft veiling of chiffon and the ciré laces is noticeable and a number of novel touches of metallic lace are introduced as trimming upon the more elaborate gowns.

Room robes are made on wrappy lines, with diagonal front opening and generally draped. Velvets are likely to be extraordinarily popular for such garments this winter.

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**FALL FORECAST ON LINGERIE SUMMARIZED**

Where real laces are concerned, there is nothing new to report. Filet leads and Irish takes next place, sharing it with narrow patterns of Valenciennes. As for the imitation laces, there is increasing use of Binche, along with Valenciennes and of course, the Calais pattern in great variety.

The two-piece set, vest chemise and step-in drawer, seems to have temporarily passed from favor. Those factors who make this comment argue that it will probably revive as a holiday proposition, but will not be an important item in regular Fall stocks. It is still shown in lines, but not given the prominence that it had early in the Spring.

Instead, the envelope or step-in chemise bids fair to return to its former glory; at both the popular price and better end. Few modifications of style import are possible for this garment, other than a vestee arrangement of lace trimming, or side circular flares set in the sides of the garment at the bottom, and these are the exception rather than the rule.

To revert to style comment, it can now be said that the trimmed garment is coming back with a good deal of force. Wholesalers who have heretofore concentrated on severely tailored types are receiving requests from their accounts for a little more elaboration. The lace trade reports increasing sales to undergarment houses. "Trimming" is, of course, a matter of degree, and varies from what might be called a semi-tailored style to the very showy and elaborate thing.

A garment that is being given increasing prominence is the brassiere top step-in combination. In some instances this is a patented garment, but many houses are making it whether it is patented or not. Most often the brassiere section has a back fastening, though one house is making it with hooks at side. This is fitted onto the step-in section which generally has elastic at the sides of the waistline to make it adequately adjustable to the individual figure. The comment is that this idea is going exceptionally well for such a new one, and some factors go as far as to predict that it will revolutionize undergarment designing.

# The Making of Corsets

**Heat and Light Injurious to Manufactured Article—The Process Described**

Garments which are made of elastic need careful handling according to manufacturers of elastic lines. Now that a large proportion of corsets have elastic in them and that the all-elastic corset and girdle are so prominent, salespeople should receive special instruction in this regard. The Canadian representative of F. Longdon and Co., British manufacturers of elastic material, informs Dry Goods Review that he finds many stores where elastic lines are being subjected to light unnecessarily. Heat is also very injurious to it. Elastic should not be exposed for any length of time in the window or near a radiator. It should even be boxed when lying on the counter.

Several salesmen for elastic corset lines, say they have been refused orders for this type of garment because merchants are afraid to handle it. They think that if clerks are instructed to dispose of stock in the order of its arrival, much of this trouble would be overcome.

Because elastic may become injured when exposed to strong light or heat in the store, does not mean that it is sold at a risk to the customer. When in use, elastic corsets receive very little light and the heat of the body is not sufficient to injure them.

Our representative called recently on the factory of F. J. Allward and Co., where corsets and girdles are being made from tricot and from elastic supplied by the Longdon Company. The elastic comes in webbing which is the full width of the corset required, so that the sewing together of narrow strips is entirely eliminated. Moreover, the elastic is frilled at top and bottom while is being made. This gives the manufacturer a minimum of trouble because two of the most important operations—the putting together of the material and the finishing at top and bottom—are done before he receives the elastic. The webbing itself is made of red rubber which is said to be stronger and more elastic than black. The cutting into sizes, the boning, and finishing are the only major operations required in making these corsets.

There are many different opinions as to the best boning material on the market. Several manufacturers of corsets, girdles and brassieres believe that the ideal one is made of steel which comes from Sweden and is treated in Ameri The preparation used in dipping is a solution of celluloid and rubber. It was invented just after the war by a German who sold his rights to an American manufacturer. It is claimed to be absolutely rust-proof and will not wear off.




**Style 0917.** Fancy Pink Rubber top. Sizes 19-28.....$15.00 doz.




**Style 364.** Pink Coutil with Semi-rubber top and Patented "Diamond" skirt gore. Sizes 20-28. $24.00 doz.




**Style 314.** Pink or White Coutil for full figures. Reinforced front. Sizes 24-36. $30.00 doz.




**Style 502.** Semi-rubber top. Pink Coutil. Sizes 20-30. $18.00 doz.




**Style 549.** Pink Coutil. Rubber top with Extension back. Sizes 22-32. $30.00 per dozen.




**Style 457.** Pink Coutil. Rubber top with patented "Diamond" skirt gore. Sizes 22-32, $36.00 doz.




**Style E-401.** Pink rubber and Coutil Wrap-around. No lacings. 10 inch depth. Sizes 21-28. $15.00 doz.

Selected good selling models:
**Back Lace, Front Lace, Elastic Girdle**

# Warner's Rust-Proof Corsets—

## (Made in Canada)

6% 10 days, 5% 30 days, 30 days extra. F.O.B. Montreal.

**The Warner Brothers Company**
**356 St. Antoine St. Montreal**




**Style E-928.** Solid Pink Rubber Wrap-around. No lacings. 9-inch depth. Sizes 22-30. $18.00 per dozen.

# Gossard Corsets Are Selling More Easily and in Larger Quantities Today Than Ever Before

REPORTS from merchants in all sections of the country indicate that the present line of Gossard merchandise is the easiest to sell they have ever had. This statement is substantiated by figures that show the largest volume of sales in the history of this Company; a substantial gain that would be gratifying to any organization, anywhere, under any circumstances.

Surely this public preference for Gossard Corsets can result only from the conspicuous superiority of the product—the scientific exactitude with which Gossard Type Corsetry meets the trend of public opinion and demand. "Personalized Style," "Health Conservation"—these are the new terms in which the modern woman talks of fashions. These are the very fundamentals of Gossard design that protect the health, youth and comfort of women of every figure need with special corsets scientifically proportioned to give them the ideal figure of their type.

Are you selling corsets in this modern way—the Gossard Type Corsetry way? It demands a little more skill, a little more care in fitting, a *smaller* and better selected stock—but you can make more money on a smaller investment in a shorter period of time than you had thought possible. You will sell corsets to women you never sold before. You will make more satisfied customers and more repeat sales. In a word—*you'll make more money.*



*Model 200, one of the famous Gossard models that is having a phenomenal sale at the popular price of $2.50.*

It is surely worth trying; it is a simple, understandable method of corset merchandising that will give you control of the profitable corset business in your buying community. Leadership always belongs to the pioneer.

This month, September, begins a national advertising campaign that will reach every woman of the city and farm communities in a comprehensive way never accomplished before. Added to the natural public preference and demand, this sales promotional work will make Gossard Corsets and Brassieres the most easily and quickly sold articles of merchandise in your store. If you would like to know more about our selling plans, a letter will bring a prompt reply.

## The New Longerlyne Brassieres




Because these new models offer so many women what they have so long wished for and never been able to find, they are selling with a rapidity that makes generous profits. They are especially designed to meet the needs of those hundreds of customers who require special shaping to properly support and flatten the diaphragm and who need added length to prevent their brassieres from slipping up over the low tops of the modern corsets. Don't lose this profitable business. Complete samples will be sent upon request.

The CANADIAN H. W. GOSSARD CO. Limited

*366-378 West Adelaide Street, Toronto*

*New York Chicago London Sydney Buenos Aires*



# "P.C." Corsets

RUST PROOF

GUARANTEED



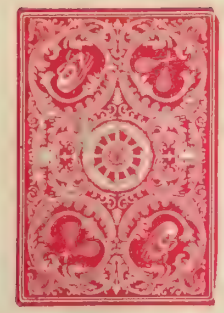
## The Versatile Corset

When you stock a full line of P. C.'s you're able to meet all comers. The P. C. range is extensive enough to supply a corset for every type of figure for every occasion.

**PARISIAN CORSET MFG. CO., Limited**

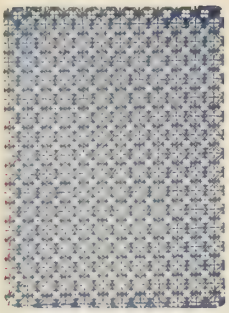
QUEBEC

**Montreal.** **Toronto.**


Sports


Golfer


Colonial Bridge


Buffalo (Poker)


Pyramid

# SPORTS DESIGNS



## How many people come into your store in a day?

Count them—their number will surprise you!

Everyone of them can use Playing Cards—in fact just await your suggestion that they buy.

Figuring *every* customer as a Playing Card user, send your jobber an order at once for a stock of our Playing Cards.

**CONSOLIDATED**
**LITHOGRAPHING & MANUFACTURING COMPANY,**
**LIMITED.**
**MONTREAL, CANADA.**

# FRENCH GLOVES

**Charles Perrin & Cie.**
Grenoble, France
**Kid Gloves**

**Guibert Freres**
Millau, France
**Lamb Gloves**

**Bellon, Cochet & Cie.**
Lyons, France
**"Torpedo" Fabric Gloves**

**Etienne, Fevre & Cie.**
Troyes, France
**Fabric Gloves**

We take pleasure in announcing to the Canadian trade that the above well-known makes of French Gloves are now being shown for Spring 1923.

*Our representatives will call upon you at an early date.*

Sole Selling Agent for Canada

## Chas. Mouterde

*(United Makers)*
80 Wellington Street W., Toronto



**Miss PEGGY O'NEILL.**
**Savoy Theatre.**

Never have I seen such wonderfully beautiful reproductions of Oriental Pearls. If you can't have real ones, you must try "Cintra," the next best thing.



**JOSE COLLINS**
**The World-Famous Operatic Star, writes:—**

.....I am delighted with my rope and bracelet of Cintra Pearls. When I wear them together with my Oriental Pearls, my friends are unable to distinguish the difference. It affords me great pleasure to inform you that your Cintra Pearls are undoubtedly the finest reproduction I have ever seen.



**Miss PHYLLIS MONKMAN,**
**Palace Theatre, London.**

I am very proud of my Cintra Pearls. All my friends admire them and think that they are real.

## Owing to the great demand for

# CINTRA PEARLS

**throughout the United Kingdom and the Colonies, we have decided to appoint AGENTS in towns where we have not already arranged representation,** in order to give the purchasing public an opportunity of seeing these **WONDERFUL REPRODUCTIONS OF THE COSTLY GEM.**

Not only will this obviate the personal visit to the London Stores or our own showrooms, but it will bring the local retailer into immediate touch with the requirements of his customers. He will also be then in a position to personally supervise each individual inquiry for CINTRA PEARLS.

THE ABOVE PHOTOGRAPHS, WITH THEIR PERSONAL RECOMMENDATIONS OF THESE CELEBRATED ARTISTS, will alone testify as to the recognised beauty and wonderfully realistic quality of CINTRA PEARLS, which are, without a doubt, the WORLD'S FINEST REPRODUCTION OF THE ORIENTAL PEARL.

None of these well-known actresses would, under any circumstances, wear gems that would reveal the slightest suggestion that they were anything but real.

CINTRA PEARLS are supplied from our own Laboratories, and are on sale at the largest stores in the world.

Retailers are supplied by us with Booklets bearing their own names and addresses as AGENTS, together with Showcards, Photographs of the above Actresses, and their personal recommendations, Showcases, Ivorine Fixed Selling Price Tickets, etc., Free.

*OFFICES AND SHOWROOMS OF:*

**The CINTRA PEARL Ltd., 11, Argyll Place, Regent Street, London, W.1, England**

**Fixed Retail Prices** **Quick Seller** **Liberal Trade Terms**

Gold Medal Awards: Paris — Brussels.



Grand Prix: Lyons — Turin

# Lace Veils on French Millinery

## Many Paris Hats Have Only the Lace Veil as Decoration—Draped Around Crown or Hung From Side or Back—Elaborate Millinery Models in Feathers—Featuring the Ostrich Fan Again—Gay Colored Handkerchiefs

MANY PARIS hats have the lace veil as the only decoration. Sometimes it is draped around the crown but often it is hung from the side or back. Lace is also featured for the brim itself. Fashion shows in Paris, Berlin and London make a great deal of lace of almost every kind. The Spanish variety is one of the favorites, although all of those featured in the last two years are still in vogue in those centres.

It is said that Americans are not buying as extensively as was expected but when the great increase in lace manufacturing which has taken place in the United States is taken into consideration, the falling off of imports can be easily explained.

Veilings are also reviving on the continent. Black is very strong in both veils and veilings but some shades of blue, castor and taupe are also good. Many of these veils are combined with lace. Borders of lace in two colors are very strong. Picot embroideries are also in demand on veilings of the most expensive type.

Auto scarfs are made of both Spanish lace and Shetland. These are very good in Paris and many of our importers are looking forward to business in them. The colors which are used in these are marine blue, sunset (a light tango) Sahara and champagne.

The hexagonal mesh is again shown in veilings by the yard. In the very fine silk veils, the hexagon is less than a centimetre in diameter. Some of these have dots and all have a lace edge. Chenille is used this year again for dots.

One of the strong notes which buyers have brought back from Paris is that the veil is used to trim the hat rather than for its original purpose. On those which are designed as evening scarfs or which hang from the hat to the right shoulder, tulle and metal are two favorites. Face veils have edges of metal as well and the correct thing is to allow them to hang at an angle when worn over the face.

### Beads and Beaded Bags

One importer in Toronto brought over three hundred beaded handbags from Paris. These arrived in the show rooms on September 5. On September 13, only 30 bags were left. So there is no doubt that the trade is taking kindly to them. There are two grades of bags to be bought; those which are made in Czecho-Slovakia and which retail at not more than $15 and those from France which sell for at least $35. The difference is in the combination of colors. Importers say that the French understand harmony of colors as no other people in the world do. The beads in these bags come from Czecho-Slovakia.

Girdles are again seen in Toronto houses. They are a better grade than those of the Spring and for that reason may not have as great a distribution. Black and white, the white being of French celluloid or bakelite, are prominent. There is less of the metal chain than formerly, since the whole girdle is made of links or strips of the same material as is used in the ornament.

Czecho-Slovakian glass beads are much more elaborate this year. Instead of the simple cutting to which we were accustomed in other seasons, most of the beads have many sides or facets. The white ones which are particularly favored, resemble diamonds because of this cutting.

Then there are the beads which are hand-painted in contrasting colors and others which are cut irregularly and filled with a composition resembling a mineral deposit. All shades are very good, the yellows, the reds, greens and black being probably the best.

### Feather Fancies Show Promise

Already many of the novelty feather ornaments have been picked up by retailers who are showing elaborate millinery models. Burnt peacock and burnt coque have been made into various types of mounts, some attractive, some very much the reverse but all well-liked among the trade. These are fairly expensive, ranging at wholesale price from $1.50 to $12. One traveller says that he is selling more at the higher than at the lower price.

Curled ostrich is shown in bands which go around the crown; to these are attached willowed strands to sweep the shoulders. Then there are many ostrich ornaments for evening gowns. Most of these are in the bright colors, the centre being of a contrasting shade.

All of the fashion shows both in Toronto and in American cities are featuring the ostrich fan again. This tends to be of medium size so far but there is no doubt that every type will be worn later on.

Linen handkerchiefs of delicate tint are very much in demand. These are usually embroidered in contrasting shades or in darker tones than the handkerchiefs themselves.

Even the very old ladies are saying to the salesgirls, "Please let me see colored ones." They may choose lavender, or black and white, or even one of the giddy new shades but they simply will not have the all-white. The plain white handkerchief has passed into oblivion for the time being. The few one sees in the stores are embroidered in black or in color.

Buyers who like to know what things are ahead should watch for the new handkerchief fad promised for next Spring. The Paris resorts have been using it for the last month and at least one of the New York shops is showing it for American Winter resorts. This is no other than the gaily colored silk kerchief worn about the neck with the sports costume. It is made of georgette or silk crepe and folded in a fichu over the shoulders. This fabrication is supposed to protect the neck from sunburn and also to give the skin a whiter appearance because of the very bright hues of the kerchiefs. To make the costume complete, another smaller handkerchief is worn knotted at the wrist. It must of course be of the same color as the other.

### Narrow Tinsel Ribbons

The retailer who stocks plenty of ribbons of metal finish can make no mistake this Fall. The narrow widths will be better than the wide ones. Picot-edging will be strong both in the satin and the metal ribbons.

With the opening of school, retailers report better business in hair-ribbons than during the Summer. Checked and striped effects are best in these. For millinery, the very wide satins are in demand, those which will make up into bows at the back being asked for most of all. Black and the dark shades are probably the best in these.

Side panels on short dresses to give a longer effect is helping the ribbon trade though this will not last longer than a couple of months because most women will have their new gowns by that time.

Narrow velvet ribbons in the high shades are moving satisfactorily, according to Toronto buyers.

**Travellers Are Now Out with Complete Lines**

French Ivory.
Greeting Cards and Post Cards for every Season and occasion.
Novelties for Christmas, Hallowe'en, St. Valentine and Easter.
Pennants, Cushions, etc.
Tags, Seals and Cards, Toy Books.
Souvenir Novelties (Biggest Range in Canada).
Conservo Lunch and Bib Sets.
Christmas Stockings.
Celebration Goods. Powder Puffs.
THE PRODUCT OF FIVE FACTORIES WE OWN OR CONTROL.
We are the Canadian Representatives of S. Langsdorf & Co., New York City, makers of the best popular priced line of French Ivory Toilet Lines, Toilet Sets and Manicure Sets in the United States.
We have a catalogue worth having. Your name on a post card brings it.

PUGH SPECIALTY CO., LTD.,
38 to 42 Clifford St., Toronto, Canada.

# Promoting Sales of Toilet Goods

## Feature Specials for One Week of Certain Articles—Helping Women With Their Complexions—Assisting in the Selection of Perfumes—Soap Week Good in Early Autumn—Free Samples Help to Promote Bigger Sales

SEPTEMBER is none too early to begin a special campaign with toilet goods, which should be unusually successful because women are vitally interested in repairing the ravages of hot sunny days on their complexions as soon as autumn social activities commence. Furthermore, toilet goods present more opportunities of interesting all types of people than perhaps any other line of merchandise in a store. There are several aspects of selling which might be considered during the early fall months, including the following suggestions given to Dry Goods Review by a toilet goods department manager in a Montreal store.

A series of "weeks" featuring one line for six days, such as a Soap Week, a Perfume Week, a Powder and Cream Week or a Hair Goods Week. There are of course, plenty of other items which could be equally well featured, but these mentioned are particularly suggestive of selling possibilities.

In following up any of these ideas there are certain principles which apply to all equally well and which should be carefully planned out before any week is put under way. Take the case of the Cream and Powder Week, the very name of which suggests thoughts of beautifying. The essential thing to consider in putting across this event is to have a well assorted stock of really high-grade cosmetics such as can be sold with every confidence. If there is a leader in the department in the way of a special brand, it should of course be given emphasis but care should be exercised that this brand does not receive too much pushing, a result which can only have the effect of advertising this special make rather than conveying the idea that there is a special cream or powder for each individual type. That is the idea in a nutshell.

### Rejuvenating Complexions Pays

The average woman is fully conscious of her shortcomings as regards her personal appearance or she would not be such a constant purchaser of beautifying cosmetics. Therefore the important point to accent is her own individuality. In selecting the stock to give prominence to, the department manager should keep in mind the various common complaints such as oily skins, dry skins, enlarged pores, fine lines, chapped skins, and even sunburn and freckles. For each of these common ailments there is a reliable preparation on the market, and with a sales staff sufficiently versed in the rudiments of selling toilet goods, it is only a matter of proper advertising to register a success. Some of the ideas tried out by this Montreal store in this connection might be summarized thus: Have a demonstration table adjacent to the main department, on which are set as many jars or cans of the products to be sold as possible. Have the goods representative of varied needs, including cold cream, vanishing cream, skin astringent, massage cream and a healing cream for skin eruptions. Also have on hand various makes of face and toilet powders in the different complexion shades and keep a bowlful of tiny bits of antiseptic cotton so that customers can test out these new powders for themselves. There are talcum powders innumerable for every member of the family and an effort should be made to educate the customer to buy the right sort rather than because a certain scent appeals to her. There is a talc for babies, for men and also for blondes and brunettes. It is well known that the bulk of toilet goods sold are not bought wisely or with proper understanding of their respective merits. Consequently, if leaflets or special advertising copy can be prepared, imparting really educative information relative to the properties of each powder or cream, it should be possible to double and triple sales accordingly.

### Emphasize Personality With Perfume

Suggestive selling must be coupled with imagination and accurate knowledge. When a customer asks for a can of talcum powder and wants to smell a number of cans until she can decide which appeals to her most why not help her by enquiring her favorite scent and by asking if she has determined on the perfume which expresses her personality? This idea will strike her as being unusual and perfectly reasonable and given the proper help from the sales woman, the customer will make an effort to buy intelligently for once, and will be inclined to build up a set of toilet articles to harmonize. The great thing to emphasize is the folly of buying cheap toilet goods, and to point out the extreme care necessary to achieving and maintaining a good appearance.

It is not always necessary to buy an entire set of toilet goods made by one manufacturer. In some cases it is possible to build up an individual outfit by selecting here and there, in order to get just the right degree of perfume, or the exact shade for the complexion or the proper medicinal properties required. This method appeals to many women who would consider the purchase of an entire outfit of one brand as an extravagance, whereas a miscellaneous assortment does not seem such an outlay.

### Sell Soaps in Bulk

With most departments a soap week has the best chance of success and is generally exceedingly good during the early autumn. In the case of this product, bulk sales should be aimed at, rather than individual cakes. There are many reasons for this recommendation, not the least of which is the point of economy to the purchaser. Castile bars, bath soap and ordinary toilet soap should be sold in this way, with special price quotations on from three to a dozen bars.

Complexion soaps which are higher priced should be sold by the box of three wherever possible as good results can scarcely be expected from the use of a single cake. Germicidal or disinfecting soaps, laundry soaps and special kinds for washing fine woollens or laces can be equally well shown. Even soap dyes are not out of place in such an event.

### Free Samples For Trial

In either case, whether the Cream and Powder or the Soap Week be carried out, it is always a good plan to have on hand some free samples for distribution for even though the latter may not receive a trial first, the slight attention pleases customers and is not wasted. The store name should be on the samples in any case. Placards should be placed around the store and in the elevators to give additional emphasis to the week, and should be worded in a manner a little different to that usually read on placards. For example, one card could be arranged to have one or more cans of talcum powder attached to it, with some such wording as this: "We recommend this talcum as the most daintily perfumed, finest quality powder that we know of. Let us show you. Price 35 cents a can."

When a perfume week is planned, do not overlook the possibilities of Lavender, which can be sold in bulk or in artistic receptacles. Play up the idea of scenting linens with this old world perfume and recommend it in bags to be hung up in closets with clothes or on the linen shelves. Advise it in perfume form to all old ladies and emphasize its medicinal properties in the sick room.

In selling other perfumes, never offer heavy odors to young girls or to elderly women. Only delicate odors should be sold to either type of customer, and generally the old favorites such as violet, sweet pea and lily of the val-

(Continued on page 98)



# Christmas Toys

*Now in Stock Ready*

## For Immediate Shipment

***Our New Catalogue will be Ready early in October***

*It will contain the largest assortment of holiday goods shown in Canada*

Imported Mechanical Toys
Games, Novelties
Imported Dressed and Jointed Dolls
Christmas Decorations
Toilet and Manicure Sets
Fitted Work Baskets
Art Metal Ware
Christmas Cards
China and Glassware

***Copy of Catalogue sent to Dealers on Request.***

# NERLICH & CO.

146-148 Front Street West, Toronto, Ontario




# "FAIRY QUEEN"—THE NET THAT GETS AND HOLDS THE TRADE FOR YOU!

Put up in attractive packages as shown above. Six colors: Dark Brown, Medium Brown, Light Brown, Auburn, Black and Blonde.

A real Hair Net with a full guarantee—"Any Fairy Queen Hair Net found imperfect on opening will be replaced free of charge if returned at once in original envelope."

Don't be satisfied with the Hair Net business you are doing now —increase it by handling "Fairy Queen" Nets.

## Handkerchiefs for the Holiday Trade

We have a special assortment of—

**LADIES' SWISS LAWN HANDKERCHIEFS** embroidered in white and colors.

**CREPE DE CHINE HANDKERCHIEFS,** assorted white with new printed patterns, also solid colors.

**PONGEE HANDKERCHIEFS,** natural shade, with rolled crossed-stitched border in contrasting colors. Also corner patterns with colored thread inserted in attractive designs.

To retail at 25 cents and 50 cents.

See our full line of Men's Plain and Twilled Silk Handkerchiefs.

**Be sure to ask to have our representative show you these special numbers.**

## G. R. GREGG & COMPANY, LIMITED

50-52 York Street - Toronto

**Warehouses also at Winnipeg and Vancouver**

## Dominion Hemstitch Work Co.

MONTREAL

Manufacturers of

# FINE HEMSTITCHED HANDKERCHIEFS

FOR THE WHOLESALE TRADE ONLY

**Selling Agents:**

WESTERN PROVINCES:

**Jones & Smith**
403 Canada Building
WINNIPEG

ONTARIO:

**Charles M. Lindsay**
88 Wellington St. West
TORONTO

MARITIME PROVINCES:

**E. H. Cairns**
60 Princess Street
ST. JOHN, N.B.

MADE IN CANADA BY CANADIANS
FOR CANADIANS

## Do You Know Our Full Lines?

If you want to stimulate your Fancy Goods and Baby Departments, get in touch with us—we are anxious to serve you.

*Knitting Wools, Angora Wool*
*Cluny and Madeira Linens*
*Baby Goods---Rattles, Bibs,*
*Diapers, Hand-made Jackets,*
*Bootees, Toques, Overalls.*
*Novelties in Stamped Goods*
*Towels, Pillowcases etc.*

Let your store be known as one that carries the above lines. They will add to your reputation as well as your profits.

## Hambly & Wilson Limited

11 Wellington St., W., Toronto

## THE LARGE HAT

*is here and Ostrich lends itself distinctively to trim the wide drooping brims---*

***Pom Pom effects***

in the new Persian colorings.

***Willowed Pom Poms***

in soft drooping creations, together with burnt Peacock in its various forms.

***Coque Mounts***

in the new "Firefly" effect.

We have ample stock in all the wanted styles for your Fall trade.

**As Always**

*"The New Things First"*

**THE BOUTONNIERE**

An attractive, neat accessory for Fur Coats made up in bright colors and metallic effects, priced low.

**Stocks carried in Ottawa-Montreal-Winnipeg**

**DOMINION OSTRICH FEATHER CO., LIMITED**
**78 Wellington St. West. Toronto**

**Representatives:**

H. B. Taylor, Mappin Bldg., Montreal.
J. G. Martin, Hammond Bldg., Winnipeg.
E. R. Briggs, Western Ontario.
J. A. Ayearst, Ottawa.

# Buy "Made in Canada" Goods From "Julian Sale" Lines



Presenting for your selection for present and holiday trade the largest and finest range of leather goods and novelties that has ever carried our name—more lines—bigger lines—better lines—attractive lines—popular selling lines—just the lines for the better trade—ready for immediate shipment. See our travellers—or order direct.



## OUR NEW CATALOGUE - NO. 43

Is on the press—the illustrations are direct photographs from the JULIAN SALE goods—the descriptions are adequate—the buying instructions are comprehensive—"No. 43" will prove a useful buying guide—drop a card for a copy—will be

READY FOR MAILING - OCTOBER 15th.

The Julian Sale Leather Goods Company, Limited

**600 King Street West, Toronto**

# Again—

True to our tradition of ever producing first the new ideas that give selling impetus and profits to our customers, we announce one of the biggest innovations in our history.

*Your sales instinct, your experience as a merchant, tell you how women will revel in bags of Whiting Sunset Mesh. Prompt display in your windows of this innovation will enhance your reputation for showing the new things first, and bring a new quick profit.*

"Gifts That Last"
MESH
WHITING & DAVIS CO
BAGS

# Whiting

## "SUNSET MESH"

A new invention. Controlled exclusively by Whiting & Davis. A mesh with the color combination of red and green gold and platinum finish; an oriental multi-tone effect that brings to mind the broad-striped tents and gorgeous trappings of the chiefs of ancient Araby. Made in both soldered and unsoldered mesh.

Whiting & Davis Company
*(L. W. Cooke, Manager)*
Sherbrooke - - Quebec

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**2 COURS DES CHARTREUX, LYONS**
**FRANCE**

**Manufacturer of**
**NATURAL HAIR & SILK HAIR NETS**

**With Elastic**
**QUEEN OF BELGIUM LEADER**
**PAULETTE**

**Without Elastic**
**GALLIA CAP**
**COIFFURETTE—NEC PLUS ULTRA**

**ELASTIC VEILS**
**Madalon**—In cabinets of 12 dozen each.
**Elegant**—In cabinets of 4 dozen each.
We carry these lines in stock.

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**Our great need of today is knowledge of world markets and of world finances.**

Are you interested in the great, commercial and industrial transactions, the transportation difficulties and the financial problems that affect the product you sell?

You will find a concise and easily read digest of these questions weekly in THE FINANCIAL POST.

A sample copy will be sent gladly on request.

**The Financial Post**
**143-153 University Ave. - Toronto.**

# *WHAT THE PUBLIC WANTS TO-DAY*

## Quality Goods at Moderate Prices



10 226

**New Pouch Style**

Made in One Piece Chiffon Velvets—Assorted Colors—Filigree Gold Finish Frame

- Avenue Bags
- Lucille Bags
- Shopping Bags
- Beauty Boxes
- Toilet Cases
- Frame Purses
- Combination Purses
- Card Cases
- Bill Folds
- Collar Boxes
- Music Cases
- Letter Cases
- Ladies' Belts
- Manicure Cases
- Photo Cases
- Military Brush Cases

*Let us send you a few up-to-date samples*



16 923

**English Avenue Bag**

Made in Morocco—Velvet Calf—Beaver Calf—Moire Silk Lined

**Winnett & Wellinger, Limited**

Manufacturers of High Grade Fancy Leather Goods

348-350 SORAUREN AVENUE TORONTO

—ESTABLISHED 1905—

# *Are You Meeting the Demand?*

To strike the line of least resistance in serving your customers put your novelty needs up to us. We are particularly well stocked with all that is new and the prices will insure quick turnover.

In Kimonas and Hosiery we have a splendid assortment. Samples sent on request. Do not have your salespeople say "we are out of that." Order now and be sure.

# Novelties Limited

MONTREAL - TORONTO - WINNIPEG

# Varying Prices Create Difficulties

## Importers of Lines From Central European Countries Find it Hard to Fix on Any Price for Their Merchandise Owing to Rapid Changes in Exchange and Other Costs—Deliveries to Canadian Houses Are Uncertain

IMPORTERS of smallwares, fancy goods and novelties which have their origin in Central Europe, find it necessary to adopt very careful measures in disposing of this merchandise. It will no longer be possible, one Toronto buyer informs Dry Goods Review, to sell "on import," which means taking orders for goods which have not actually been received by the importer. Previous to the war and since the renewal of commercial relations with manufacturers in Europe, our importers have always tried to expedite deliveries to wholesale and retail houses in Canada by accepting orders at prices which held when these goods were bought. This is no longer possible.

A buyer for a notions and fancy goods house in Toronto, says that not one of the hundreds of lines he placed order for during his last trip to Austria and Germany, is selling at the same price as it was then—the latter part of June. In fact, in every manufacturing house in these countries, buyers are given to understand that prices as quoted at the time are not binding.

### Prices Change Over-Night

If there were any certainty that prices would be subject to either an upward or a downward tendency, the situation would not be so difficult. As things are, however, an article may be doubled in value tomorrow and drop to one-third of its first price on the following day. Manufacturers in these countries admit that they themselves do not know what prices to ask. Then the exchange situation makes things even more complicated. Our informant says that neither buyers nor sellers know what course to pursue in arriving at a method of calculating kronen and marks in sterling and dollars.

Of the three countries—Germany, Austria and Czecho-Slovakia, which this buyer visited, the last named is by far the most stable. Because of the glass bead industry, these people have improved their condition one hundred per cent. in the last year. Composed as they are of Bohemians and Austrians for the most part, their only trouble lies in friction between the races. Their government is doing everything possible however to make this country a power in the commercial world.

### Living on Two Dollars a Day

Canadians who visit European countries are able to live like princes on ten or twelve dollars a week. In Austria, the best room in the best hotel can be had for $1.10 and meals may be obtained at from 30 to 40 cents, these meals being always of four or five courses. To do this requires the carrying around of 2,000 000 or more kronen for current expenses. A taxi-driver for example, will accept a tip of 1,500 kronen with only the ordinary amount of gratitude.

### What Czecho-Slovakia is Making

Here are a few of the things which may now be obtained in this little country. (Some of them are produced in sufficient quantities to supply the world so it is no wonder that a people who three years ago lived in huts are now dwelling in white stone homes in towns which are surrounded by beautiful highways for miles and miles.) Glass beads, enamelled brooches, cheap pins of every kind with the name of any country or city in the world if desired, mirrors with metal frames, pocket knives, imitation briar pipes, dolls, stick-pins and hair-pins with flower ornaments made of paper, spun glass novelties, needles and needle books of all kinds, religious pictures in metal frames, safety-pins, dress-fasteners and crotchet hooks (the last three being better made and cheaper in Canada).

Those buyers who patronize Austria obtain from this country metal ash-trays and metal stationery sundries, cherry-wood pipes, leather handbags, erasers, pearl collar boxes, wire arm-bands, lead pencils, pen holders, rubber balls, aluminum and steel thimbles, manicure sets.

It is noteworthy that many buyers like to get in Canada as many of these things as is possible, because they are so tired of the outrageous prices which foreign makers are asking under the guise of coping with the exchange situation. In the long run, they say, Canadian prices are better. One large importer makes the assertion that in almost every line which our manufacturers have attempted, they make better grades than can be obtained in Europe. Take safety-pins for example; one manufacturer is ready to put on the market a new line of brass pins with guarded ends, which is better than any that can be imported. They are named after a well-known toy so that mothers will remember to ask for them a second time. Thimbles are another item. Although our buyers have been getting these from Germany and Austria for many years, they admit that none of them are equal to those made in England.

### Will Sell Only From Stock

As long as the present situation lasts, over in Europe, one house at least intends to adopt the policy of selling only when they have this merchandise in their warehouses. If they are forced to pay at the prices ruling on date of delivery, they will have to sell in this way, although it will slow business up considerably. Most of the big factories on the continent are adopting a very independent attitude toward buyers, especially toward Canadians whose orders are comparatively small. They will not promise delivery within any set time and importers have learned not to expect them under four or five months.

This plan will not be used of course for French goods, which can be obtained at prices prevailing at time of purchase and which are delivered in reasonable time.

## OBITUARY

The passing of Alexander Archibald Allan, president of the well-known wholesale hat and fur firm of A. A. Allan & Company, Limited, at his summer home, Invermara, Atherley, Lake Simcoe, removes one of the foremost leaders in business in Toronto and a man of force and energy with a positive genius for achievement.

Mr. Allan was brought to Canada as a child from the Orkney Islands. He came to Toronto about the year 1859, when that city had a population of but 50,000.

William McMaster & Nephews, and Bryce, McMurrich & Company were then the two big wholesale concerns, and Mr. Allan was engaged with the first-named concern for four years, following which he took out samples for a Glasgow house dealing in wholesale millinery. He covered the principal towns of the province. In this connection he later added dry goods samples for another Glasgow house, and became associated in business with his brother, James D. Allan, the two brothers dividing the territory between them.

An opening then came in the hat and fur trade, resulting in the establishment of the business which now bears the name of A. A. Allan & Co.—the only firm then in business which is still carried on under the same name.

## PROMOTING SALES

(Continued from page 91)

ley are sufficiently delicate to appeal to both. Such heavy scents as musk or amber call attention to the wearer's person and should only be used by women of a marked individuality.

In any case, good looks are absolutely indispensable to the sales girls of a toilet goods department, and a clear skin, well cared for hair and nails, are assets not to be compared with even the subtlest advertising.

# The Manufacture of Silk Threads

## No Matter What the Ultimate Article May be, the Process is Identical in Initial Stages—Sorting of the Raw Silk—Drying and Winding the Delicate Strands—Twisting and Cleansing the Silk—The Finished Product

ALL the various forms of silk threads are derived originally from the self-same source and despite the wide difference in their ultimate uses, the process of manufacture is identical in the initial stages. So, whether the silken threads be destined for ordinary stitching or mending, or for knitting sweaters or crocheting neckties, the incidental steps are uniformly alike in each instance, beginning with the arrival of the raw silk from Japan or from China in bulky packages covered with matting. These bundles of silk contain a number of smaller bundles known as "silk books," each containing in its turn several skeins of the silk.

This raw silk is not graded when it first comes but must be sorted out into fine, medium and coarse grades by a skilled judge, who tests each skein to determine its quality, and then drops it into a cotton bag which is large enough to hold some 25 pounds of the silk, according to its quality, there being a bag for each grade. When the bags are full the contents are placed in a tank overnight, in a solution of water, oil and soap and the silk is hung across bars so that it cannot become tangled. Next morning the silk is wrung out on a wringer which whirls the skeins around for a few minutes until they are practically dry. The remainder of the drying process is completed in a regular drying room where steam pipes and electric fans are installed.

Once the silk is perfectly dry it must be carefully examined to make sure that no roughness or particles of gum, etc., adheres to the delicate strands and later it is put on a reel called a "swift," hundreds of which are ranged on massive machines which wind the silk threads on to huge bobbins. So accurately do these machines work that if one of the delicate threads breaks, its reel stops automatically so that the broken ends can be tied together. When a bobbin is filled it holds about a tenth of a pound of silk.

### A Succession of Winding Processes

Another winding process follows the step just described, but this time a considerable number of bobbins enter into the process, depending upon how fine or how coarse the thread is to be. From two to two hundred bobbins, each with its slender strand combine to form one finished thread which is the result of all the strands being run together like an untwisted rope. This untwisted silk must next be spun into thread each inch of which necessitates some 15 revolutions of the silk bobbin. Still another spinning process follows in which several of the threads are run together, while lastly on another machine the bobbins are run in the opposite direction to twist the thread.

Another bath follows the twisting process, the spools being placed in water in order to stretch the threads. The bobbins are unwound on to a large roller and then again on to other bobbins to and fro through the water, the silk being given some 16 different immersions in this process. Lastly, in skein form it is dried and tied into bundles preparatory to being dyed in the proper colors.

### Cleansing The Silk

Before the dyeing process is begun, the silk has to be boiled in soap and water in order to free it completely from any gum which may still cling to it. This gum comes from the silk worm from which the silk is made and is not always dissolved during the preceding steps of cleansing. This boiling tends to reduce the weight of the silk as well as to sterilize it. It is then whirled on wringers to dry it before being placed in the dye solution. The latter contains not only pure filtered water but also a certain amount of soap suds, and the silk threads are dipped by means of smooth wooden poles held by the operators and turned as often as necessary until the right shade is obtained. In the case of very dark shades, an entire day is needed to attain a rich color. When the dyeing is completed the silk threads are hung on long bars and left over night in a drying room.

### The Finished Merchandise

The final process consists of winding the silk on the various containers in which it will be distributed to the trade, such as spools, cards, skeins, etc., according to the weight or purpose of the silk. Paper wrappers or bands are added and the necessary trade marks or other identifications stamped preparatory to boxing and shipping the finished merchandise.

From the foregoing description it can be more readily understood what the comparatively insignificant item of a spool of sewing silk or a skein of embroidery floss represents in terms of exacting labor and infinite patience.

---

The merchants of New Glasgow, N. S., held a bargain carnival in their city from August 22 to August 26. The success of the venture proved how much can be accomplished by a get-together campaign in which each merchant takes his part in doing something for all.

## HINTS ON SELLING HOSIERY AND GLOVES

The following suggestions with regard to selling hosiery and gloves will be useful.

In offering hose for a customer's consideration, endeavor to elicit the gown or costume with which they are intended to be worn.

The following principles apply:—

Silken hose should go with the most dainty gowns—tea, theatre, dance, etc.

For moderate means, good lisle thread hose look well, and are suitable for almost any occasion if needs must. These go well with voiles, etc.

Cashmere hose should be worn with tailored costumes.

If possible, the hose should be an exact match of the color of gown, etc. If this is impossible, a complete contrast of color should be suggested. Good taste will enable the saleswoman to offer the most suitable contrast, if a match is impossible.

### Gloves

Gloves are an important item, and the saleswoman should, as before, ascertain the occasion and the gown, etc. Good taste will here be sufficient.

For general wear, pale lemon or dark brown are generally suitable; but, for more affluent persons, there is an almost infinite variety of styles and materials for various occasions.

The main point is to offer the article most in keeping.

The foregoing is not intended as a treatise on the whole art of "salesmanship," but the endeavor has been to suggest a short series of rules by which satisfied customers can be secured.

The principles mentioned should be carefully studied, and, when a customer enters for hat, gown, costume, or the smaller items of hose or gloves, the main points should be quickly weighed up, and, having also gauged the probable extent of the purchaser's means, the saleswoman will be able to produce the ideal article in most cases.

---

Bain's Exclusive Ladies' Store opened up in new quarters at their old location in Owen Sound, Ont., on August 19.

**BEADS**
**for all purposes**
LARGE VARIETY. IMMEDIATE DELIVERY.
Bead Necklaces — Girdles, Earrings—Bar Pins—Combs and Hair Ornaments.
Mail orders have our prompt attention
THE BEAD HOUSE
**R. A. PHILLIPS**
77 York St. PHILIPPA Pearls Toronto

# The Exclusive Notion House

Our travellers are now out showing our new lines for Fall Trade.

*Small Fancy Barrettes, Combs and Trimming Beads* are in good demand.

Our line of *Art Needlework* is very complete.

We have in stock all sizes in *Ivory and Amber Knitting Needles.*

## WRINCH, McLAREN LIMITED

120 Wellington Street West, Toronto

*The Smallware Specialty House*

Announcing a Change
of
Sales Agent for Eastern Canada

Now:- MR. E. W. McMARTIN
Room 703, 45 St. Alexander St.
Montreal

Who has consigned stock and will supply your RUSH ORDERS PROMPTLY.

Quantity orders at Sterling Prices direct from Factory.

We thank clients for past business and future enquiries.



THE STAG.

Tapes for Wholesaler and Manufacturer

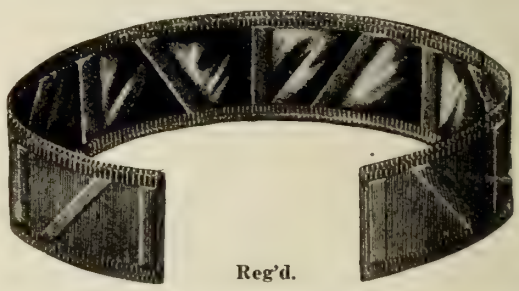
WARRANTED THE SPEEDWELL REGD 1,000 YARDS

Reg. No. 117280

George H. Wheatcroft & Co.
Wirksworth, Eng.

## *THE PRINCESS*

**Oblique Boned Satin Faced Petersham**



**Reg'd.**

This make is superior to any other make, giving a decided support to the skirt, also an excellent finish.

Made in straight and shaped, black, white, 2, 2½, 3 inch. To be had from all wholesale houses.

Also lower makes in mercerized art silk, silk, plain, boned, straight and shaped. Bound edge makes, etc.

**Men's Felt and Soft Hat Ribbons.**
**Ladies' Hat Ribbons, Black and Colors.**

*Wholesale Only*

**F. W. LLOYD**
**115 Fore Street**
**London, E. C.**
**ENGLAND**

*Your Enquiries Will Be Appreciated.*

# COUNTER CARTON

On which we make this—

**SPECIAL PRICE**

**$9.00**

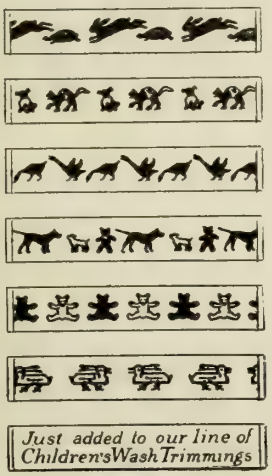
Per gross yards NET or 25c per piece.

Contains 108 yards each. (3 gross yards)

**ORDER TODAY!**




*New Nursery Designs*



*Just added to our line of Children's Wash Trimmings*

**CASH'S**
**WASH TRIMMINGS**

—⅝ inch width—are now being put up in a novel manner—a 4-yard piece in a transparent envelope. In this way the pattern can be seen and examined without direct handling and soiling.



*"BOBBY CASH" Rompers trimmed with No. N-100*



*"DOLLY CASH" Dress trimmed with No. N-40*

**THE CASH TWINS**
**"Bobby" and "Dolly"**

Cardboard play dolls—are sent out by us, as an advertising feature, to mothers who write direct for samples. Customers ordering the above carton will receive the twins free of charge for display purposes.

*We also make Cash's Woven Names*

## J. & J. CASH, Inc.

**13 Expositor Building, - Brantford, Ontario**



## WM. E. WRIGHT SAYS:

"We should all do as much as we can to promote home sewing week.

"It's good business and good economics for women to sew not only during one week in the year but during the whole fifty-two. The woman who sews habitually usually sews easily and sews well. She keeps herself and her family well-dressed at very small expense. Her needle adds substantially to the income by making each clothing dollar she spends do the work of three or four. This is sound economics.

"Home sewing is good business because the home sewer is a customer for piece goods, patterns, thread, buttons, WRIGHT'S Bias Fold Tape and other notions—all staple lines which the merchant sells at a good profit and carries with the minimum of risk.

"WRIGHT'S Bias Fold Tape increases the number of home sewers every year because the women who use it can turn out so much work and such good looking work in so short a time that they become firmly convinced that home sewing is both easy and economical."

## Send for Color Card of

# WRIGHT'S BIAS FOLD TAPE

**showing our full line of fast colored percales in 13 plain colors, 7 colors checked and 6 colors striped, with full description of widths and materials for reference.**

## Wm. E. Wright & Sons Company

*Manufacturers*




350-370 Scotland Road

Orange, N. J.



# The Art of Showcard Writing

## Methods Used in Composing the Letter—One Dozen "Dont's" for the Showcard Writer—A Popular Alphabet for Window Posters—How To Mix Colors For Posters And Cotton Signs

By JALEXO

"EVERY man," said Imlac, "may by examining his own mind, guess what passes in the minds of others." In common with that belief, Jalexo has tried to analyse the minds of his showcard students to discover just what kind of instruction and information would be most helpful at this period in the course. Out of these imaginings, your instructor has chosen to talk on a theme which affects every cardwriter, without a single exception—how to compose the message.

### How to Compose the Message

For the sake of illustration, let us suppose that the show window contains as part of its contents, one or two sweaters. The sweaters shown we will say are in plain gray and maroon—two popular shades. The merchant has chosen but two of the many colors which are obtainable in these sweaters. The other colors of course (from lack of window space) are either on display inside the store or perhaps remain in their boxes, obscured from view. According to the writer's observation, the average window of this sort will show the two sweaters ticketed with a price, and the price only. The passerby sees the two colors. The chances are that the limited color range suggested by the gray and maroon have prejudiced him against further inquiry since his favorite color is sand, navy or any one of a dozen attractive shades. The window cannot conveniently hold more than two sweaters in conjunction with the other articles, neither is it necessary to display more than two. One sweater for that matter, might easily suffice. But, coming to the point, the message best suited to the sweater display ought to contain more information than a mere price-mark. This does not necessitate a larger card. A card 4 x 6 inches could be lettered with a telling message after this order: "New Fall Sweaters of All-Wool Yarns. Size 32 to 46. 6 Colors—Sand, Navy Blue, Dark Green, Gray, Maroon and White. $4.75." In neat, compact fashion, the message goes across. It tells the public something which might otherwise go unasked should the onlookers hesitate, upon entering the store. This sweater example applies to every line of merchandise. It requires no literary ability to speak of. It does require some thought in preparation. The cardwriter should ask himself pertinent questions regarding the goods and endeavor to describe them in as few words as the subject will bear, yet at the same time omit nothing of importance. Too often the showcard appears in the window void of instruction. Too often it contains some general phrase which lacks a real meaning. Too often the window card misses its aim in being too flat for want of some potent description. The window card has been selected for example in this connection, since it is of most importance in the eyes of the merchant. It is the card which speaks (or which ought to speak) of some fact or facts not perfectly obvious in the goods. In other words it is the little salesman working for you in the window, and busy every minute of his stay there. Isn't it only reasonable to suppose that this little salesman will work more intelligently and more convincingly if furnished with an adequate knowledge of the goods?

### A Dozen "Don'ts" For the Showcard Writer

Another point which occurred to Jalexo as being worthy of mention, is a series of "Don'ts" for the showcard writer. A few, epigrammatic sentences of the negative variety seldom fail of appreciation, even if some act only as reminders to the student.

No. 1.—Don't become discouraged at your seeming failure to execute work of the quality termed "expert." Every student can become proficient if he wills it with energy and persistency.

No. 2.—Don't postpone practice for days at a time. An eminent pianist once remarked that if he quits his piano for three days, the public notices a difference in his playing; if for two days, his friends notice a difference; if for one day, he himself notices a difference. This simile enjoins the showcard writer to work at the job steadily to secure quickest and most desirable results.

No. 3.—Don't skim hurriedly over a lesson. Put the examples into practice at the earliest opportunity.

No. 4.—Don't adhere slavishly to any single alphabet, unless of course the policy of the store demands it. Excellent results come from a wise combination of two or three different forms of allied characters.

No. 5.—Don't affect a color treatment in lettering that calls for more than two or three different shades on the one card. The student is advised to make use of but two colors on white cards. For example, red and black, as most commonly seen on "special value" occasions. A certain high-class store insists upon plain black lettering on white card and obtains very commendable effects.

No. 6.—Don't make an attempt at fancy work until you have sound ideas on display and color harmony. The fancy card loses its fascination as the showcard writer becomes better acquainted with the numberless fads and fancies.

No. 7.—Don't clutter the showcard with words irrelevant to the subject. Refrain from statements other than are necessary to actually describe the goods. The name of a sale, a seasonable, public event or other pertinent rejoinder is allowable on the card. For example, "New Suits For Thanksgiving Day," in short, try to get news value into your message.

No. 8.—Don't placard the window with more than its share of cards. Where many cards are necessary, try to have them in sizes which deliver their message and at the same time permit a proper display of the goods.

No. 9.—Don't use italic lettering exclusively. Italic is not so readable as upright or Roman and should be used with discretion.

No. 10.—Don't use every available inch of the card for the message. A border from 1½ to 2 inches should be apportioned to cards about 11 x 6 inches, and a corresponding border for other sizes.

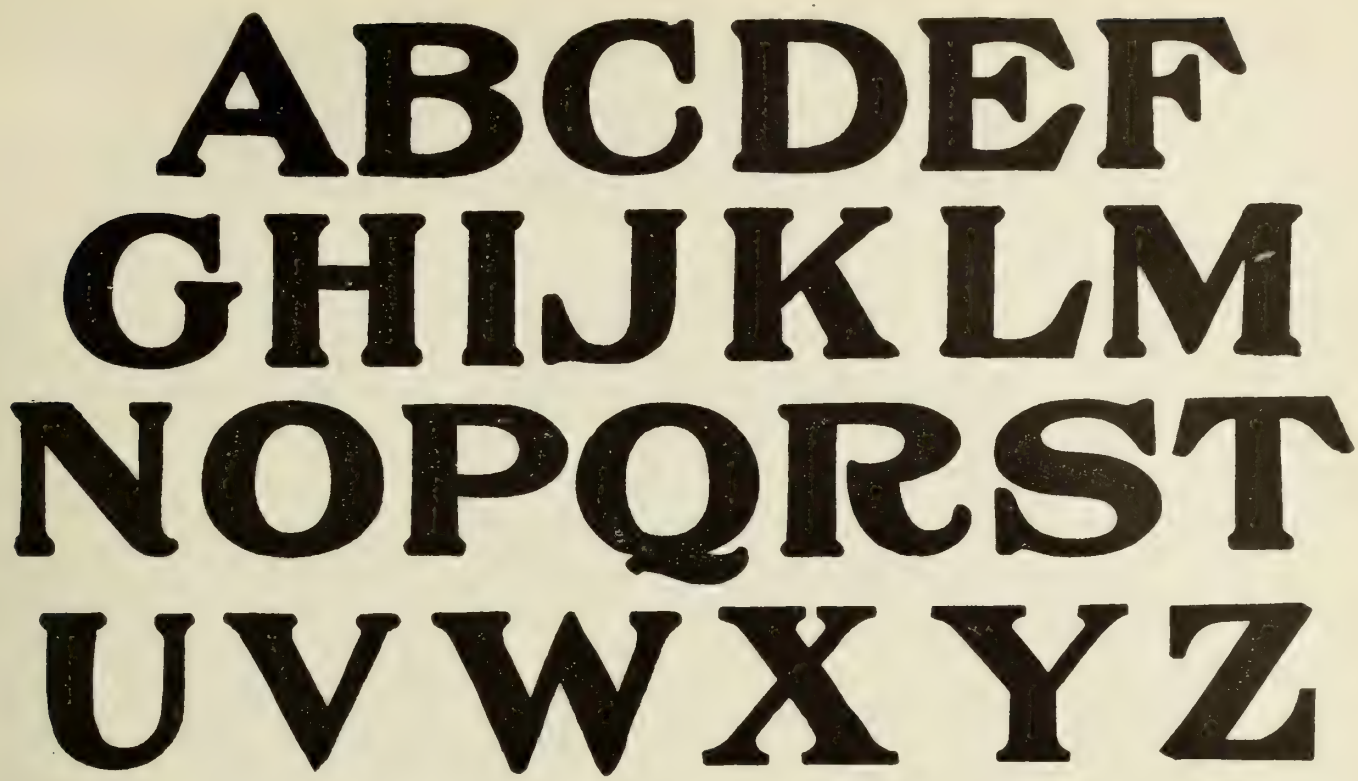
No. 11.—Don't make use of "curlicues" and overlapping characters. They're too confusing for the average reader to trouble his head about. Lettering may easily be artistically arranged and yet retain its legibility.

No. 12.—Don't be afraid to assert the independence and dignity of your own ideas. If, for example, a cut-out picture will add to the value of the showcard, by all means use the illustration which applies to the message or the goods.

### A Window Poster Alphabet

Heretofore, the alphabets have been designed with a view to showcard work. The alphabet illustrated herewith is particularly appropriate for the window paper poster or cotton sign. It is similar to the "thick-and-thin" alphabet shown in a previous lesson; the difference being in the spurs used to ornament the poster characters. In describing a poster alphabet, perhaps a word or two regarding a good poster paint would be helpful. To use the ordinary showcard color on paper posters is far from satisfactory. Water colors have a tendency to shrink the paper, causing wrinkles to appear all around the lettering. This is overcome by using Japan colors ground in Japan. It may be bought at any hardware store, and comes in tins. Specially wide brushes are made for this poster work, and the student is urged to procure these in two or three different widths as will meet his requirements.

This poster alphabet is used a great




deal for the names of "sales" or other big features which affect the store at various seasons of the year. The instructions outlined for poster work apply also to cotton signs, the same color and brushes being adapted to both classes of work.

If you are unable to secure the ready-mixed Japan color, try mixing your own. A good black is obtainable by mixing lampblack with clear furniture varnish and turpentine. The turpentine "cuts" the lampblack so it becomes pasty. The varnish gives it "body" and causes the lampblack to be adhesive in the same way as mucilage acts as a "binder" for water colors. When the turpentine and varnish have been added, stir and grind thoroughly to form a paste. If too thick for use, thin it out with turpentine. Avoid too thin a mixture as the turpentine will "spread" on the cotton. To remedy a color that has become too thin, simply add some more varnish and if necessary more lampblack. The proper consistency will soon be determined by some little experimenting. For a good red, green, blue or any other color, the same instructions hold good. The dry colors are obtainable in powder form at any hardware store. Attention is called to the fact that the red color requires more care in preparation than the other colors. The red, dry color ought to be of good quality, somewhere around 50c. a pound. The other colors come at about half that price, yet give satisfactory results.

The paper poster affords excellent advertising material. It gets the direct attention of the passer-by, and if carefully worded and neatly executed, the result is almost certain to be productive of extra business. The paper poster works to best advantage when cut from ordinary manilla wrapping paper in the light cream shade. The darker shades are apt to render the lettering obscure. The cream shade on the other hand stands out in bold relief against the glass and at the same time makes a clean-looking background for black and red lettering, the most popular color combination. Interesting effects are obtainable in posters by shaping them differently. Big circles, say about 24 inches in diameter, are striking when rightly placed against the window. These circles could be made to announce the sale or some other big value feature. Any unusual shape cut from the poster paper will be more pleasing than the conventional squares and oblongs so much in evidence and consequently so common. Ovals, diamonds, shields, and so on are not difficult to fashion, yet in appearance they are altogether superior and attractive.

By way of ornamentation it is sometimes permissible to edge the poster with some delicate shade of green, especially where red and black lettering is used. The green edge ought to be about an inch wide around a poster say of about 24 inches in diameter. Effects of this kind enhance the value of the poster which might otherwise appear commonplace. The poster is extremely popular in Toronto particularly during special sale events. Many of the better class stores have found that the window poster is a good investment when used judiciously.

### THE LATE MRS. GRAHAM

Ottawa is mourning the loss of one of its most highly esteemed citizens, in the person of Margaret Bryson Graham, wife of F. J. Graham, one of the founders of the dry goods firm of Bryson Graham Limited. Her death marks another distinct loss to all that which is truest and best in citizenship. And the pasing on of the late Mrs. Graham is another severance in the link of staunch pioneer families whose contribution to the state in civil worthiness is beyond computation.

The late Mrs. Graham was in her 67th year and was born at Richmond, Ontario, a daughter of the late John Alexander and Mrs. Bryson. Her father had been educated for the ministry, but adopted the profession of school teaching in the pioneer days when the lamp of education burned with a bright flame in the face of severe handicaps. From such sturdy Scotch lineage and in spite of wilderness hardship, there evolved a settlement of pioneers whose courage and industry wrought the foundations of modern civilization in this section of the country. Of such descendants were the Brysons and other pioneer families in the district. For over forty years Mrs. Graham was a resident of Ottawa, and was prominently identified with many of the leading activities whose objective is civil betterment.

———

Binnings Limited, have moved to their new store at 118 Eighth Ave. West, Calgary, Alta.

# Methods of Display in Halle Store

## Cleveland Store Has Very Exclusive Displays Throughout—Display Manager Believes Object of Display is to Focus Whole Attention on Merchandise—Quantity Display Confuses—Some of the Displays Described

A TRAVELLER would go some distance before he would see methods of display as unique and exclusive as they are in the Halle Bros. Company store of Cleveland, Ohio. The more one sees with regard to methods of display, the less one is apt to dogmatize, and claim for this or that method absolute perfection. It is the emthod that brings results that is, undoubtedly, the best method for this or that particular store; but it is a method that should be thoroughly tested before it becomes a fixed policy of the store. In other words, the display manager should study his clientele to discover what methods of display appeal to them most and effect the most sales. What would do for one store may be entirely unsuited to another; for that very reason it is impossible to be dogmatic. There are, of course, certain fundamental principles with regard to display that cannot be overlooked, such as harmony, proper setting, cleanliness of windows or showcases, careful attention to the merchandise displayed to see that it is free of wrinkles and soil. But whether merchandise should be displayed in quantities so that a wide assortment may be seen by the passerby, or whether it should be a very exclusive display of one or two pieces of merchandise with a background that sets it off well is a matter of opinion.

### The Manager's View

"Joe" O'Brien is the display manager of Halle Bros. Company. He has been with the firm for twenty-five years, so it may be said that he understands the principles upon which the firm operates. Moreover, in the matter of display he has the enthusiastic support of one of the Halle brothers in spite of the fact that some of the department managers object to his methods. But Mr. O'Brien has his own ideas about display, ideas which he carries out in spirit and in letter throughout the eight or nine floors, with over 600 showcases, and the windows of the Halle store. The underlying principle of all his display work is that merchandise should be displayed in such a way that the attention is concentrated on a few pieces of merchandise rather than on many. A lot of merchandise, he says, only confuses the mind—it doesn't make any difference whether it is new merchandise being shown or sale merchandise that the store is trying to get rid of. He thoroughly believes in elaborate backgrounds, that is, the very finest wood finish for the floor and the back of the windows and in all showcases. But for twenty years, he says, he has never used a wax figure or flowers of any kind. He says they detract from the merchandise, and anything that detracts from merchandise is not, in his opinion, good display. He never uses a price ticket; he does not believe the object of window display is to tell prices but to show merchandise and so far as the interior of the store is concerned that is what the salespeople are for, and in the Halle store they are always willing to serve the customer. Even some of their competitors told Dry Goods Review that Halle Bros. Company were rightly noted for the many services they gave their customers.

### Not Even During a Sale

Not even during a sale would Mr. O'Brien use a price ticket or put more merchandise in the windows or showcases than he ordinarily does. For instance, if there were a sale in the silk department or the men's neckwear department, he would put a couple or three pieces of silk in the window or a very few neckties, and there would be a small, artistically executed showcard in the corner of the window announcing that a sale of silk or neckwear would be found on such a floor. This is the invariable rule. Sale or no sale, only a little bit of merchandise is displayed either in the windows or the showcases.

### Some Displays

Their windows are changed three times a week and Mr. O'Brien attends to these personally and has done so for years. Their showcases are changed at least once every week and sometimes more frequently. On the day Dry Goods Review was in Cleveland their five front windows were given over to a display of children's clothes, clothes for school children. There were very few garments shown and the school atmosphere was created by showing a few school-day accessories such as pencils, erasers, etc. Of course, school was about to open and the idea of the manager was carried out to the letter—the entire attention of the passerby was focused on school children's clothes, and by showing the few accessories the observer was reminded that the store carried school supplies as well as clothes for children. In two days this display would be changed and other departments played up in the same fashion.

It is the habit of most display men to put a good deal of merchandise in their showcases, withal to do it artistically. In the Halle Bros. store a showcase would be given over to the display of two ties and a shirt with a couple of pipes. Or three suits of underwear would be shown. In another case three ties arranged in collars were set on three colored handkerchiefs—that was all. And there is nothing at all on the tops of the showcases. But to say that this kind of display is not attractive or does not attract is going for astray of the mark. Its very uniqueness attracts and it is most artistically executed.

### Same All Through Store

It is the same all through the store. Merchandise is displayed very sparingly. In the clothing department one sees but a smattering of suits or overcoats out on the floor or on the racks. In the ladies' ready-to-wear department it is the same even with the lower priced merchandise, and in the high priced lines, such as evening or afternoon gowns there are no gowns shown at all.

With Halle Bros. Company display is all on the exclusive plan. It has been for years. And the wonderful strides they have made in a quarter of a century is a guarantee that their methods of display, as well as other methods, are well adapted to their clientele.

### When Numbers Are Misleading

**EACH year the management of the Canadian Exhibition strives to set up new records for attendance. The impression is given that the number of people who can be jammed through the turnstiles is the measure of the fair's success. Hon. Manning Doherty very effectively told the directors as their luncheon guest that the idea of overfilling the grounds and buildings was a poor one if the effect was to have entertainment seekers crowding out those who would benefit by the exhibits from an educational standpoint.**

**The mistake of being carried away by mere numbers, of overlooking quality in striving for quantity, is a common one. There are many business men who are otherwise sane and sound in the conduct of their business, who are imposed upon by big circulation statements when buying advertising. The manufacturer or wholesaler with a few thousand customers, makes a great mistake when he pays big prices for advertising space on the basis of a hundred thousand circulations.**

# Study Women Behind Counter

## This is the Advice of a Display Manager in One of the Toronto Department Stores—Says He Can Learn From the Flapper or the Staid Old Maid How Things Should Look—Gets Many Good Ideas From Trade Magazines

"MY BEST inspirations come from papers and magazines," says the display manager of a Toronto department store. "If I get one idea in a year from a publication or even an inspiration for an idea, I consider my subscription worth-while."

"Every day merchants come in to get help on their displays. They seem to think that only the large stores can help them. I think that if they would learn to use the reviews, particularly the trade reviews, they would get better results than they do from interviewing display men. The trouble is they do not see the opportunities that a good fashion papers offers them. Take Vogue or Harper's or Vanity Fair as examples. These hold on every page something which can be applied to stores that are interested in window display. Of course these papers are a year or more ahead of even our largest cities but it is well to keep in mind that fact that people are always interested in seeing the things that are to come."

"These publications are a little too extreme for the merchant doing business in the very small town, particularly if it lies some distance from one of the large cities. For such men there are a score or more of trade papers in Canada and the United States which can be of excellent service."

### Should Study Advertisements

"A display man should not depend altogether on what he sees in the editorial pages. Some of my best window ideas are obtained from drawings and photographs used in advertisements. Every window decorator knows for example, that it is most difficult to get good poses for wax models. Some of my most life-like poses are obtained from illustrations used in hosiery, underwear and outergarment advertisements."

"As a concrete example of this adaptation of ideas let me tell you of the use I made of an illustration which appeared in an English paper devoted to the homefurnishing trade. I had a line of scrim which was not being disposed of very fast. I could think of no other way of displaying than in curtains of various arrangement. In looking over this paper I noticed a bedroom furnished with the old furniture which is being revived and having the lower part of a dresser completely covered with material resembling that which I had on hand. I immediately had my assistants fit a window with appointments of this kind including even the old cut-glass lighting fixtures of which our grandmothers were so proud. I covered chair legs, bedroom box, dresser and dressing table with my scrim. In less than a week our drapery department had disposed of every yard of it."

"Backgrounds are one of the most difficult things to get variety in. This is where French papers are good. Almost every suit or hat or fur shown is posed with a ground of artistic arrangement. Then there are the little appointments which mean so much. A tea garden scene with a table which has a new ornament helps the ingenious window man, a new style of earrings, an old-fashioned bird cage all hold a world of possibilities for the display manager who has imagination."

### Please the Salesgirl

"It isn't the crotchety old manager of the department who furnishes ideas for the window man, it isn't even his friends and acquaintances. It is the girl behind the counter whether she is of the flapper type or a demure old maid. Every display man should make it a point to discuss his work with these women. They know how things should be worn and what other women like to see."

"Another point I would like to emphasize is that display men should make deeper studies of the needs of one department at a particular time. For example instead of calling upon the heads of seven or eight departments in one morning, he would be of more value both to himself and to them if he would spend all of one morning in a single department. He should not be in the position where he is compelled to take what they have to offer; he should know what he needs. Moreover, the display man is always an adviser to th emanagement. How can he give advice unless he understands the merchandise thoroughly?"

# Pointers on Hat Salesmanship

The following general principles should be observed in submitting a hat to a customer:—

Colouring of Customer.—Ascertain from customer what is her favourite colour, show hat with a soft tone of colour suggested; if pale complexion, a deeper shade of colour. If, to your trained eye, the colour selected is totally unsuitable, casually show a model wit a colour which blends with complexion. If once tried on, the customer's choice may incline finally to the latter.

Quantity of Hair.—A person with a large quantity of hair will naturally require a hat with a large crown, which will fit nicely on the hair without actually hiding it, and with a large brim. A scanty supply of hair obviously necessitates a smaller crown, brim preferably smartly upturned, with something to rest on the hair underneath. Underbrim trimming may be advisable.

Shape of Face.—A lady with a round, full face should wear a hat slightly oval in outline, and preferably somewhat upturned on one side. An oval face looks best in a hat turning down in front and up at back, the turned-down front shading the face.

Height of Wearer.— A tall person should wear flowers, feathers, or trimming that droop in preference to anything in upright position. Short persons should wear hats turned up at side or back, to give appearance of height, and should have trimmings in an erect position, placed higher on the crown.

Matching the Gown.—The saleswoman should (if possible) note what gown the hat is intended to be worn with, the general style of dressing, or the occasion for which the hat is required. This can be ascertained, of course, by judicious conversation, and the customer's attention directed to the model most in keeping. It is obvious that a dainty gown requires a daintly-trimmed hat of suitable colouring, while a tailored costume necessitates a hat that is plain, but smart.

General Personality.—There are many tpyes of general personality. There is the masculine type, the breezy, open-air girl, the frivolous, the piquant, the extremely feminine, etc. All these need appropriate styles, but do not alway realize their own style.

Price.—The price of a hat offered should be in keeping with the customer's probable means. It is waste of time to offer hopelessly extravagant productions to persons whose resources are limited, although, of course, the best returns should be sought for. Equal attention should, however, be shown to all.

When a customer enters, the saleswoman should rapidly run over the above points, and select the hat most generally suitable. If the judgment has been correct, and the hat once tried on, although the customer's desire may have already inclined, perhaps, to an unsuitable type, it is seldom that the choice will waver from the correct style offered, and the real test in the customer's own home will confirm the professional experience of the saleswoman.

If a customer is wilfully obstinate in her own selection, discretion must prevail; but, having once seen the "correct" hat in the glass, this should seldom occur.

### KENT-McCLAIN AGAIN

**HENRY MARKS, MONTREAL, QUEBEC.**

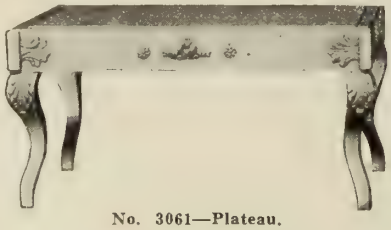
Mr. Henry Marks, the well-known Montreal haberdasher is opening a new store in the Mount Royal Hotel. When finished this will be one of the most complete shops of its kind in Canada. The entire contract for the interior fixtures, which are to be of Black Walnut, is being taken care of by Kent-McClain, Limited. (Toronto Show Case Co.).

# Dale Fixtures will help Business

*"Made in Canada"*

For your show windows—where your customers first come in contact with your store, for your different departments, we have inexpensive display forms and fixtures, showing in a manner that attracts favorable attention to your goods.

COAT STANDS
WAIST STANDS
PEDESTALS
HAT STANDS
SHOE STANDS
CARD HOLDERS
SHIRT DISPLAY
WINDOW VALANCES



No. 3061—Plateau.

Ask us to mail catalogue that describes our complete lines fully—and shows the correct fixture for every kind of merchandise display

DRAPING BARS
PLATEAU
COLLAR FORMS
TIE STANDS
GLOVE STANDS
DISPLAY FORMS
WAX FIGURES
GARMENT RACKS

# Dale Wax Figure Co., Limited

*Showroom and Plant at*

86 York Street, Toronto

*Canada's Leading Display Fixture House*

Palmenberg Inc.



One of our latest wax figures to display children's wear —Write for prices, etc.

J. R. PALMENBERG'S SONS, Inc.
63-65 West 36th Street - New York

Boston 26 Kingston St.
Chicago 204 W. Jackson Boulevard
Baltimore 122 W. Baltimore St.



1163 — Dress Form, narrow shoulders for advance style on Louis XVI Base.

*Crops Are Good This Year*

Incidentally business will be good. It is now up to the merchants to make this Fall and Winter a big trade season.

ARE YOU READY? Have you the necessary FIXTURES and the newest BUST FORMS AND WAX FIGURES to dress your windows successfully?

Don't buy before seeing our newest bust forms.

Write for our photographs and our recent illustrated circular showing latest mannequins and wax figures, etc.

**Delfosse & Company**
247-249 Craig Street West
MONTREAL


St. Louis Daily Globe-Democrat, Saturday Morning, June 17, 1922.

Nugents Keeping Pace with a Rapidly Growing Business Nugents

Announcing—Beginning Next Monday—A Big

Store Wide ALTERATION SALE All Depts.

*An Entirely New and Improved Main Floor*

The big strides being made by this store are the comment today on all sides—the Aggressive Store Policy—the ever-increasing numbers of enthusiastic shoppers call for constant expansion and improvement—the installation of the latest and most approved store service and equipment.

**Service**

We are positive that no store can give better or more efficient service than Nugents—when these improvements are made.

*"Customers First" Our Slogan*

In the next thirty days we will transform our entire Main Floor into a most modern and commodious shopping place—all new plate glass and mahogany fixtures throughout—a clear view of the entire floor from wall to wall—entirely new interior decorations. 10,000 feet of Lamson pneumatic tubes, connecting all departments direct with charge office—a station at every counter, the quickest

**Charge Accounts**

Direct communication with charge office from all departments will give instantaneous service—no waits, charges will be OK'd as fast as goods can be wrapped.

# Nugent's adopts modern centralized service

B. NUGENT & BROS., St. Louis, will soon be equipped with 37 stations of Lamson pneumatic tubes giving direct communication between all sales departments and the main office.

Authorizing will be done at a modern automatic central desk of the chute type. This will replace the two authorizing sections formerly used, and will greatly cut down the operating costs.

The service all over the store will be much improved by the new system, which will handle cash charges, part payments, and special transactions as easily as the more ordinary classes of sales.

Although Nugent's plans for rebuilding make their present alterations of a more or less temporary nature, the installation of this complete Lamson system was considered necessary to enable them to fully carry out their slogan—"Customers First."

## THE LAMSON COMPANY

**Toronto : 130 Wellington St. W.** **Vancouver : 603 Hastings St.**

**Lamson** Speed Protection **IMPROVED** Flexibility Economy **Service**



*Crockery Department of McLaren & Company, Limited, St. Catharines, showing 36 in. Wall Case for Cut Glass and Crockery on East Wall also Display Centre Floor Counters.*

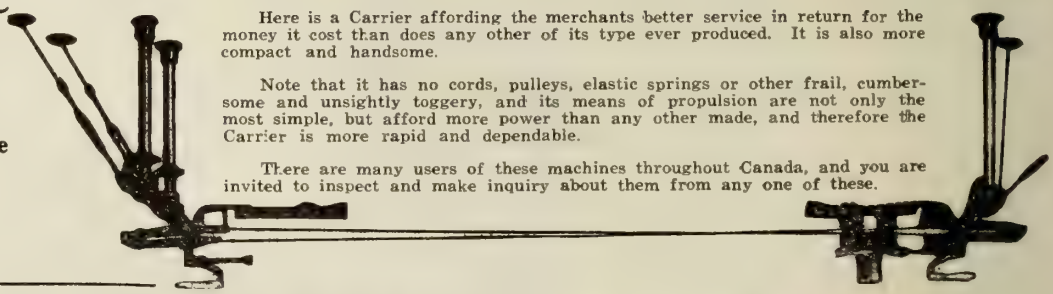
**Show Cases, Wall Cases, Counters, Tables and Shelving—to order for all purposes.**
**Send Floor Plan with measurement and your ideas—we will work out plan and quote you.**

## THE WALKER BIN & STORE FIXTURE CO., LTD.
KITCHENER, ONTARIO

Further information for the asking. All kinds of wire cash and parcel carriers and pneumatic tubes.

**Gipe-Hazard Store Service Co., Limited**

**113 Sumach St., Toronto, Ont.**
**Also 318 Homer St., Vancouver, B.C.**



Here is a Carrier affording the merchants better service in return for the money it cost than does any other of its type ever produced. It is also more compact and handsome.

Note that it has no cords, pulleys, elastic springs or other frail, cumbersome and unsightly toggery, and its means of propulsion are not only the most simple, but afford more power than any other made, and therefore the Carrier is more rapid and dependable.

There are many users of these machines throughout Canada, and you are invited to inspect and make inquiry about them from any one of these.

## "Canada's Oldest Fixture House"
## A. S. Richardson Co., Limited
BELLEVILLE, ONTARIO

Let us figure your Display Fixture wants.

Papier-mache forms, wood and metal fixtures, hangers and silent salesmen.

**AGENCIES — Halifax, Montreal, Ottawa, Toronto, Windsor, Winnipeg, Regina, Calgary, Vancouver.**




Ask for Catalog.

**Make Your Show Windows Pay Your Rent**

**A Chest Full of Interchangeable**

**Window Display Fixtures**

For Displaying All Kinds of Merchandise
That Will Give 10 Years Service at Little Cost.
Enough Good Oak Fixtures to Fill Your Windows.

Shipped Thru Jobber or Direct from Hamilton, Patented and Made in Canada

**The Oscar Onken Co.** 3851 4th St. **Cincinnati, O.**






# Ford CAR WINS GOLD MEDAL as Pathfinder of the Canadian Rockies

**FORD CAR PILOTED BY GEORGE GORDON MAKES FAST TIME TO COAST AND GETS GOLD MEDAL.**

**Made Trip of Seventeen Hundred Miles Over Rocky Mountains in Eight Days without Repairs or Change of Tires.**

[*From the Edmonton Journal, July 15th*]

The recent pathfinding tour from Edmonton to Victoria, B.C., brought further laurels to the Ford Car and it demonstrated that this popular car can be operated successfully under the most severe conditions.

When the City of Victoria offered a gold medal to the driver of the first car to blaze a trail from Edmonton to Victoria via Jasper Pass, Yellowhead Pass and Kamloops, it was considered an almost impossible feat, and if accomplished the trip would take from three to five weeks and the car would be almost a wreck.

A motor road between Edmonton and Victoria has been the dream of Western Canadians. An automobile had never crossed the Rocky Mountains. Mr. George F. Gordon, the winner of the Gold Medal gives unstinted praise to the Ford Car in which he made the trip:—"I knew that if any car got through in reasonable time it would be the Ford, and to back my own faith, I purchased a new Ford Roadster. We never had the slightest trouble with the engine, and we found it economical on both tires and gas. We had no further damage than a broken spring leaf, and never used any of the spare parts. The tires do not show any wear at all, nor did we have a puncture. If I should ever have occasion to make a similar trip I will take a Ford."

**Remarkable, Yes! Unusual, No! Every day on the ragged edge of civilization, hundreds of Fords blaze new trails, do the impossible. Sufficient publicity has not been given to the unbelievable performances of the Ford.**

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**FORD MOTOR CO. OF CANADA, LIMITED, FORD, ONTARIO**

# Points About Laying Linoleums

## This Covering Has Many Advantages Worth Talking About—Durability and Sanitation Are Points in Its Favor—Best Results Obtained by Expert Laying of Linoleums—How it Should be Laid—Preserving the Surface

IN LAST month's issue of Dry Goods Review the process incidental to the manufacture of floor linoleum was described. In connection with the aforesaid article some further information has been contributed by a Canadian manufacturer of these products which should prove of value to those engaged in selling floor coverings of this particular nature, namely, a few suggestions regarding the laying of linoleums to meet different needs, such as are frequently mentioned by customers as reasons for not purchasing. Take for example the case of the customer who is hesitating between laying a hardwood floor and buying some good linoleum. Here are the advantages peculiar to linoleum summarized.

"Linoleum floors are durable and no other type of floor, cost considered, can approach a good linoleum in wearing quality. Linoleum is also sanitary and no other type of floor covering can surpass it in this respect. Furthermore, no other floor covering is easier to keep clean, nor is more comfortable under foot. In this climate also, warmth is an essential which must be considered by the customer and the objection is frequently made that linoleum is cold under foot. But so is a wood floor, when it is left bare of rugs, and hence when rugs are used in the same manner as on a hardwood floor, linoleum is a better non-conductor of heat than wood is, taken thickness for thickness. Then the question arises as to which is more harmonious and artistic, wood or linoleum, to which the answer is made that hardwood colors are limited to shades of brown and tan, whereas with linoleum, the range of colors and patterns is well nigh unlimited, so that floors can be made an integral part of the general color scheme, a point which carries weight with interior decorators to-day. And finally, which is the most economical in the end? The answer is emphatically in favor of linoleum which has been proved less expensive than the cheapest hardwood, furthermore, linoleum costs less to maintain, and given reasonable care and proper treatment such floors will last indefinitely, without the periodic refinishing that all hardwood requires."

### Skilled Workmanship Required In Laying

Next should be considered the question of laying floors of linoleum so as to derive the maximum benefit from the financial outlay required. In the past, linoleum has been regarded by many as a temporary floor covering. Not much care has been used in laying it and all too often the customer tries to manage the laying of the linoleum himself with disastrous results in many cases. Only experienced layers should handle work such as this, and it should be pointed out that it is better economy in the long run to have linoleum well laid than to have it done in a makeshift manner in order to save a few cents a yard.

According to the authority quoted above, every department which sells and handles linoleums should take the trouble to provide itself with generous samples showing the product actually laid on wood. Attention should be called to the smooth and regular surface, to the practically indistinguishable joinings, and to the water-tight and long-wearing qualities attained by the use of linoleums. If possible, it is a good idea to have a little exhibit of such a floor covering in the actual process of being put down. If the customer can be shown convincingly how essential it is to have the floor covering correctly laid, he will take far greater satisfaction in his choice and will have no reason to return with complaints such as succeed any amateur's attempt to lay the linoleum.

### How To Lay It

The most satisfactory method of laying this floor covering is to cement it down solidly over a lining of builders' deadening felt paper. This will give a permanent floor, smooth, firm, without cracks or crevices. Owing to the variations in moisture conditions, any wood underflooring will expand in Summer and dry out in Winter, leaving cracks. Linoleum cannot be cemented directly to such wood underflooring without possibility of damage. Felt acts as a cushion, deadening sound and adding to the warmth and comfort of the floor, and should it be necessary in time to remove such a linoleum floor, this can be done easily, without damage. Briefly outlined, the process of laying linoleum down over felt paper is begun by first cutting the felt into lengths to go across the short way of the room. The linoleum is then pasted over the felt, except at seams and edges, where waterproof cement is used, making the floor perfectly watertight. The linoleum is well rolled with a heavy roller to ensure perfect adhesion and after 24 hours the floor is ready for use and should be cleaned, waxed and polished at once.

### Laying Direct on Wood Floors

Linoleum can of course be tacked or nailed directly on the wood floor and it can be made to suffice where a more or less temporary floor covering is desired. The floor should be perfectly clean and dry and the surface smooth and even. All cracks should be filled, nails should be removed and uneven edges of the boards planed off. In cold weather linoleum becomes brittle, so that it is advisable to let the roll stand on end for at least 48 hours before unrolling it. The floor covering should be run lengthwise in the opposite direction from the boards of the floor. The linoleum must be trimmed a quarter to a half inch short at each end, but the edges at the seams should be laid tightly against each other, with the pattern properly matched. Laid in this manner, the covering will have a chance to expand. Should an air bubble develop it must be smoothed out and the edge under the floor-moulding cut back a trifle. Never place any brads in the linoleum during the expansion period. In many cases it will be found unnecessary to fasten the linoleum to the floor at all, when it has been laid under the moulding at the sides and ends. Care should be used in fitting round radiators, pipes, doorways, etc., for good workmanship in fitting adds much to the appearance of the linoleum floor. Never use carpet tacks but rather wire brads set in about ¼ inch from the edge and spaced about four inches apart along the edges and three inches apart on the seams. The heads should be driven down until lost in the surface of the linoleum.

### How To Preserve the Surface

One final recommendation is offered with regard to the care of a linoleum floor. Always lay a piece of carpet on the floor, or a board, just as over a hardwood floor, when moving very heavy furniture, to prevent marring the surface. Ordinary casters will cut into it also and it is best to use glass or metal sliding shoes with no rough edges, or else heavy felt casters.

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### SELFRIDGE TEST FOR NEW EMPLOYEES

In engaging junior members of the Selfridge staff, Miss Gladys Burlton, B. A., uses a test of concentration, which takes the form of giving the applicant a large number of letters of the alphabet all jumbled together, and telling him or her to cancel certain letters, which may appear two, three or more times in the list. This requires accuracy, quickness and concentration, and is said to prove a good test of the mental abilities of the applicant.

—From Women's Wear, New York.

# Multi-Colors Will Help Retailer

## Well Decorated Rooms This Season Require Many Colors and Retailer's Only Problem is One of Harmony—Cushions in Many Different Shapes—Popularity of Velour for Upholstering

VELOUR is meeting with favor this season for upholstering and hangings. Even the most expensive velour is selling better than ever before, according to a Toronto upholsterer. The demand is for both the plain and the striped materials. Manufacturers are answering this cry by making several novelty lines. One firm for example, is showing one which has a ground of silk casement cloth with a rather close pattern of velours. This combination gives a hanging of velours less weight than the solid material.

There are several charming pieces of French velours being shown also. Stamped and broche effects as well as Jacquards, most of them being made in two as well as in one color are receiving attention. Ribbed velours and velours in combination with satin damask are mentioned as in demand by those who want a change from the plain velours for upholstering.

### Multicolor Decoration Helps Trade

A Toronto decorator and homefurnisher expressed the opinion recently that the present season of more colors than ever in the well-decorated room should mean a great deal to the energetic dealer. In the days of two or even one color, not as many pieces were required to give the desired effect; in fact, too much repetition of these colors resulted in a heavy appearance.

To-day, when rug, wall-paper, upholstering and hangings may be all of different colors, the retailer's only problem is harmony. If he can get the correct color combinations into his displays, he can sell them, according to this authority. As an example of the clever use of color, we give the following description of a bedroom display shown by the T. Eaton Company at the Canadian National Exhibition: the dark polished floor had small rag rugs of several colors, blue predominating, the walls tinted in soft gold, the curtains were rose and the bed coverings and dresser covers were in a shot taffeta, which reflected both the rose and the gold but were, if anything, pink. The general effect was exquisite. The dining and living rooms of the same display had at least five colors in each, yet there was not a jarring note in the whole scheme.

This blending of shades has sold many more cushions than was formerly considered possible. The ingenious salesman may suggest these either to brighten up a room which has a tendency toward sombreness or to tone one in which several high shades have been used.

As one representative of a furnishing house expressed it, "any cushion which is made, is good to-day." The Exhibition proved this conclusively. Exhibitors showed the most novel shapes, from the old-fashioned square one to that resembling a potato bag. Black seemed a favorite in colors, with gold coming second. Black, according to one of the men in charge, is very strong because of the very bright shades which are used on walls, and because they are liked against the multicolored Persian rugs so good to-day.

The comforter demand has been splendid this year. Canadian manufacturers are encouraged to make these in the very best possible grades. In the matter of comforters and other bedding requirements, about which so much is being said lately, it is a fact that in spite of the lack of Pure Bedding Laws in this country, most manufacturers do try to emphasize sanitation in their lines. If the retailers would make it a point to know how the goods which they receive are being made, the safety of the public would be guaranteed. The firm using hygienic fillings are always willing to show the trade through the factories. This can be used as a test by those who want the best.

### The Newest in Windows

One firm which was interested in finding out what type of window the Caandian public prefer, used three types in their display at the Canadian National Exhibition. These were the box window, the casement and the French window. On the last day of the Fair, it was said that all three were declared winners, for each received its own quota of admirers. Moreover, the valance on windows is receiving more attention than formerly.

In the matter of window hangings, cretonnes are still strong in inexpensive trims, with casement cloth for the medium trade and velours for the best. Casement cloth is particularly favored because nearly all that is now on the market is sunfast.

As a proof of the quality of dye used in most Canadian hangings, one decorator informed Dry Goods Review that it is no longer necessary to recommend the facing of window hangings with white or cream. The side which is next the window may be of the same shade as the one facing the room. This keeping the white facing clean was a means a great deal as the problem of serious one to householders.

### Tint Cloths Selling

There seems to be a slight preference for the tint cloths in window shades. They serve the double purpose of softening the light coming through the window and harmonizing well with high colors in walls or hangings. Grey and cream are asked for in these, grey being probably best.

One Toronto firm expressed the opinion that more people are asking for shades with the lace sewn on the side facing the room than formerly. Five years ago, all shades were made so that the best side faced the street. To-day people believe that a window should be dressed to suit the occupants and guests first, while passersby should receive secondary consideration. Of course, shade-makers are still sending out shades with the stitching on the inside unless retailers ask especially for the other.

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### WEEVILS RUIN SIX MILLION BALES OF COTTON IN 1921

The ravages of the cotton boll weevil were greater in 1921 than ever before in the history of the American cotton industry and reduced production by 109.1 pounds per acre, according to figures issued by the United States Department of Agriculture. The loss from all causes, such as climatic conditions, plant diseases, insect pests and defective seed was 163.1 pounds per acre. The nearest approach to this figure was in 1909, with a loss of 144.9 pounds per acre, and the smallest loss was in 1911, with 91.5 pounds.

The Department of Agriculture has made estimates of the reduction of the cotton crop through boll weevils each year from 1909 to 1921 inclusive. In 1909 the loss amounted to 1,368,000 bales, according to these estimates. In 1910 the loss was slightly less than in 1909 and in 1911 it was the least of any of these years, having amounted to 338,000 bales. From 1912 to 1919, inclusive, the loss due to this cause fluctuated between 714,000 bales and 2,994,000 bales, the latter figure having been chalked up against the 1916 crop.

The cotton production that the weevil has prevented has greatly increased in the last two years. Expressed as a fraction of the full potential production of cotton, the damage by the boll weevil in 1921 was about 34 per cent. or, in other words, one-third of the potential production was prevented by this voracious pest. One-fifth, or 20.5 per cent., represented the weevil damage in 1920. Before that year the damage ranged from 14.3 per cent. of a potential production in 1916 down to 1.5 per cent. in 1911.

In 1921 the boll weevil became more destructive to the cotton crop than all other causes combined, having caused

(Continued on page 113)

# New Developments in Curtains

## Substitutes Have Been Found for Former Importations—Ruffled Effects in Spotted Marquisette and Grenadines—Methods of Preserving Curtains by Careful Washing—The Matter of Prices —Pre-War Levels

NOVELTY curtains for the coming season are going to show some interesting changes according to evidence gleaned at a Montreal firm of curtain manufacturers this month. Owing to the shortage of Cluny laces, which come from Barmen in Germany and are not being exported any longer to this country, a very satisfactory substitute has been utilized in the shape of Venise and Point Venise laces and medallions, as well as English Levers laces, the best available copy of Cluny designs to be had.

The newest high grade novelty curtains show a considerable use of these laces in single, double, triple and even four strand effect which is sometimes joined together in one solid, lacy border finished on the outer edge by a narrow hem of the curtain material, usually fine marquisette, and edged by narrow lace edging.

One example of these new designs was developed in fine écru marquisette inset by a single piece of Venise lace about five inches from the hem, inside which were stitched Point Venise medallions, alternating square and round, in the same design. The use of a medallion inset border is frequently seen and this effect has entirely taken the place of embroidery such as was so much used up to last season.

**Three Laces Combined Add To Appearance**

"Band" insertion borders are also very good with Cluny insertions and edging, but combinations of three laces are also well liked as a more ornate and showy trimming. In all these novelty curtains the corners are not mitred but the pattern of the lace is carried right on and finished at the bottom by being carefully stitched by hand quite invisibly. This new feature, together with the fact that on these curtains the raw selvage is removed from the sides before making up, ensures the perfect hang and even effect of this particular style of curtain.

The manufacturers go still further in their endeavour to give longer wear and value in their curtains, by attaching to the merchandise a small printed slip on which concise washing directions are given. A warning is issued against using washing compounds or copper kettles for washing the curtains, the reason being that both the powders and the copper possess active chemicals which neutralize the creamy shade of the curtains and cause them to assume a pinkish hue. Many complaints can be avoided if sales clerks will emphasize these two points to purchasers of ivory or ecru novelty curtains.

Ruffled effects are increasingly popular, especially in spotted marquisette and grenadines. Made up in 2½ and 2¼ yard lengths, these ruffled curtains are finished off with a set of ruffled tie-backs, the ends of which are tipped with crocheted rings. Ruffled curtains are supposed to be hung so as to clear the sill of the window by one inch.

**Dutch Curtains Show Cretonne Border**

Dutch curtains are in greater demand than ever, particularly in a new style which combines fine scrim with a cretonne border down one side and along the lower edge. A lace edge finishes the hem, and the top of each of the three pieces composing a pair of curtains is also hemmed in readiness for the rod. Dutch effect is also obtainable in novelty curtains, especially in those which are not too much elaborated by lace insertion. In the simpler designs the Dutch effect is especially graceful.

In the course of the next few weeks a new type of curtain will be produced, developed in what will be called "Transfilet" marquisette, a material that is said to be very sheer and silky in texture and ideal for making up high grade curtains. These will be trimmed with French hand made motifs and laces which closely resemble hand drawn work in appearance. No real drawn work is used for the reason that its cost is far too high in proportion to the effect achieved.

**Prices Fixed Till November 1st**

In connection with the sale of curtains, this firm stated to Dry Goods Review that 75% of their sales were for ivory curtains, with cream, white, and ecru following in these respective positions. As regards prices, it was pointed out that curtains are now exactly at prewar levels and represent the best values in the housefurnishing department today. Stocks all over the country are said to be light and the hand to mouth method of buying has not tended to create assurance in the minds of manufacturers who have not bought heavily of raw materials.

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# British Empire Exhibition 1924

**Preparations Well Under Way—Many Buyers Arranging to Attend**

Preparations for the great British Empire Exhibition, to be held in the Summer of 1924, are well advanced, both at the site at Wembley and in the Dominions Overseas. From various parts reports are coming to hand indicating the interest that is being taken in the event. There seems every prospect of a thoroughly representative show, resulting in a worthy demonstration of the resources of the Empire. Some of the British Dominions are preparing elaborate exhibits. Although up to the present the announcements are necessarily of a preliminary nature, enough is known to justify the conclusion that the 1924 Exhibition will eclipse anything of the kind previously done. At Wembley the work is going on apace, including the laying out of the grounds and the construction of new roads to accommodate the immense traffic that is expected. In addition to the exhibits, the pleasure side of the show will be highly attractive, and the athletic grounds are to be on a scale exceeding all former achievements. The exhibition will bring visitors from all parts of the world, and should give a much needed stimulus to Empire trade. It is now generally agreed that the postponement of the event was a wise step, as by 1924 conditions are likely to be much more favourable from the point of view of trade. The arrangements are being made as far as possible by sectional committees representing the principal industries, which have been formed to co-operate with the management of the exhibition. Several of these committees are already at work, and others are to be set up. Buyers in the overseas markets should regard 1924 as an appropriate time to visit Great Britain, and will probably lay their plans so as to make the trip convenient.

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### LINGERIE RIBBONS

An interesting commentary on the use of ribbon for shoulder straps on brassieres has been made by a large buyer. For some time past the high cost of ribbons evolved the idea of using a very fine fancy cotton tape for this purpose, and ribbons were practically not used at all in this connection. The tendency to swing back to ribbon, however, is just beginning, and it is felt here that before long the good ribbon will be again used.

# Want Revision of Tariff Measure

## Importers and Wholesalers of Madras Object to Its Classification as Netting, Saying it Increases the Price to Them and the Consumer—Opinions of Different Firms

THE following facts should be brought before the madras trade in Canada with a view to securing some consideration from the Minister of Customs at Ottawa.

"Previous to the years 1916-17 ecru madras was imported into this country as a natural cotton fabric, and paid duty at the rate of 15 per cent., also white madras at the rate of 17½ per cent. During the War the customs department made a ruling that all madras, whether natural, white or coloured, should be classified as nettings, and should pay duty accordingly, namely 25 per cent. When the surtaxes were removed, this classification remained. Our present government made some reductions in customs charges on cotton goods, but increased the sales tax from 2½ per cent. to 4¾ per cent. Madras being still rated as a netting, did not come under any of the items marked for reduction, so that to-day we are paying 25 per cent. plus 3¾ per cent. sales tax, equaling 30 per cent. on white and ecru madras. as against 15 per cent and 17½ per cent. not pre-war but mid-war. There is no other item to our knowledge imported into this country, which shows anything like this advance, and of course the public must eventually pay. It is grossly unfair to the madras trade and to the public generally, if this is not rectified. Then from a patriotic point of view some relief should be given, as ecru and white madras are among the few British lines, not manufactured in Canada, which can successfully resist the invasion of cheap low priced lines of scrims and marquisettes, pouring in from the States."

Thanking you, we beg to remain,

J. B. Henderson, & Co. Ltd.

"The question regarding the correct duty on natural madras muslins has always been the most uncertain entry through the customs for the importer.

"This class of goods has always been called muslins, and yet the importer has been asked to amend the entry, as the custom officials state that same should be a net, and it certainly would be very much appreciated in the trade, if, when goods are known as muslins, the goods be passed as muslins, as it is very confusing.

"A separate opinion from the manufacturers, would be the best manner to decide this class of goods."

Yours very truly,

John MacDonald & Co., Limited.

*It would seem from the letters from importers and wholesalers appearing on this page, that some readjustment of the tariff affecting madras should be made by the Federal Government. The classification of madras as netting is apparently responsible for an increase of price to the importer and ultimately to the consumer. The last tariff revision cut down the duty on all cotton goods but for some reason, netting (which includes madras) was not so reduced and, adding the increased sales tax this places the duty on madras nearly double what it was during mid-war days.*

*If the different wholesalers and importers would get together on this matter, and make personal representations to the Minister of Customs, or through the proper branch of the C. M. A., some relief from this apparently unfair classification, could be secured.*

### WEEVILS RUIN SIX MILLION BALES OF COTTON IN 1921

(Continued from page 111)

about 59 per cent. of all the damage of this crop. In 1920, the weevil caused about 50 per cent. of all damage and in former years much less.

The average toll for the years 1909-1921 of insect pests has been 35.2 pounds per acre, plant diseases 6.4 pounds, defective seed 0.6 of a pound, and other or unknown causes 4.4 pounds. The total damage by all causes during the 13 years has averaged 115 pounds per acre.

All causes of damage in 1921 prevented the production of 10,712,000 bales of cotton in addition to the accompanying seed. In 1920, the production of 8,975,000 bales was prevented. That quantity, however, was exceeded in 1909 when the production of 9,369,000 bales was prevented and again in 1916 and 1918, when 9,505,000 bales and 9,136,000 bales, respectively, were cut from the potential crops of those years. The smallest prevention of production during the 13 years was 5,937,000 bales in 1914.

The combined damage to a potential cotton production in 1921, estimated at 10,712,000 bales, was greater than the crop actually harvested—7,954,000 bales. In fact, it was equal to the harvest and 34.7 per cent. more because had there been no causes of damage to the potential cotton crop of 1921, the production would have been 18,666,000 bales, instead of 7,955,000 bales, and the crop that was actually secured could have been obtained from 42.6 per cent. of the acreage that was cultivated.

# Placing Light for Spring

### Good Sales of Canadian Carpets Reported—Carpeting Gaining in Favor

Wholesale houses interested in curtain and drapery lines have little to report on business for next spring. The retailer is, if anything, slower than he was last spring in placing orders. This does not mean that business in these lines is slow. Toronto drapery firms are very busy on immediate orders. Moreover, they believe that the retail merchants have sufficient business right at hand to make trade brisk for the next few weeks.

There is considerable demand for yard goods in wash curtains this fall although this applies more to general wholesalers than to those specializing in draperies. In the cheaper grades, goods sold by the yard and made up in the home cost only about two-thirds of the price that even the very cheapest made-up curtains do. This is no doubt responsible for the vogue. The better lines of voiles and marquisettes, on the other hand, are selling well in finished curtains. There is a decided tendency toward novelties in these.

### Canadian Carpets Selling

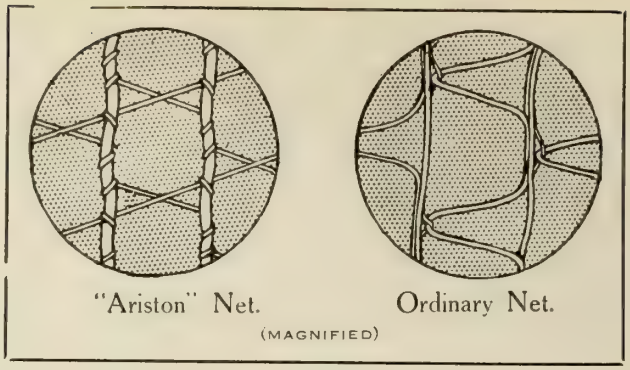
Although manufacturers of carpets and linoleums in England have made considerable reduction in their prices since last July, these prices are for the most part well under those of Canadian factories. This means that business in the home industry is as good if not better than it was last spring. The range offered by our factories in linoleums is exceptionally large and the makers are doing everything possible to make them better known.

There has been a big increase in interest in Oriental rugs among the Canadian householders. This applies particularly to Chinese rugs. Many large stores are featuring these occasionally as they all find it profitable. A sale of these imported rugs always brings a good number of real buyers. These rugs are not plentiful in a range of sizes but people are satisfied with them in size when they cannot be pleased with ordinary rugs. There is a tendency to bring these in, in smaller sizes because importers believe that customers who cannot be induced to pay two hundred dollars are more than willing to expend eighty or ninety dollars for genuine rugs no matter how small.

Carpeting instead of rugs is gaining ground in some localities, according to reliable information. From the middle west there are many calls for this type of floor-covering. It is not so much a question of price as it is of style. As to the type of weave asked for, Wiltons are strongest, Axminsters second and Tapestries third, so that it is apparent people still want the best in carpeting.

**PATENTED!**

**WHY?**



"Ariston" Net. Ordinary Net.

(MAGNIFIED)

**PATENTED!**

**WHY?**

WE ARE the sole makers of "Ariston" (Patented) Nets and Curtains. Note the cut above and then compare an "Ariston" production with other weaves. Note how in "Aristons" great additional strength is gained by **crossing** the enormously strong threads and **double tying** them at each joint. . . . . Now carried in stock in Montreal together with our world-famous Filet Net Curtains and piece goods. Call or write

## T. I. BIRKIN & CO.

**of Nottingham, Eng.**

## 275 CRAIG ST. W., MONTREAL

**(around the corner from Victoria Square)**

**C. W. WILLIAMS, Manager for Canada**

# LION CREST FABRICS




## CASEMENTS

We keep up our large variety in 27in., 30in., and 50in. casements. Best value on the market.

## CRETONNES

Extensive range in 30in. Domestic and Sateens.

Specially in 50in. Reversible and 50in. Taffeta Duplex. High class and latest styles.

**Through Wholesale and Shipping Only.**

## JAUFFRED & GARIEL

Manchester, England.

CANADIAN REPRESENTATIVES

George H. Napier, 417, Coristine Building, MONTREAL

Andrew Wilson - - - 91, Albert Street, WINNIPEG



# Introduced as a Novelty---- Continued as a NECESSITY

DEALERS are realizing to a great extent each day the sales value of the factors of COMFORT and BEAUTY which so distinguish

# KENWOOD PURE WOOL BED BLANKETS

These blankets are really a new type in which the wool fibres are spun in a thicker yarn which, as in the fleece on the sheep's back, gives greater insulation against cold. It is possible to give Kenwoods this advantage and still retain maximum wear resistance through the use of selected, long, new wool.



Two all wool blankets, same size, fold and arrangement. At the left is the Kenwood. Its superior bulk is due to the resilience of its fabric and to its lofty, springy nap.

Other factors which make Kenwood Blankets so satisfactory and profitable to the dealer are:

1. The Eleven charming patterns and color combinations.
2. Permanent dyes.
3. Pre-shrinkage at the mill for retention of shape and size in washing.
4. Extra warmth when compared with blankets of similar weight.

*Write us for particulars of Kenwood Bed Blankets and other Pure Wool Products.*

KENWOOD MILLS LTD., Arnprior, Ont.

***Also made at Kenwood Mills, Albany, N.Y., U.S.A.***

KENWOOD
WOOL
PRODUCTS

# YOU WANT THE BEST MADRAS WE MANUFACTURE IT

This is a very comprehensive claim, but consider the following points and you will see how it is justified :—

MATERIAL—Only the finest cotton used.

FINISH—Our employees are experts, and therefore produce artistic workmanship.

COLOR SCHEMES—Large variety of colors in patterns to choose from.

GUARANTEE—Every color guaranteed against fading through exposure or washing.

*Send for particulars and prices to our Canadian Representative*

GABRIEL S. YOUNG
303, Southam Building—128 Bleury Street
Montreal

## Messrs. MORTON BROS. LTD.

Madras Manufacturers
DARVEL - SCOTLAND

# KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."



SOLD BY ALL LEADING WINDOWSHADE JOBBERS

Made by

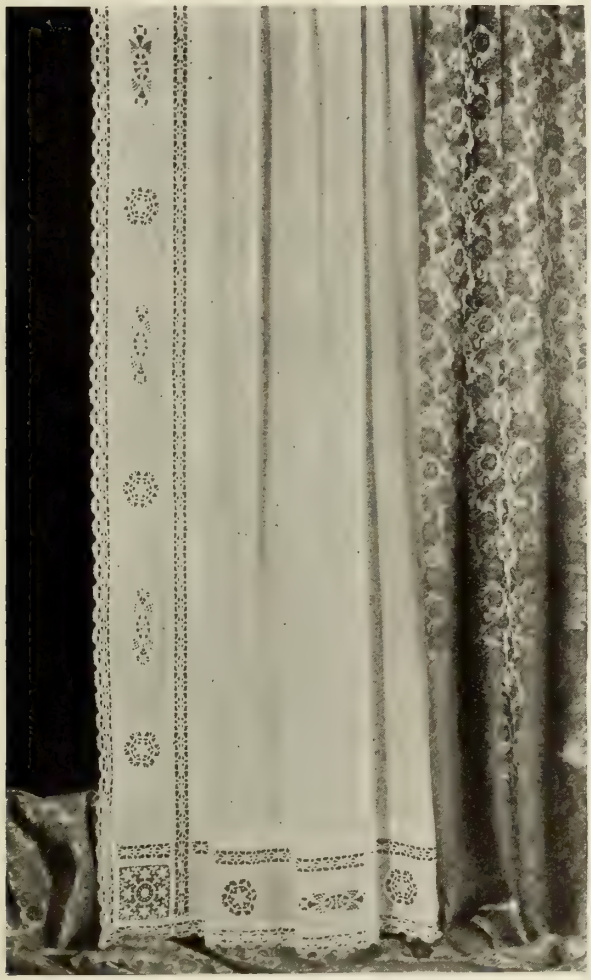
## JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775
Canadian Representatives : CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

# Dalmor Novelty Curtains

## The line that is made right



No. C3493

This season's NOVELTY CURTAIN line made of scrims, marquisettes, and voiles is rich in new types of laces and motifs.

We illustrate here one of the many new and attractive styles in POINT VENICE MOTIF curtains, DESIGNED AND MADE IN OUR OWN FACTORY.

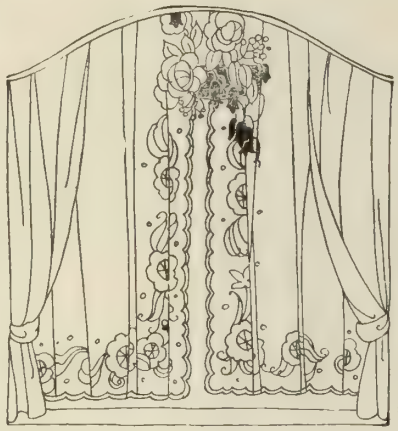
Look at our NOVELTY CURTAIN line, go through it thoroughly—you will find it profitable.

# DALY & MORIN LIMITED

*Manufacturers and Converters of Scrims, Marquisettes and Voiles.*

**DALMOR NOVELTY CURTAIN FACTORY**

Montreal - - Canada



# *There is always Something New in the Lace Goods Line*

We have no hesitation whatever in stating that our range, for immediate or Fall delivery, is the most complete and best balanced you can find on the market.

Every taste and every preference can be met if you select from the Lace Goods range.

## *Our fine assortment of—*

Swiss Curtains and Panels,
Curtain Nets and Curtain Scrims,
Shadow Cloths, Chintz, Cretonnes and Casements,
English Velours Fast-to-Light Dyes,
High-class Modena Brocaded Drapiers, Sun-proofed.

New Double Faced Fiona Cut-Pile Fabrics, Sun-proofed is just what is needed to put your House Furnishing stock in tip-top shape for Fall business.

*Our travellers will be calling on you shortly.*
*Don't fail to see through the range.*

We Specialize in Handkerchiefs, Laces and Curtain Goods

**LACE GOODS CO.**
**Limited**
79 Wellington St. W., Toronto

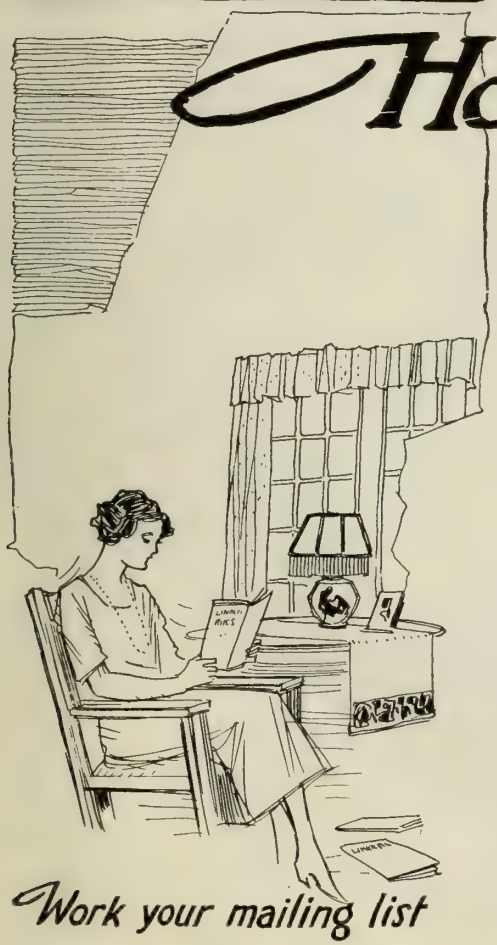









# How to Sell more LINOLEUM




This Fall great quantities of Linoleum and Linoleum Rugs will be sold throughout Canada. Hundreds of merchants have laid plans to reap this harvest of desirable business—are you going to get your share? Our co-operative service is available for you. A few practical suggestions are offered, which we will help you carry out. Let's get together right away.

Fix up a Linoleum window that will make people stop, look and buy. Send to the Dominion Oilcloth Company for their attractive window trims, show cards and paper patterns.

Give Linoleum a place in your newspaper advertising. We will supply you with our illustrations free. They are striking, convincing and will bring you results.

And how about an enticing display of our show cards? These are painted by the best artists and receive notice wherever used.

Make up a mailing list. Enclose our interesting folders with a personal letter, suggesting that the customer visit your department to see the new designs just in.

Write us for the enclosures. Personal service goes far to win and hold customers—measuring the rooms, helping to lay the Linoleum—estimating the cost. These other little attentions will develop business.

Why not fill in coupon right away?




**Dominion Oilcloth & Linoleum Co., Limited**
**Montreal, Canada**

CUT OUT AND MAIL THIS COUPON TO-DAY

Please send me without charge the following:
[ ] Show Cards [ ] Illustrated Booklets
[ ] Paper Patterns [ ] Newspaper Electros
[ ] Dummy Rolls

Name .....
Address .....



## *QUALITY VALUE IN "OLD BLEACH" TOWELS AND H.S. SQUARES*

Two of the most popular "Old Bleach" towels, Nos. S5 and W4, should prove especially opportune for Fall and Winter business. Those who already know the selling qualities of "Old Bleach" pure Irish Linens will be quick to act.

These towels, S5* and W4*, are heavy huck with self border, either Hmd or H.S., and have a wonderful wearing reputation earned during years of service.

*18x32, 18x34, 20x36, 22x36, 22x38, 24x40

## "OLD BLEACH" H.S. GOODS

Complete ranges of "Old Bleach" hemstitched goods are now available. These linens afford an exquisite background for fine embroidery and reward a woman's industry by lasting indefinitely. Your customers who have enjoyed working on our well-known numbers, EL35, EL45, EL55, EL65 and EL75, can duplicate these grades in hemstitched squares, runners, etc.

**The**

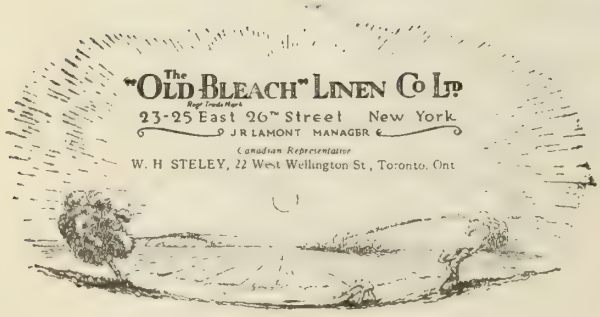
## "OLD BLEACH" LINEN CO., LIMITED

Reg. Trade Mark

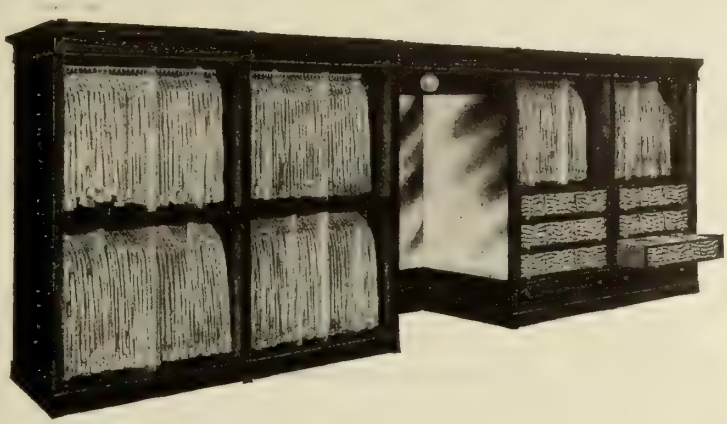
**RANDLESTOWN, IRELAND**

**Canadian Representative: W. H. STELEY, 22 West Wellington Street, Toronto, Ont.**

**44-46 East 25th Street New York**



The New Way



# SELLING LADIES' WEAR

Profits on the sale of Ladies' Wear depend not only on price, but also on overhead and depreciation.

A system of merchandising that reduces overhead by increasing stock and selling space, thereby reducing rental charges; that eliminates depreciation by keeping goods free from damage and reducing dead stock; that reduces expense by enabling salespeople to handle fifty per cent. more sales, and that increases sales by making 100 per cent. display, should be of interest to every merchant.

The "New Way" System of Interchangeable Units will do this. Not only in selling Ladies' Wear, but in every department of either exclusive or general retail stores.

The above photograph illustrates only one combination of units of the system.

The "New Way" System is entirely manufactured in Canada and is protected by Canadian patents.

**Let us explain personally or by Catalogue.**

## JONES BROS. & CO.

LIMITED

*29-31 Adelaide Street West*

TORONTO, ONTARIO

WESTERN BRANCH
437 Main St.,
Winnipeg

EASTERN BRANCH
71 Bleury St.,
Montreal

# New Modes by Paris Couturiers

## Dinner and Theatre or Ball Gowns of Black Velvet or Mixture of Silk and Black Lace—Straight Lines Prevail—New Effects in Capes—Tailored Skirts Are Fairly Short and Extremely Narrow —Light Materials for Teagowns

**Written Specially for Dry Goods Review by Our Paris Correspondent**

Paris, August, 1922

Dear Mr. Editor,

TO-DAY, I will tell you about the latest novelties just displayed in the big Couturiers' houses, for the sake of American buyers.

What I wrote last month about materials, I can but confirm: all kinds of matellasse materials, every sort of "armures," cote de cheval, etc., are extensively used, and the shades are those mentioned in my last letter, viz black and brown. I might say that the rainbow colors of yellow, orange color and red, seem to have been combined together, with the addition of black to make this Winter's materials. You have every kind of brown, rust, yellow, brownish red, and plenty of black. This shade is favoured by every couturier, especially for evening wear. At least half of the dinner and theatre or ball gowns for ladies are either made of black velvet, or a mixture of silk and black lace. Quite a few combinations of black and white are also seen, which are quite new and extremely dainty.

### Straight Line Prevails

As regards shape, I must say that everywhere the straight line prevails, very narrow, slightly shorter than last season, with a flat bodice, and a skirt exclusively composed of drapings, generally on one side, but sometimes gathered in front, and consequently draped on each hip. There is hardly any dinner gown with a regular bottom; most of them are irregularly cut, sometimes very short in front and back, and with panels much longer on the sides, and usually, especially with the skirt draped on the side, several inches shorter on the side where they are draped. Flying panels do not seem to have lost their favour, although quite a few are being sewn in the hem.

### Dress Trimmings

When lace is used on evening gowns, it is black chantilly, or gold or silver net, with embroidered motifs, and any amount of beads. Shells are still fashionable here, together with mother of pearl beads. Galalith and mother of pearl motifs are made into huge buckles for the belt which is still worn in some cases, or more frequently to underline the draping. Practically none of these dresses have proper sleeves. For evening wear they have none at all, and for dinner purposes, those sleeves are replaced by panels loosely covering the arm and fastened on the wrist by a narrow fur cuff, on a tiny band of embroidery.

The oval neckline, although still adopted in various instances, is certainly less favoured. The rectangular shape is preferred, and the round one too. There are quite a few evening dresses draped on the shoulder like peplums, with one shoulder bare, while the other is covered with each angle of the material held in place by a buckle as described above.

While ladies wear straight narrow fourreaux for evening purposes young ladies, on the other hand, seem to cling to the "robe de style" that is the 1830 or 1850 style, with broad neckline disclosing the shoulders, the flat bodice with tiny balloon sleeves, and the huge skirt, yards and yards wide, and long. The trimmings of these gowns often consist of garlands of flowers, made of tiny ribbon thickly gathered, and worked into dainty little roses, which they also wear in their hair.

Ladies' headgear for evening wear generally consists of a band of beads in the hair, with, now and again, a few rows of the same beads on each side of the head.

### Wide Shouldered Cape

Strange as it may appear, the only cloak worn with these narrow fourreaux is the cape, very wide across the shoulders, and narrower down the bottom because one drapes oneself in it, for it is generally cut straight. A few of these capes have sleeves, that come very low and are not very comfortable, as one cannot move in them, or they have two straight holes slit on each side, and bordered with fur. In several places, they showed us a cape with only one opening, the other side was a panel cut on the cross that could be wrapped on the other side. This, although very strange, was rather stylish.

There are very few collars to be mentioned, besides the big ones that cover all the head, or the hood, still fashionable, whether round or pointed.

Fur is extensively used in this Dept., but I will tell you all about it in my next letter.

### Short Skirt in Tailored Suits

Tailored suits are still composed of a fairly short skirt, exceedingly narrow, with nothing very special in it. Very often it is continued into a blouse of crepe marocain in the same shade, with long flat sleeves and a high collar. However, quite a few blouses are devised too, in the shape of tuniques, with long waist, long sleeves, or hardly any at all. Jackets are very seldom long; in the latter case, they are fairly fitting and continued into godets. The most fashionable are tiny vests, finished a little below the waistline on a straight belt, that keeps it in place around the hips. The collar is straight, as a rule trimmed with fur, and the sleeves, usually narrow from shoulder to elbow, and then they become wider to make a broad sleeve either lined with fur, or finished by a fur cuff. Others are straight from top to bottom, and trimmed with a cuff that is very wide about the elbow's height.

The lining of these jackets is made of the same material as the blouse, and in the same shade. A brown suit for instance is devised in reps, with a blouse of crepe de chine or crepe marocain of the same color, and the lining is exactly the same material and the same shade. The ensemble is very elegant.

It seems that the robe manteau has gone out of fashion. At least it has been transformed into a tailored dress, very much like an afternoon silk gown, also draped, only it is devised in reps or popeline, preferably to serge which is not wanted at present. Broadcloth seems to be also demanded for this purpose.

Fur sets are generally worn with these, as you will see in a subsequent mail.

### Teagowns

Teagowns are still very elegant. Light materials are chosen, together with lace, and a little bead embroidery. The most fashionable shades are yellow, cyclamen pink, and mauve. Drapings which cannot be described accurately compose the skirt, while the bodice is mostly made of tremendous sleeves that are much longer than the arm, and often open under the arm. The oval neckline prevails in these garments, and a girdle often underlines the waist, which is almost normal. These are also longer than ordinary dresses, and several even have tiny trains, pointed or square.

Pyjamas, to be worn, instead of teagowns, are also seen, most amusing combinations of shades, and materials and extraordinary in shape. I should think, these are shown to amuse people but are very seldom bought by anybody!

Yours very truly

Jeanne Gsell.

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**The Dress Swell have commenced business in a new store at 65 Roncesvalles Ave., Toronto.**

# Fashion Revue Seen at Almy's

## Estimated That 2,000 People a Day Saw the Many Garments Worn by Living Models—Featured Special Prices in Navy Blue and Black Cloth Frocks—Big Showing of Red for Children

AN ELABORATELY staged Fashion Revue was seen in Montreal during the entire week of September 11 to 16 by the firm of Almy's Limited of St. Catherine Street West. This event has come to be a recognized semi-annual occurrence in this store and on each occasion the attendance of interested spectators shows an increase. This time the interest shown was so marked that the Revue had to be held upon the fourth floor where there is a vast auditorium and the average daily attendance was estimated at well over 2,000 each afternoon, with a much greater number present on Saturday.

The auditorium was beautifully decorated in scarlet autumn leaves throughout its entire length and the effect of this splash of color against the pure white walls was unusually effective. The run-way was erected down the length of the hall and was divided half way down by an enclosure for the orchestra over which climbed a tangled vine of brilliantly colored flowers. The orchestra kept up a steady accompaniment of delightful music to which the living models kept step as they gracefully promenaded up and down the runway, displaying everything needful for Miladi's Fall toilette from riding habit to evening gown.

The season's style tendencies were amply exemplified in the showing which also featured children's styles of all kinds from gingham rompers to the most elaborate party frocks.

### Smart Frocks at $15

A particularly interesting feature of the event was a collection of smart navy blue or black cloth frocks of unusually good cut and smartness which were announced as being uniformly of one price, namely, $15. Many visitors were heard to comment enthusiastically on this item of the programme and the response later on in the regular department bore witness that this enthusiasm was genuine.

Another group of frocks and fur trimmed wraps was shown priced between $15 and $39.50, no specific prices however, being attached to any garment, the idea being to encourage customers to drop into the department later and find out the price of any garment which interested them. Values were remarkable in this instance also.

A display of sumptuous wraps made of fur fabric trimmed with heavy real fur collars called forth many expressions of approval for the garment could not be detected from real fur and embodied the latest style ideas. Seal and caracul effects were notably excellent imitations.

Varied collections of dinner gowns with elaborate panel and draped treatments, filmy dance frocks through glints of metal cloth could be seen, severely beautiful afternoon gowns of blistered satin of raven hue, as well as suits of velvety texture heavily collared and cuffed with fur, were all displayed to advantage.

### Red Featured in Kiddies' Attire

The children's attire showed many smart novelties, notable among which was the use of lipstick red as a relief against the ubiquitous navy blue of frocks, coats or suits for even the smallest kiddies. Bright colors were in the majority in all cases while black taffeta was shown to be an ideal material for the small girl's afternoon frock when embroidered with scarlet threads.

The Fashion Revue was arranged and superintended by Mrs. Dorothy E. Barr, manager of the ready-to-wear department, under whose expert guidance the event has been successfully given for several years. During the week an extra evening performance was held for the benefit of the staff and their friends, which was followed by a dance.

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# Coats and Dresses Outnumber Suits

## Revival of Hand-woven Tweed—Pile Fabrics Shown in New York

That coats and dresses will outnumber suits for fall and winter is generally conceded in Toronto manufacturing circles. This means that suiting materials of the tricotine and twill type will not replace tweeds and homespuns as some buyers expected. In fact wholesale houses have had a great surprise in the last few weeks because of the very sudden revival in the latter materials. They have been able to supply tweeds as a rule but most of them have very few homespuns. Yard goods is going not so much to dress manufacturers as to piece goods departments of retail stores. In fact, several merchants report they were forced to sacrifice their homespun suits while they could not obtain enough of it for customers who do their own dressmaking.

### Handwoven Tweeds in Demand

Several of the largest stores in Toronto are specializing in handwoven tweeds for coats. This work has been revived among Scotch weavers very recently and already the public are interested. The visit of the Scottish manufacturers last year has had a great deal to do with both the increased interest on this side and the revival of handweaving which has taken place in Scotland.

Previous to the war women worked in their homes during their spare moments. It often took a worker a year to make a few yards of tweed and usually the material smelled strongly of peat smoke, with which the homes were filled. In fact, buyers used this as a guide to distinguish them from machine-made tweeds. During and after the war, factories took over the tweed business, using machines altogether. In the last year, however, several of the largest manufacturers in the islands of Lewis and Harris off the coast of Scotland, have employed handweavers who are turning out tweeds of the genuine old-fashioned type. These work in large sheds and on factory hours so that the famous peat odor is now lacking.

What is the advantage of hand-woven tweed? Dry Goods Review asked one importer. It is really no better for practical purposes than the best grades of tweed made on machines, we were told, but it has the same selling advantage that Oriental hand-made rugs have over machine-made carpets.

### New York Favors Coats of Bolivia

The coats now being shown in New York are of bolivia or one of the other pile fabrics for the most part. Several of the largest manufacturers in Toronto give it as their opinion that coats of both tweeds and pile cloths will be good all winter in this country. Immediate orders are even stronger for tweeds but this will of course not last longer than the first two weeks of October.

Dresses of wool crepe are very good in New York this fall but they have not taken here so far. Most of the wholesale houses are stocking this material, but several expressed the view that Canadians will not want them before early spring. New York women are wearing black wool crepe but if the call does not reach here until after the New Year, it is thought that navy will be best.

### Jumper Dresses

Women in this country have not tired of the jumper dress. Retailers in Toronto report they are disposing of large quantities of both flannels and homespuns for these. Both the light and the dark shades are good. Trimmings on these favor the metallic braids and bright brocades.

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**KENT-McCLAIN AGAIN**

**Vineberg & Goodman, New Glasgow, N.S.**

Messrs. Vineberg & Goodman, of New Glasgow, N.S., have recently installed new display equipment consisting of special Silent Salesmen show cases in rich quarter-cut oak. These cases were supplied by Kent-McClain, Limited (Toronto Show Case Co.).

# Style Notes Gleaned From Displays Seen at the Canadian National Exhibition

VELVETS will certainly be a leading fabric if the Exhibition displays of next season's models are to be taken as a criterion. There were velvets of every shade shown by leading creators. and these were featured in evening gowns, afternoon frocks, opera wraps and suits.

MANY gowns for evening and dinner wear had the bateau neck caught over the shoulders and opened under the arms to the waist-line. This is said to give a graceful bodice because of the loose lines of the gown at both front and back.

REAL lace was especially strong on afternoon gowns, particularly with velvet.

WHILE the great majority of models showed long skirts, there were some which were quite short. Those for misses' wear favored the short skirts in almost every case.

THE loose sleeve of the angel type appeared several times, on both evening and afternoon gowns. It consisted of a panel seven or eight inches wide which hung below the waist.

IT would be safe to say that at least twice the amount of goods is used this year in every gown. The draped skirt and the draped bodice are the rule.

FUR-TRIMMED suits were more prominent than those without fur. With even the tailored suits, the choker is worn.

BOTH large and small hats were shown with fur coats and fur wraps.

PLAIN colors whether they were bright or quiet were the general rule, with paisley as the one exception. Several smart gowns were made up in this and attracted much attention.

WHILE feathers of all kinds were very prominent, the large hats showed ostrich plumes almost exclusively. These were draped around the crown or allowed to fall from the brim.

THE velvet hat in both black and the wood tones were seen in large soft brimmed shapes. Turbans in velvet, metal and felt were featured for street wear.

SPANISH and Italian reds were probably the most in evidence of all the bright hues. The mauve shades were emphasized and all of the blues on the periwinkle order were quite prominent. French blue models received special comment.

ONE of the most striking notes of all the displays was the prevalence of metal. Whether the gown was of silver or gold, white or some vivid tone, was of little import so long as it was made of tissue or metal cloth. In fact the stands radiated an atmosphere of metal. One gown was of ornate gold brocade, draped to give a dazzling effect from every angle. Another dazzling model was a combination of cyclamen tissue cloth and silver lace. Black and silver were sometimes combined and there was one gown at least of gold and silver.

BEADS were very prominent particularly on those gowns which did not feature metal. Many of the velvets and almost all of the crepe gowns were beaded. Speaking of crepes, they were favored as much as ever, especially for the simpler gowns. Georgette, plain and brocaded, crepe Roma and crepe marocain were all in evidence.

WHITE will be very strong all this season if one judges from the number of gowns which were of pure white at the Exhibition displays. Moreover, the dull blacks of a year ago are gone.

Black hatter's plush was used on several street hats. One small hat of brown plush was noticed as well.

THE box coat was a feature of many of the velvet suits. Several of these (which were usually black, navy or brown) had bright red or yellow trimmings in the way of buttons and embroidery.

COLORED hose was used with some dark gowns and suits. One dress of navy twill was shown with red stockings and red heeled shoes.

ALTHOUGH the high waistline is finding followers in Paris this season and has a few devotees in New York, almost all the models shown had low waists. Several prominent designers give it as their opinion that the long line will last for at least another season because of the lengthened skirts. The time to introduce the short waistline was during the vogue for short skirts and not now when the long-waisted blouse is particularly attractive.

FOX and mink were favored as neckpieces, the former being shown in choker and in throw style and the latter emphasized in the capes. These were made up in long wide wraps and slung crosswise over the shoulder.

MANY of the children's coats were fur-trimmed. Coon, beaver and muskrat were the usual fur.

EIGHTY per cent. of the evening dress models wore headdresses. These were usually of the metal variety to match the gowns, silver and white being most frequent. They were often in coronet style, higher at the front. Ospreys were used in combination with these sometimes. Fans were of both coque and ostrich and in white and the bright shades.

THAT there is a real effort to bring back the blouse was evident from the number of blouses shown at the exhibit. Most of them were of crepe, crepe de chine being best of all. Trimmings were beads, Russian embroidery, tassels and contrasting materials of oriental shades.

## BLOUSES GAINING PRESTIGE

The recognition of separate blouses among recent French suit imports should be of special interest and encouragement to the blouse trade at this time, since costume suits have during the early part of the season, meant the frock and the jacket.

These blouses in the new suit importations, developed in soft crepe de Chine or georgette, for the most part, are partial to white, tan, red and peach color, with trimmings of small embroidered motifs done in contrasting shades (usually to match the color of the suit which they accompany). There is a little hemstitching of the wide type, that which resembles entre-deux and a little beadwork.

### Pleatings Prove Leader

Pleatings might be called a leader among the varied actual style treatments, many models being so treated from the elliptical necklines straight into the hipbands which the majority of overblouse models feature.

Sometimes these hipbands are of cloth, and other times of fur; when of the latter, the blouse is sufficiently long to hang just below the edge of the jacket, giving the appearance of a fur band joined to the jacket.

### Full Finished Sleeves

Long sleeves dominate and are often finished with frills which are shirred into narrow, tight wrist bands above, or pleated inlaid godets at the sides to give fullness while the major portion of the sleeve still clings to the wrist .

A simple adornment of gold galloon braid, placed on a red silk blouse, which was shown with a black velvet suit piped in red kid, is typically Parisienne, and the few blouses with high collars favor an unbroken row of tailored buttons all the way down the front.

# Mid-Winter Fashions Reflect Gracious Dignity: Simplicity of Line Prevails in All Garments

## Beautiful Fabrics Used to Carry Out New Designs—Evening Dresses in Sheer Materials With Many Beaded Effects—Poiret Twills in Elaborate Models With Imported and Fancy Braidings for Trimmings—Lower Prices Seen in Montreal Stores

NOW THAT the showings of Fall samples in the various ranges of ready-to-wear have become more or less familiar history, buyers are agreed that there was not such a great deal that could be termed "extra" taking the season as a whole. So much exaggerated prediction had been voiced regarding the length of the new skirts and the abandonment of the delightfully simple silhouette, which has become almost second nature to the smart woman, that it was a distinct relief to realize that the new styles are really more charming and wearable than ever.

Mid-winter fashions will reflect a certain gracious dignity which has been more than hinted at in the range of early fall models. Simplicity of line will prevail in all garments, but it is pointed out by designers that such simplicity entails the use of more than ordinarily lovely materials, and as a result what a frock lacks in intricacy of design will be more than accounted for in its fabric. Velvets of a particularly supple and drapy character are very much in evidence for all types of winter frocks, both formal and otherwise, and in combination with fine lace and fur are capable of an infinite number of smart variations in the hands of Montreal designers.

### Beaded Effects Adorn Evening Models

Beaded dresses still have a way of being new and different and for evening wear designers anticipate a marked demand for such sheer materials as crepe or chiffons which will show embroideries or fringe of metallic beads. The all-lace frock is represented perhaps as frequently as any style in the fall collections and is promised a secure position in the winter's ranges as well. The lace frock, it is pointed out, can be used both as a dinner or an afternoon frock equally well and since it can be packed without any bad results from crushing, it is certain to be included in all the trousseaux of fall brides. Wool lace is still more talked of than seen but wherever used, is distinctive. Metallic laces in a variety of designs and treatments are seen everywhere, usually made up into frocks which feature a shallow transparent yoke of fine lace.

### Heavier Materials Supplant Crepes

Poiret twill has somewhat supplanted Canton crepe, according to one manufacturer, and is being made up into elaborate models as well as the simplest tailor mades. Imported and fancy braidings still form the essential trimmings of these frocks that so often take the place of the suit. Sometimes a smart touch of color contrast is used but in the majority of smarter models black is preferred. Fur collars and cuffs are effectively used on many of these frocks which are suitable for wear without a top coat. The use of very ornate metal girdles is another feature, while collars are often of the high choker variety.

### Lower Prices Sell More Suits

Suits favor the heavier and more velvety fabrics exclusively insofar as materials are concerned and are lavishly trimmed with rich furs on the more dressy models. The plain tailored suit is shown in considerable numbers, particularly developed in navy twill which it is thought will supersede the sports colored homespuns still being worn by the average woman on the street. It is many years since the $25 suit made its appearance in the windows of the St. Catherine Street stores of Montreal but excellent values are offered by several of the most exclusive establishments, indicating the fact that business in suits is being sought in the channels of popular priced trade as well as by means of imported models. The new length of suit coats is particularly becoming and suitable for winter wear and manufacturers are placing quite a little hope in this fact, in anticipating a good season's business.

Blouses are expected to give a good account of themselves this autumn, due to the unusual number of novelties which have been devised to accompany the range of suits. The so-called "jacquette" blouse is expected to appear in Canadian style showings this month, although whether it will be as much worn for street use as it is at present in New York is a matter of conjecture. In the majority of these "jacquettes" the hip line is snug and low cut, the blouse fastening to one side. As was to be expected from a waist which had its origin in the over-the-skirt type of this season, this new idea is first and foremost a costume rather than a separate blouse effect, and consequently, it cannot be worn with any and every kind of skirt.

### Silk Blouses Are Hand Made

The hand-made silk blouse is another new idea in blousedom which may become as decided a factor as was the hand-made cotton blouse of last summer. Undoubtedly one of the smartest blouses for the coming season will be that of crepe de chine, radium, fancy shirtings or habutai weaves and many interesting decorative notes will be introduced by means of tubings, faggotings, drawn work, etc. Lace will be used on the more elaborate of these silk models, especially Irish, in addition to the regular and antique filet laces, vals and Venise effects. Most of the models in these tub silks show the strictest tailored lines, the collars being either high, finished with the usual smart black bow, or else cut in a deep tuxedo with modestie vest. Quite a number of Puritan effects are noted again, some of which are modified into a fairly deep V front. Cuffs in the majority of cases feature the tailored or mannish turn-up effect.

### Bertha Collars Soften Necklines

The Jenny neck is by no means out of date yet, but has paved the way to the introduction of a fascinating new accessory, the Bertha collar. This quaint revival is not a neck finish to be used unadvisedly however, and designers point out that it can only be used successfully when the silhouette is long and slim, with a dropped waist line. Carried out in ivory upon one of the new blistered black satins, the Bertha collar creates a gown of more than ordinary distinction, matched with deep King Charles cuffs of the same material.

The open wrap-around skirt will not be shown for fall but instead are shown skirts with a one-sided pleat in simulation of the "open around" effect. Box pleat models in various unusual styles are again shown in Prunellas and some interesting new English cloths are introduced, featuring a camel's hair finish.

In every sample range, brown appears to be equally outstanding with navy and it ranks as even smarter than this staple favorite. The gamut of browns is bewildering but it is thought that the darker tones will be preferred as winter approaches.

The fluffy and bouffant taffeta dance frock is reappearing more youthful and alluring than ever. Manufacturers claim that it is the ideal evening frock for the young girl who rejoices in its crispness and the various dainty trimmings such as French flowers or fruits which are applied here and there. Glints of metal lace will be used on such frocks as these, particularly when the taffeta is of a delicate pastel tint.

# Lazare & Novek

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Our Fall Range of medium priced cloaks and suits shows a wide variety of smart modish garments.

Fine fabrics correctly tailored in models that are distinctive without being faddish make up a line of cloaks and suits that are steady profitable sellers.

You can assure success for your Suit and Cloak Department by featuring this line as the backbone of your Fall Display.

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FOR YOUR BUYING CONSULT THE MARKET PRICES IN CANADIAN GROCER

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THE FINANCIAL POST 143 University Avenue, Toronto

# October—

***is not too soon to plan for the Christmas Trade.***

Last Christmas season Men's Wear Review planned for it by collecting from all over the Dominion the best ideas and the most unusual methods that were successful in building a bigger sales average than ever in the most enterprising stores.

Several articles on the best methods of merchandising will appear in Men's Wear Review October issue. Several unusual "stunts" will also be written up and there will also be a large number of window displays and counter exhibits photographed from the leading men's wear stores.

All of this idea-building information is very carefully chosen—nothing will be presented that could not be adapted to your own store and locality and so be of benefit to **you.**

The display manager who is planning to draw customers to his store through his unique windows and advertising should be receiving Men's Wear Review.

The price is reasonable—$2.00 a year. Send for a sample copy to-day—or better still, send a money order or a cheque pinned to your letterhead and you will receive copies for the next twelve months.

**Men's Wear Review**
**143-153 University Ave., Toronto**

# CONFIDENCE
AND
# ASSURANCE

Did you ever stop to consider the full value of what it means to you to realize that you have bought your merchandise right—that you have bought from a reliable, well-established concern—one with ample resources to carry out its obligations—that you will get deliveries surely—that samples are not made up to catch unwary buyers, but the merchandise delivered will honestly reflect the value shown in samples—that prices are steadfastly the same to all buyers, large and small—that there are no concessions in prices or terms to favored customers and that you don't see the merchandise duplicated in inferior grades shown by the low price stores—that the manufacturer correctly interprets the needs and unfailingly every season provides the goods that prove popular and that sell out clean?

These are a few of the points that give retailers season after season the confidence and assurance that their business policies are fundamentally sound when they feature Haugh Garments.

HAUGH'S BIG 88

*The Overalls that Satisfy*

HAUGH'S KIDDIE GARMENTS
including "Peggy Black" the utility suits for every day.

ARM & HAMMER BRAND
SHIRTS and TROUSERS

*"All known as the best."*

**The**
**J. A. Haugh Mfg. Co.**
**Limited**

*Manufacturers and Originators of Utility Suits for Kiddies.*

**Cor. Bathurst and College Sts., Toronto**

# Dry Goods Market at a Glance

MANUFACTURERS of novelty lines in accessories and fancy goods, in china products and other notions are in readiness for a big season. The greatest ingenuity has been brought to bear on the situation and retailers will have the opportunity of seeing ranges in these lines that will satisfy the most fastidious taste. There are many new novelties being introduced and retailers should be able to brighten up their stock with these and give a good deal of impetus to Fall buying by the consumer.

Trade in many of the staple lines in the dry goods trade can be said to be only fairly active. Travellers in many lines are just starting out on their sorting trips, and, according to the nature of the merchandise they sell, are looking for either fair or big business. In some lines there has not been a great deal of placing except to cover the first requirements of the early Fall buyers; this is indicated by not a few repeat orders that are already coming into the wholesale houses. In other of the more staple lines while the placing exceeds that of a year ago, it is still not heavy and manufacturers and wholesalers are expecting a good sorting business.

### The Fall Outlook

ENQUIRIES from widely separated areas as to the outlook for Fall business by the retailer are very encouraging. Dry Goods Review received letters from many retailers touching this matter. Not one of them was pessimistic about the Fall and Winter business. On the contrary, some of them said they were looking for the biggest business in their history. This, perhaps, was the exception; but on the whole the outlook is decidedly better than a year ago. In both industrial and agricultural centres the reports are encouraging. Either the unemployment situation has been somewhat relieved or the crops have been so abundant that money will be easier in the near future. The Western situation is vastly better than a year ago. A very conservative-minded executive of one or two of the big financial corporations in Toronto recently completed an annual business trip of the west. He has seen every crop for years, including the 1915 crop. He says this year's crop will be away ahead of that of 1915 and he stated that he was sorry their firm had not lent more money than they did in the majority of districts because he regarded this crop as ample security for its re-payment. Undoubtedly the harvesting and marketing of the Western crop will relieve the financial situation there for farmer, retailer and wholesaler alike, and in doing so will help to improve general business conditions over the whole country.

### Fabrics

NEW cotton lists have just been issued, which, on the average, show an increase in most lines of about five per cent. This is not a heavy increase by any means and is only an indication of the upward tendency of cotton lines for, at least, the immediate future. Woollen fabrics show, also, an upward tendency in price in many of the finer grades. Some silk importers state that Swiss and Japanese silks are between 10 and 15 per cent. higher to-day than they were six months ago. Mills in the United States are reported to be working at about 60 per cent. of their capacity, that is, their war capacity which is considerably in excess of their pre-war capacity. Men in touch with the Swiss mills state that they are increasing their output every week and are doing a nice business that shows steady progress toward normalcy. All the crepe weaves in silks are decidedly popular and it is the opinion of silk men that present silk prices will remain very stable so long as the manufacturers are running on the present looms. What will happen when new weaves are being turned out remains to be seen. Velvets, metal cloths and metal laces, duvetyn and velours are selling well.

There is some rejoicing amongst linen men over the new tariff bill recently passed by the United States congress. They say that overseas linen firms have been shipping all available supplies to the U.S. during the last few months before this bill becomes operative because it will increase prices there considerably. The effect of this in Canada seems to be that it will make prices here much more favorable in comparison with those across the line. For instance, many tourists are in the habit of picking up novelties. With higher prices obtaining in the U.S. after this bill becomes operative, retailers will be in the position of offering very attractive prices in their linen merchandise. One importer stated to Dry Goods Review that he would prosecute business with a new energy after this bill was passed because it would mean good business for him.

### Fancy Goods, Accessories

WHILE the placing for the Christmas trade on fancy goods lines has not been heavy, wholesalers are looking for good business as the season develops. They know that many retailers are waiting to see how Fall business opens out before they commit themselves for anything of a speculative character. They are offering many novelties that should add liveliness to the holiday trade. In accessory lines, leather bags of many descriptions are selling well and a big volume of buying is reported in metallic ornaments of all kinds. The demand for feather novelties remains fair, for veilings and veils good. Decorative jewelry seems destined for a big season and necklaces, earrings and other bead jewelry is in very strong demand.

### Other Lines

CANADIAN carpet and linoleum prices are now said to be below the English prices, resulting in brisk business for the Canadian mills. One of the Toronto wholesale houses stated that they could not get enough of the product of the Canadian mills to meet the demand that was coming in upon them. One of the big retail organizations that caters to a Canadian business stated that they could handle the complete product of the Canadian mills themselves. Wash curtains in cheaper grades are selling well.

# Organizing the Cotton Trade

## Views Expressed by Sir Charles Macara, the Noted Cotton Authority—Whole World in Need of Cotton, Yet Industry Not on Paying Basis—Excellent Work in Collecting Information—Suggests Revival of Cotton Control Board

SIR CHARLES Macara, the noted cotton authority, in a recent statement with regard to the cotton situation and the revival of business had the following to say:—

"Let me explain first of all how the cotton trade stands at the moment. We are faced with an extraordinary situation. While the whole world is bare of cotton goods, we find it impossible to get trade on a paying basis. We have disorganization and confusion everywhere, and such business as is going through is at figures which not only do not pay dividends, but are a long way short of paying expenses in the great majority of cases.

"A few who were lucky in their speculations in the raw material are making ends meet, perhaps, but speaking generally losses are being made all round. And yet in spite of this fact people go on making goods to stock, only to find later on that they cannot hold them and must liquidate them at a sacrifice.

"The spinners' and manufacturers' misfortune is the buyers' opportunity, and month after month passes at this cat and mouse game, and the long-looked-for revival is being delayed.

### Revival Delayed

"The revival will continue to be delayed until we act together; until, in fact, we all agree not to make these stocks, and so oblige the merchants abroad to pay a price which will at least put us on the right side.

"The trade is now coming to see that this will have to be done, and the Federation of Master Cotton Spinners is at last moving in the matter.

### Suggested Remedies

"Two things will have to be done to put matters in a footing to prevent a continuance of our losses. We shall have to revive the Cotton Control Board, and we shall have to sectionize the trade in order to facilitate organization.

"At present, as you know, we have two broad divisions in the trade. We simply divide it into those who spin American cotton and those who spin cotton grown in Egypt. What is wanted now is to carry out the idea in detail in order that we can find out how the various sections of the trade are working, and where our hands can be laid on the sources of weakness.

"Why, for instance, should we class all spinners together? There are now over 10,000,000 ring spindles in operation, and as these are engaged in work quite distinct from that of the mules, they ought to be made a separate section.

"When we had found which were spinning and manufacturing for India, which for China, and which were engaged on the various specialties required for the United States, the countries on the continent of Europe, for South America, Africa and elsewhere, we could find out exactly where we were, and regulate things accordingly. It has its difficulties, I know, but then anything that is worth doing is generally not very easy.

### Work By Cotton Federation

"The execllent work done by the International Cotton Federation in collecting information respecting the stocks of cotton in the handes of spinners, the consumption of cotton in the mills of the world, the quantity of machinery installed in every country, and even the weight of cotton per spindle used by spinners in the various countries, shows that the work of regulation I am advocating presents no insuperable difficulty. I contend that it would be quite possible also to get to know what are the present stocks in the hands of spinners and manufacturers in this country, and collect such other necessary data, without disclosing sources, as would provide us with the means of so regulating supply to demand that we could get business on a paying basis again.

"I have never been in favour of excessive profits, but we must, of course, be able to make profits of some kind. At present we are all being slowly ruined, from the grower to the manufacturer.

"It is not in the interest of either the employers or the workers that we should go on as we are doing at present—indeed, I go further and say it is not in the interest of the distributors themselves, for it must re-act on the merchant sooner or later, as it must on the community as a whole.

"What I am suggesting is not an empty theory. It has been done already by the Cotton Control Board, which worked so well that it ought never to have been abandoned. I do not say that the Board did not make mistakes. It did, and one of its biggest errors was to allow such excessive margins between the price of the raw material and that of the manufactured article, especially at a time when 80 per cent. had to be paid over in an Excess Profits Tax to the Government.

### Avoiding Pitfalls

"But these and other pitfalls could be avoided in future. We have valuable experience behind us, and this would help us not only in discovering where we had overproduction, but how we could best compensate employers and employed who were obliged to help our scheme by shutting down. And in this matter of shutting down, no one, of course, is suggesting that it would be necessary to bring the whole of the trade to a standstill. The home trade, for instance, is in quite a healthy state. There is no over-production in that section, and therefore it would be one of those which would be called upon to compensate the less fortunate ones.

"I have mentioned the case of the operatives, whose organizations would, of course, be embraced in the scheme, and for whom provision would be made for any temporary losses they might sustain. It cannot be in the interests of the operatives that the capital by which they are employed should be dissipated all over the world as is being done at the present time, and that is why such a scheme as organized short-time must in the long run be to their very great advantage. It would start the wheels of industry running more quickly, and would soon bring full time and good wages.

"Personally, I do not think that it would take long to put the whole trade on a satisfactory basis if we all pulled together. But we cannot tolerate a situation where the weakest sellers control the markets, and keep the industry as a whole making serious losses. It is not foreign competition that we have to fear; it is an internecine competition which is bringing disaster upon us.

"My contention, therefore, is that we must re-establish the Cotton Control Board, which I confidently believe would speedily put an end to our difficulties."

---

### VANCOUVER HAS CONTEST AT FASHION SHOW

A feature of the style pageant which was held at English Bay, Vancouver, on Sept. 6 was a contest in which all the models were contestants. The following prizes were awarded; the firms which co-operated in the display being the donors: A $50 coat or suit, a $25 silk dress, and a $15 skirt presented by the Famous Tailoring company, a Parisian Fall hat given by the Wonder Millinery, two all-wool sweater coats from the Universal Knitting company, a georgette blouse by the American Blouse shop, silverware from O. B. Allan's Ltd., vases from the Toyo company and other articles, none of them under the value of $10.

# Conditions in Maritime Provinces

## President of Large Retail Firm in New Brunswick Outlines Credit and Industrial Situation—Says Retailers Are Operating on Narrower Gross Profit Margin—Though Conditions Are Trying, Believes They Are Improving With General Trend

THAT business in the maritime provinces has gone through some hard times but is begining to show improvement, is the opinion expressed by the president of one of the large retail organizations in New Brunswick to Dry Goods Review. The writer believes that the fisheries industry is beginning to show improvement after the loss of the West Indies and United States markets in 1920 and 1921, but he is unable, as yet, to see any improvement in the lumbering industry. The agricultural well-being of the province of New Brunswick, he says, shows steady improvement. In the course of his letter, the writer has some pertinent things to say with regard to the treatment of merchants and banking institutions in Upper Canada and cautions them to exercise a good deal of patience if they want the eastern market saved to them. The letter follows:

"In reviewing the situation as regards the credit of the Maritime Provinces at the present time, due consideration should be given the various phases of the situation. It should first of all be realized that the methods of conducting business in this part of Canada, have always been of a very conservative nature. The temper of the people is such that speculative enterprises have never flourished here. They are a steady, industrious and honest people and business sentiment is an important factor, which must not be overlooked when transactions with this part of Canada are considered.

"Many of the business institutions are of very old standing and have been passed down even to the third generation. Manufacturing here has never flourished, as compared with Upper Canada, but a certain amount of development in this direction has been somewhat seriously affected of recent years, owing to the loss of the old preferential freight rates at one time granted the Maritime Provinces over the Intercolonial Railway.

### Excessive Freight Rates

"At the present time, it is very difficult on account of the excessive freight rates, for manufacturers in this part of Canada to market their commodities with any profit east of Regina, while on the other hand, the people of this part of Canada, purchase very extensively from the industrial and commercial centres of Ontario and Quebec. Ordinarily, these purchases are paid for from the returns of lumber sales abroad.

### Improvement in Fisheries

"The fisheries of the coast provinces, have always played a prominent part in the adjustment of credits in these provinces. During the years of 1920 and 1921, fishing, as an industry, suffered very severely owing to a number of causes, but principally due to the loss of the West Indies and United States markets. There is, however, some evidence of improvement this year.

### Lumbering Still Bad

"As regards lumbering. The situation shows little or no improvement. There has been evidence of activity from the North Shore and a considerable amount of lumber has been shipped from there, but almost entirely, these shipments are of a forced nature, lumber having been sold from somewhere to 50 or 55% of the original value in many cases, and at the present time, it appears that lumber cannot be produced in this country at a sufficiently low figure to sell in British and European markets, and the banks are not showing any great degree of willingness to support the operators during the coming winter. There is, therefore, little reason to expect any considerable improvement with regard to this industry in the immediate future.

"On the other hand, the crops have been good and the situation so far as the agricultural well-being of the country is concerned, shows steady improvement.

### Show Reasonable Consideration

"Merchants and banking institutions in Upper Canada should realize that if this market is to be saved them, they must show reasonable consideration in dealing with purchasers operating in the Maritime Provinces. After having assured themselves of the integrity and solvency of the customers, as well as their character and method of administration, they should then be willing to extend every reasonable credit over the next year, as it is only by means of considerate and judicious leniency on the part of Upper Canadian creditors that many of the eastern merchants can survive the present depression.

"It is not a case of eliminating a number of mushroom houses, as may be the case in other districts, as there was little or no such growth here during the war, and, when taken into consideration, the average volume of retail business in these provinces is probably not more than 55 to 60% of that obtaining during the Summer of 1921, it is not to be wondered that the remittances from this part of the country during this Summer, have been exceedingly light.

### Difficulties of Merchants

"The merchants are all confronted with the difficulty of reducing their overhead expense and in realizing a reasonable profit at a time when prices must be reduced to the minimum. They are, however, in many cases, operating on a narrower margin of gross profit than previously and with a very much reduced turn-over. The majority of merchants, however, are seriously grappling with the situation and if every reasonable consideration is shown by the suppliers of Upper Canada, little doubt as to the ultimate ability of the people of these provinces to meet their liabilities, need be feared.

"The resources of the provinces remain the same; the temper of the people is all that can be desired under most trying conditions, and there is no doubt but with the gradual improvement in conditions generally, there will be a satisfactory revival of trade and the industries of these provinces."

---

### MERCHANTS IN KANSAS TOWN CANNOT DO WITHOUT PAPER

The merchants of Lincolnville, Kansas, have decided their town cannot do without a newspaper any longer. They pooled contributions to support one, simply because they realized the need of a local advertising medium.

Several merchants expressed their belief that without a newspaper to keep their goods advertised to the home people, neighboring towns were getting a large share of Lincolnville trade, due to the ease with which farmers in motor cars now can visit towns some little distance away. Other merchants felt that on account of the inaggressiveness of their town, mail order houses were cutting big inroads on the local trade. The Lincolnville newspaper is supported entirely by contributions from merchants of the town.

---

### CRITICIZING THE CRITIC

The statement made by Paul Poiret, the French designer, during his recent American visit, that Americans will not wear knitted materials for sports' wear next Summer, is receiving much unfavorable comment. Most critics believe it is a result of the designer's personal dislike for sweaters and jersey dresses. Meanwhile American knitted goods manufacturers are going merrily along, confident that next year's business will be even greater than this year's. French costumiers, they say, should know by this time that women on this continent will not adhere slavishly to style laws as set by France. Their temperament, their greater fondness for sports, different climatic conditions and an independence of thought fostered by the war, are factors with which Paul Poiret has not reckoned.

## September Fiction

# Sorrowful Island

**By Bertrand W. Sinclair**

### Treasure!!——————Yes!!

But not the hoard of shining gold the opening scenes of this vivid tale promise.

Round the hidden store so gruesomely guarded by the flesh-bare bones of an unknown pioneer, the author has staged a tale of a struggle for life and living on a lonely wooded isle off British Columbia's rugged coast which carries you interested and breathless to its dramatic climax.

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Sept. 15th Issue

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## THE FAME OF MARCEL

Paris preparing for a week of fetes and revelry in honor of one of her sons whose fame has spread all over Europe and America, and according to some of his admirers to all the continents of the earth. While his name is known to millions of women, few of them, especially outside of France, have ever thought of him as a person.

Marcel, who invented the hair wave which has brought him fame has now retired with a fortune, but he will participate in the ceremonies and will receive at the hands of his admirers a bust of himself, the handiwork of a famous sculptor.

It was fifty years ago that he invented the Marcel wave. He got his idea from his mother, who had naturally wavy hair. He was still a young man and was earning a living by giving cheap hair cuts and shaves. One day he called on a young lady of his acquaintance and asked her to allow him to experiment in dressing her hair. She consented, and it was while working on her tresses that he discovered that by turning the curling irons upside down he produced a beautiful wave. The young lady was delighted and Marcel asked her to tell her friends. When these learned that the wave lasted for five months they rushed to the shop of Marcel and overwhelmed him with business.

Soon the Marcel wave became known. His fame spread to the theatre and many actresses became his customers. The rush was so great that the hairdresser could not attend to all his would be customers and some of the actresses, anxious to have their hair done, began bidding against each other for his services. From charging a moderate five francs at first Marcel soon increased it in order to reduce his clientele. But this did not suffice for many of them offered as high as $60. Soon there was a steady stream of beauties from all parts of France, and even England, eager to have their hair waved by Marcel. Today he boasts of having dressed the tresses of practically all the famous French actresses.

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## THE HISTORY OF FUR SEALS

One of the most pampered animals in America is the fur seal, which spends the Winter in the south Pacific, and in the Spring migrates to British Columbia and the northern coast of Washington. All Winter the seals scatter along the southern Pacific, but as Spring draws near, the mating instinct brings them to the California coast line, and then along the coast to British Columbia and Alaska, the end of their route being the deep sea fishing banks where salmon, halibut, and other prey amply supply the food needs. Outside of a small colony that summers on the Commander islands off the coast of Kamchatka, Siberia, this herd which propagates on the Pribiloff islands in the Bering Sea is the only fur seal herd known to be in existence.

When Alaska was purchased from Russia the seals on the Pribiloffs numbered, according to various official estimates, from two to five million animals, but due to the slaughtering by sealers of many nations, the herds decreased yearly. The United States Government, year after year, endeavored to conclude treaties for the protection of seals. In 1891 some degree of success was obtained in a treaty with Great Britain which practically eliminated Canadian sealers.

The massacre of the herds did not stop, however. Numerous schooners, flying the Japanese flag, annually reaped a rich harvest, and the Japanese government continually refused to interfere with the enterprise. At last, in 1911, when the herds, by unrestrained sealing had been reduced to about 250,000 animals a treaty among four nations—Rus-

# BUYERS' MARKET GUIDE


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sia, Great Britain, Japan and the United States—was drawn, to continue in force for fifteen years.

This agreement prevented any of the nationals of the signatory powers from taking seals at any time, anywhere, with the provision that United States agents might take a few thousand skins each year, from bachelor males, summering on the Pribiloffs. This does not interfere with the expansion of the herd. By the terms of the treaty the United States recompensed the nations for any loss sustained by their nationals, and agreed to give annually 15 per cent. of the proceeds of the skins taken from the few animals killed.

During the months of April, May and June, the cutter vessel Snohomish guards the herd along the route between the Columbia river and the Alaskan boundary, and the cutter Unalga from that point to the entrance to the Bering Sea. After the middle of June the herd passes into the Bering Sea. —The Fur Age

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*THE INQUIRER'S CORNER*

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# *Why the Congoleum Gold-Seal Guarantee Protects You and Your Customers—*

Six clear, easily understood words tell the story:

*"Satisfaction Guaranteed or Your Money Back."*

That is the straightforward pledge given to every purchaser of *Gold-Seal* Congoleum. No "ifs" or "buts"—no loopholes—we stand back of this pledge squarely and firmly.

What better assurance could you have of satisfied customers—what better assurance could a customer have of honest money's worth?

Small wonder people prefer to buy *Gold-Seal* Congoleum. And because they have confidence in a man who sells guaranteed goods they come to your store for other purchases.

Should it ever be necessary to make good on a sale, the Congoleum Company, Ltd., will adjust the matter promptly, courteously, satisfactorily—and cheerfully.

You and your customer are judge and jury. We accept your verdict without question.

The combined output of the several plants of the Congoleum Company far surpasses that of any other manufacturer of hard-surfaced floor-covering. Doesn't the size of our business and our reputation for manufacturing quality goods convince you that *Gold-Seal* Congoleum has made good with the housewife?

Doesn't the confidence we place in *Gold-Seal* Congoleum convince you it's the best line of printed goods to stock and handle?

**CONGOLEUM COMPANY OF CANADA, LIMITED**

***Factory and Offices:*** **1270 St. Patrick Street, Montreal**

*Made in Canada—by Canadians—for Canadians*

# This Advertisement has been read by several hundred thousand Consumers in Canada. Are you cashing in on our Expenditures?



## Knit this yourself—

A beautiful scarf knit with Corticelli Fingering Yarn, easily and inexpensively made.

Any Corticelli Dealer can supply you with knitting directions for this and many other charming models.

Choose your own colors, they are all to be had in—

*Send 3c stamp for knitting directions for this and other models.*
*Belding Corticelli Limited, Toronto.*



Corticelli
MADE IN CANADA
**Fingering Yarns**

*Makers of Corticelli Spool Silk, Corticelli Crochet and Embroidery Cottons, etc.*

You know that Corticelli Fingering Yarns are good yarns which will give your customers lasting satisfaction; and satisfied customers are your greatest asset.

Corticelli starts the ball rolling with good lines well advertised, and this advertising helps you to make more sales. You can cash in on Corticelli quality and Corticelli advertising with just a little special sales effort at your knitting yarn counter. It will pay in both cash profit and increased good-will to make that effort.

*Our Free Knitting Direction Leaflets are proving a real Sales Stimulus for many merchants. Are you supplied?*

**Belding-Corticelli Limited**

**Manufacturers of**
***Beldings Spool Silk, Corticelli Spool Silk.***
***Beldings Ribbons, Corticelli Crochet Cottons, etc.***

**Montreal Toronto Winnipeg Vancouver**

# Dry Goods Review

Vol. XXXIV. No. 10 THE MACLEAN PUBLISHING COMPANY, LIMITED. PUBLICATION OFFICE, TORONTO, CANADA. OCTOBER, 1922

"Shurwear" Silk

*The All-Purpose Habutai—Supreme in Quality and Price*

SILKS LIMITED

Montreal TORONTO Winnipeg

# Judging by Appearances- - -

## What Rating Do You think *Your Store* Really Deserves?

Every day your store is being judged by its appearance and you are losing or gaining profitable sales as a consequence of the decisions made.

Study your store with the object of making it as attractive and as sales-compelling as possible. Give every corner of it an unbiased analysis from the standpoint of the customer, and decide whether, "judging by appearances," it is all that it should be.

Years of experience in the planning and replanning of really successful stores qualifies Kent-McClain to offer you valuable, expert advice and suggestions, upon all matters relating to more successful merchandising, through the medium of modern, sales-producing store equipment.

"Inter-place-able Units" permit an infinite variety of arrangement and provide the means for the gradual upbuilding of a truly modern store. May we send you the catalogue showing the standardized designs in "Inter-place-able Units," showcases and general equipment, best suited to the specific requirements of Dry Goods and Men's Furnishings Stores? It is yours for the asking.



*"Inter-place-able Units"*

**Kent-McClain**
(TORONTO SHOW CASE CO.) Limited

*Canada's Outstanding Designers and Builders of Modern-Merchandising Store Equipment*

**183 Carlaw Avenue, Toronto**

**As the Great Lakes are the vast supply centre for the mighty St. Lawrence so is Greenshields Limited the supply centre for the Dry Goods Trade in Canada.**

**From varying corners of the earth merchandise is brought to our warehouse in Montreal and re-distributed to you in quantities you find profitable to handle.**

**World markets not readily accessible to you are brought to your door through the services of this organization.**

**The success of Greenshields Limited as distributors, has been built up and measured in terms of service to their customers.**

**It is the complete service we render that justifies us in being known as "The Hub of the Dry Goods Trade in Canada."**

# GREENSHIELDS, LIMITED

Sales Rooms from the Atlantic to the Pacific

**Victoria Square Montreal**

# Silks from the Far East



Happy Japan

## Soft Crepes and Georgette

## Leading for Fall and Winter

*A tremendous variety of colors*
*in all weaves for*
*immediate shipment*

## A. S. King Silk Company

Limited

"The Silk House of Canada"

*59-61 Wellington St. West, Toronto*

*Foreign Offices:*

*Zurich, Switzerland*
*Lyons, France*

*Yokohama, Japan*
*Chefoo, China*

# Christmas Suggestions

We want to bring to your attention only a few articles, but those few outstanding Christmas sellers in every dry goods stock.

| | |
|---|---|
| *Handkerchiefs* | *Hosiery* |
| *Ribbons* | *Gloves* |
| *Papetries* | *Scarves* |

*Men's Shirts, Socks and Ties*

Looking ahead as we think you should do, we have ready to ship now a large stock comprising wide ranges of all the above lines and you will find them both attractive and fairly priced.



**John M. Garland, Son & Co.**
Limited
OTTAWA - - CANADA

*Wholesale Dry Goods*

# Muser Brothers

## BLUE STAR LINE



# For Present and Xmas Selling

| | |
|---|---|
| LACES | HOSIERY |
| EMBROIDERIES | BRASSIERES |
| DRESS TRIMMINGS | HANDKERCHIEFS |
| GEORGETTES | WASH GOODS |
| CHIFFONS | RIBBONS |

Wise buyers of to-day have no trouble in finding what they require in every seasonable line—The Blue Star Range unquestionably stands first in presenting the smartest and newest fancies that fashion decrees.

We can give you immediate delivery in anything you require for present selling—But make sure you see our full range of Fall and Xmas offerings.

## Muser Brothers (Canada) Limited

**New York**
**Boston**
**Philadelphia**
**Chicago**
**Baltimore**
**Los Angeles**
**San Francisco**

**Manufacturers and Importers of Laces Dress Trimmings and Embroideries**

*Importers of Fancy Dry Goods*

**12 ST. HELEN STREET**
**MONTREAL**

**London**
**Nottingham**
**Paris**
**Calais**
**Caudry**
**Le Puy**
**St. Gall**

# FASHIONS LEND THEMSELVES
## To Lavish Use of Ribbons

### Trend toward "Fancier" Clothes means — more Ribbons

**For Millinery**

*all kinds of ribbons are in use. Very wide velvet ribbons are shirred into great rosettes or tied into tremendous bows to add decoration to the smart velvet and silk beaver hat.*

**For Frocks—**

*Taffetas, Satins, Grosgrain and other plain Silks in soft weaves and in wide range of plain and two-toned colors are used on many dresses.*

**Capes for Evening Wear—**

*some are made petal fashion, with the ribbon graduating as to width and length and often as to color, while others are made of a single layer of ribbon.*

**Girdles and Collars—**

*for the low girdle, the collar and the facing of the loose sleeve, a wide brocaded ribbon lends the smart touch of color.*

**Collars—**

*for Winter wear the collars of Ribbon Roses and wide Ruches are giving way to fur and velvet.*

**For Lingerie—**

*ribbons in the better grades of heavy satins or double-faced, two-toned Satins, continue in demand.*

The surest way to improve your ribbon business is to show your customers a reason for buying them.

Show cards suited to above suggestions placed about your store will bring to your customer's mind the uses Ribbons can be put to, especially in the Christmas season.

# Ribbons Limited

Montreal TORONTO Winnipeg

# If you Bought Silk Stockings by the Pound--

you would quickly realize why "Winsome Maid" is better value than ordinary Hosiery. Because it is a closer, finer weave, it takes **more silk** to make Winsome Maid. This gives better appearance and longer wear.

This season's styles in "Winsome Maid" include two attractive lines in clocked hosiery, and a new variety in colors with a range of 25 shades.

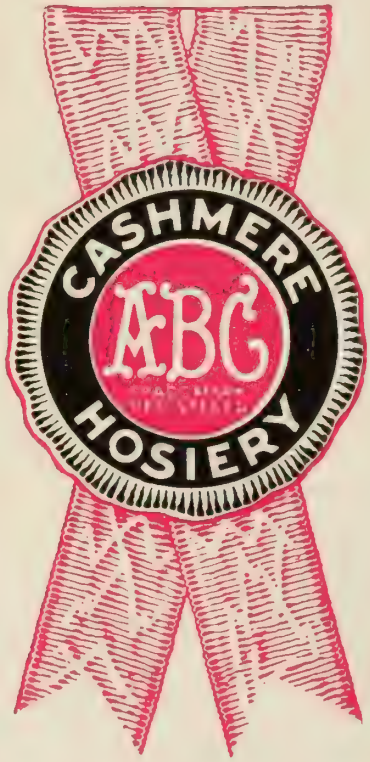
Write for prices

## Allen Silk Mills, Limited

43 Davies Ave. Toronto

*The finest Trade buys "Winsome Maid"*




# Smart Winter Hosiery

Shows Wide Ribbing
In Heather Effects

## A. B. C. Hosiery

has an attractive line (7 and 1 rib) in good range of heather effects, including "Camel," "Lovat," Brown, and "Mallard," in sizes from 8 to 10 inch.

Other popular A.B.C. lines include:

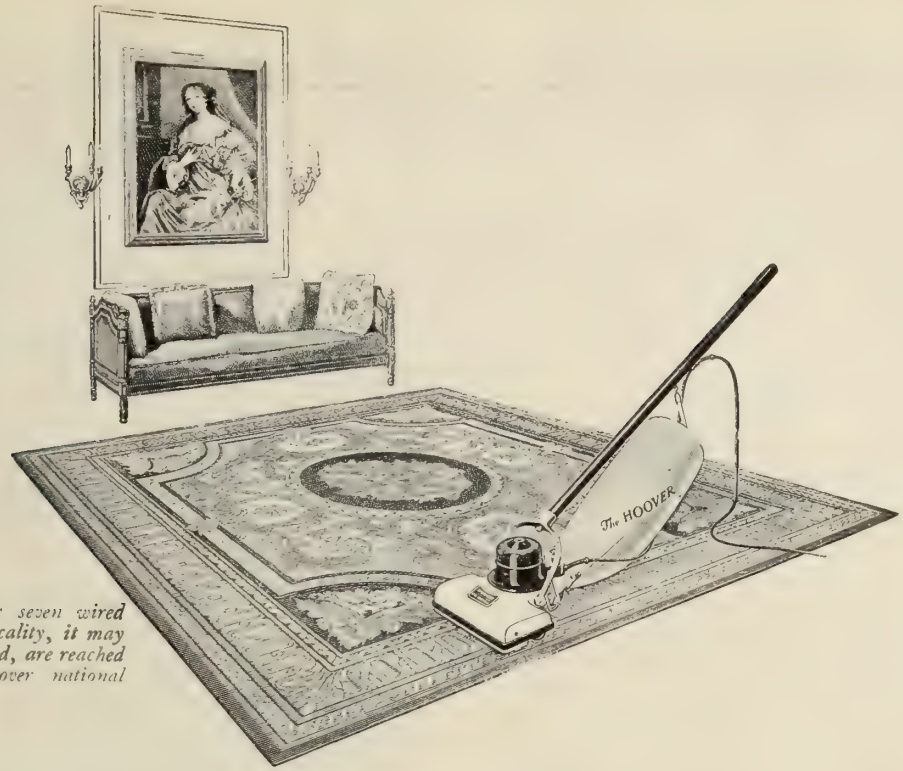
**For Children** Heather, ¾ length with roll top and regular length. Silk and wool, ¾ length with novelty roll top and regular length.

**For Men and Women** Silk and wool heather mixtures. Cashmere heather mixtures.

All A.B.C.'s, seamless with reinforced heels and toes.

## Allen Bros. Co., Limited

883 Dundas St. E. Toronto




*Five out of every seven wired homes in your locality, it may be safely estimated, are reached regularly by Hoover national advertisements*

# Department Store, in Eighteen Months, Sells Hoovers Worth $20,965

**MEN WANTED**
***to sell The Hoover***

The expansion of our business continually creates openings for alert, energetic young men of good character, appearance and address to be trained as retail Hoover salesmen. Many of our men

**Earn $200 to $600 per month**

The average runs $200 to $250. Some make $500 to $600, however. It is simply up to the man and how willing he is to be taught the best methods of selling. You sell the best known, best advertised and best cleaner. We train you free and pay you liberally. Excellent opportunities for promotion. Apply in person at Hoover district offices in principal cities (consult phone book) – or by mail to factory. There may be an opening right in your locality.

On an average stock investment of only $753, the Department Store of R. H. Williams & Sons, Limited, in Regina, Sask.—a city of 5,541 wired homes—has sold $20,965 worth of Hoovers in a year and a half.

During 1921, 162 Hoovers valued at $12,555 were sold. The first six months of 1922, sales amounted to 121 Hoovers, worth $8,410. It is evident that splendid gains are being achieved this year.

Thirteen stock turnovers per annum have been the average, due to the ready salability of Hoovers on our famous Co-operative Plan and to the aggressive sales methods which R. H. Williams & Sons have adopted and carried out.

A demonstration table is maintained at the center of the store. Newspaper space and windows are consistently used to attract people to The Hoover. Special campaigns are conducted at intervals, even though homes are continually canvassed throughout the year.

The Hoover Co-operative Plan is an arrangement under which our trained sales organization—in close co-operation with the Authorized Hoover Dealer—assumes the work of securing leads, demonstrating, selling, delivering and servicing the machines.

Leading department stores in Canada, the United States and overseas have successfully operated on this plan for years. It deserves *your* serious consideration.

We shall be glad to discuss it with you, at your convenience, and without obligation on your part. When may our representative see you?

THE HOOVER SUCTION SWEEPER COMPANY OF CANADA, LIMITED
Factory and General Offices: Hamilton, Ontario

# The HOOVER

MADE IN CANADA

***It BEATS ... as it Sweeps as it Cleans***

# Visitin' 'Round WITH KELLY CLIENTS




## *Some Ten Years Ago—*

THE Schoenfeld-Martin Company opened a department store in Peoria, Illinois, right in the heart of the business district.

MANY merchants might have made the mistake of thinking that a fine store and stock in such a good location guaranteed a successful business—but not Mr. R. A. Schoenfeld, President of the Schoenfeld-Martin Company.

HE FULLY appreciated it was a man-sized problem to keep stocks turning properly in all departments and have the business show a net profit each year.

MR. SCHOENFELD'S ability to meet the competition, style changes and price fluctuation that enter into merchandising is well recognized. This is shown in his election to the presidency of the Illinois Hardware & Implement Dealers' Association as well as in his leadership in the business development of Peoria.

WITH a view of expanding his business and getting more of the farmer trade around Peoria, he called in Kelly Service and he now has a bigger volume, covers a greater territory and his overhead has been reduced materially thru the adoption of plans and methods put in operation by Kelly Service.

MR. SCHOENFELD can be relied on to give you definite information about Kelly Service and—

A REQUEST from you giving size and nature of your stock will bring full details of this Service as it will apply in your case and incurs no obligation on your part.

T·K·KELLY SALES SYSTEM
MINNEAPOLIS·MINNESOTA
U.S.A.

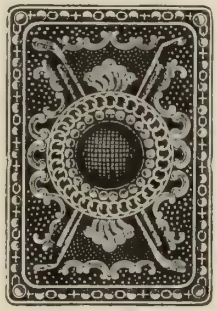
Made in Canada

# PLAYING CARDS

Made on Canadian Stock



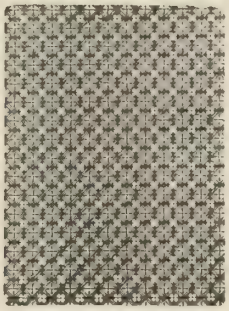
Sports



Golfer



Colonial Bridge



Buffalo (Poker)



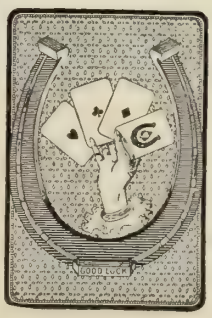
Pyramid

# SPORTS DESIGNS

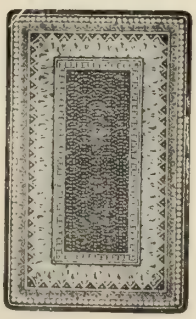
**Good values at popular prices which will meet your customers' wants. Handled by jobbers throughout Canada.**



Whippet




Good Luck



Royal Bridge



Oak Leaf



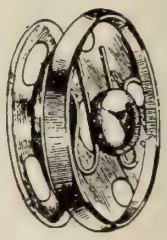
Steamship

**CONSOLIDATED**
**LITHOGRAPHING & MANUFACTURING COMPANY,**
**LIMITED.**
**MONTREAL, CANADA.**

Made in Four Sizes 0 0 0 0 0 1




It's all in the Spring



Strong—Durable Made of Brass

*It's a Snap to Snap This Snapper*

# Colonial Maid

## *Wire* Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER. But is MADE WITH HIGHLY TEMPERED WIRE SPRING. . . . . KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS will not rust

ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK. ∴ ∴ SIZES 00-0-1

*To be had of all leading wholesalers.*

Manufactured by

## Colonial Fastener Co., Limited

Montreal, Que.

# STOFFEL & CO., ST. GALL

**The Largest Manufacturers of Cotton Fabrics in**
## SWITZERLAND

TRANSPARENT ORGANDIES IN 100 SHADES
**DOTTED SWISSES IN 50 SHADES**

| | | | |
|---|---|---|---|
| **Batistes** | **Nainsooks** | **Jaconas** | **Fancies** |
| **Fine Muslins** | **Voiles** | **Crepes** | **Calicots** |

## "IT IS STOFFEL'S"

*---the finest praise that can be bestowed upon an Organdie*

STOCK CARRIED IN TORONTO IMMEDIATE DELIVERY
To the Wholesale and Manufacturing Trade only

# HERON & TAYLOR

**Sole Agents for Canada**

**235 Coristine Bldg.,**
**20 St. Nicholas Street,**
**Montreal, Que.**
Tel. Main 6248

**77 York Street,**
**Toronto**
Tel. Adel. 2253

**Western Representatives:**
**McRae & Walker,**
**105 Hammond Block,**
**Albert Street, Winnipeg, Man.**
Tel. A. 7265




# *Sunset Quality*

*Has Never Been Approached*
*By Any Other Household Dye*

**Because:** when the making of a powdered dye is finished, that is where the real manufacture of SUNSET begins. It is then that we put into each cake the "know how" of the professional dyer that makes such wonderful results, so easy to obtain with SUNSET.

It costs real money to put this quality in, and there is no margin for the bait of "free goods"—but there is the positive assurance to the dealer that he is selling his trade the finest household dye ever manufactured in any country—bar none. Your customers know this quality and that makes SUNSET a sure repeater.

# SUNSET SOAP DYES

*ONE Real Dye For ALL Fabrics*

*Sales Representatives*
**HAROLD F. RITCHIE & CO., Ltd.**
**10 McCaul St., Toronto, Can.**

*Manufactured by*
**NORTH AMERICAN DYE CORPORATION, Ltd.**
**Toronto, Canada**

*SUNSET—Costing more to manufacture—having more merit—giving better service—creating a better opinion from all who handle it—will maintain its standard, the highest—and its price 15c. will not be changed.*

A BEAUTIFUL RANGE OF

# XMAS NOVELTIES

Lamps Candlesticks Smoking Sets
Shades Work Boxes Poker Sets
Clocks Hand Bags and Purses
Shaving Sets
IN BRONZE, NICKEL & IVORY
Trays Fancy Papetries
Cabinets of Photo Thermos
Cutlery Albums Bottles
AND A FULL RANGE OF
French Ivory Ware
IN OUR

## FANCY GOODS DEPARTMENT

WHICH REPLACES OUR
TOY DEPARTMENT

SPECIAL ATTENTION GIVEN TO MAIL ORDERS
ALL RUSH ORDERS SHIPPED SAME DAY AS RECEIVED

HODGSON, SUMNER & CO., LIMITED
83-91 St. Paul St. W. 21 St. Sulpice St. 84-92 LeRoyer St.
MONTREAL

*SAMPLE ROOMS:*

7 Charest St., QUEBEC
Windsor Hotel, OTTAWA
Carlaw Bldg., 28-30 Wellington St. W., TORONTO
Can. Bank of Commerce Bldg., THREE RIVERS
New Sherbrooke House, SHERBROOKE
503 Mercantile Bldg., VANCOUVER
50 Bon Accord St., MONCTON, N.B.
Empire Bldg., HAMILTON
The Grigg House, LONDON




# *None Quite So Durable —Sell Them Now*

THERE'S no exaggeration about the statement that Rock Rib and Hercules hose for youngsters give longer wear and save mother mending. These are facts—and also the reasons for their wonderful popularity.

There are no stockings made quite so durable as Rock Rib and Hercules. They have double elastic leg, and three-ply heels and toes—making them not only wear and wear but giving them ample warmth as well.

You'll soon have a double selling argument, therefore. They'll stand the strain of winter sports—they'll keep boys warm.

Sizes 5 to 10½, in boxes of one dozen.

Get a window and counter display in your store of these "cold weather" stockings as quickly as possible. Your wholesaler can supply you if your stock is incomplete.

**The Chipman-Holton Knitting Company, Limited**
Hamilton, Ontario
Mills at Hamilton and Welland, Ontario

**Buster Brown**
**Three Eighties**
**Little Darling**
**Little Daisy**
**Rock Rib**
**Hercules**

# ROCK RIB-HERCULES PRINCESS

***Hosiery for Boys and Girls***

SUNSHINE HOSIERY
REGISTERED.

*Princess stockings are excellent for the girls. Made from two-ply English Lisle yarn. These stockings are hard wearing, and have a most attractive appearance. Sizes 4 1-2 to 10.*

# *When This Happens*

You have a particular customer. Competition is keen. It's not a question of money, although that counts. The main thing is to find just the right fabric—the exact shade.

When this happens—and it does happen every day—what is it worth to know that you are backed by a range of fabrics not surpassed in Canada.

This means, first, that you have almost endless variety of fabrics at your command, second, that your orders will be shipped promptly.

Such assurance has a very definite value.

*Homespuns, Flannels, Crepe Marocain, Poiret Twills, Tricotines, Burberry, Polo Coating, Velvets, Cotton Linings.*

Samples on Request.

## Dress Fabrics Limited

"Specialists in Fabrics"

Montreal Toronto Winnipeg

# "OLD BLEACH" DAMASKS

WE COULD write a scientific treatise telling how these damasks feed on the rays of the sun and give back i s lus re during a generation of service.

We could talk with the delight of an antiquar an about the beauty of "Old Bleach ' Designs.

We could chant poetry about "Old Bleach" Damasks.

But
—in this age of the Dollar we will say hat "Old Bleach" Damasks make profi s—and linen departments.

The OLD BLEACH LINEN Co. Ltd. of RANDALSTOWN IRELAND

Canadian Representative:
W. H. STELEY, 22 West Wellington Street,
Toronto, Ont.

44-46 East 25th Street New York



# A Buying Appeal They Can't Resist

Shrewd merchandisers will at once grasp the selling idea back of Mercury Heathers.

Women won't be satisfied with one pair—not when they see the attractive shades you can show them in the Mercury line.

A display of Mercury Heathers will make a big increase in your Hosiery sales this Fall.

The smart Mercury colorings come in either fine or ribbed wool, or in silk-and-wool.

Be in on this profitable Fall line. Check up your heathers—and be sure you are well stocked with the new Mercury shades.

MERCURY MILLS LIMITED
Hamilton, Canada

Makers of Underwear and Hosiery for men, women and children

Mercury

## Heather Hosiery



The Gloves and Hosiery House of Canada




Queen Quality

## Glove Silk Lingerie

A line of beautifully designed Lingerie which will appeal to the woman of taste on account of its extreme daintiness. Its wonderful washing and lasting qualities will earn and keep the highest opinion of each purchaser.

*IMMEDIATE DELIVERY*
*SPRING 1923 PLACING*

**St. Catharines Silk Mills**
**Limited**
ST. CATHARINES - ONTARIO

---

## "Venus Pure Thread Silk Hose
**Makes Firm Friends Where'er It Goes"**

When a customer asks for VENUS, she is not merely fastidious. Of the great number of silk hosiery buyers she represents the majority—the women who from experience know that VENUS stands for delicacy and appearance, utility and long wear.

**Venus Silk Hosiery Mills**
**Limited**
TORONTO - ONTARIO



BRAND Venus

PURE SILK HOSIERY

Sole Selling Agents
Richard L. Baker & Co
LIMITED
84 Wellington St West
Toronto

The Gloves and Hosiery House of Canada

## Griffin

ChamoSuede
REGISTERED

# For Spring 1923

Again lead the way in originality and beauty of design. Gauntlet styles in two tone or contrasting effects, reversed cuff styles beautifully embroidered and many other new creations feature a repertoire of gloves never equalled.

*Representatives are showing these now.*

MADE IN CANADA

**Griffin Gloves, Limited**
TORONTO, ONTARIO




---

# LONDON KNIT HOSE

The fame of London Knit Hose has grown in proportion to our production and this in turn has grown with the ever increasing demand for our products until now London Knit is recognized by trade and consumer alike as the Hose.

*"For Wear and Fit"*

**LONDON KNIT HOSE**

LONDON LADY KNIT · LONDON LASS KNIT · LONDON LAD KNIT · LONDON MAN KNIT

Made in Canada — LONDON HOSIERY MILLS Limited — LONDON ONTARIO

Sole Selling Agents
**Richard L. Baker & Co**
LIMITED
84 Wellington St West
Toronto

*Telegraphic Address:* "Vicuna" Bradford
*Codes:* A.B.C. (5th Edition)
Bentley's and Marconi.



## Merino, Crossbred and English Topmaker.

STANDARD QUALITIES.

Cashmere and Camel's Hair
Tops, Noils, and Cardings.

# Joseph Dawson

Cashmere Works

BRADFORD - ENGLAND



JOSE COLLINS

**The World Famous Operatic Star, writes:—**

.....I am delighted with my rope and bracelet of Cintra Pearls. When I wear them together with my Oriental Pearls, my friends are unable to distinguish the difference. It affords me great pleasure to inform you that your Cintra Pearls are undoubtedly the finest reproduction I have ever seen.



Miss **PEGGY O'NEILL.**

**Savoy Theatre.**

Never have I seen such wonderfully beautiful reproductions of Oriental Pearls. If you can't have real ones, you must try "Cintra," the next best thing.



Miss **PHYLLIS MONKMAN,**

**Palace Theatre, London.**

I am very proud of my Cintra Pearls. All my friends admire them and think that they are real.

## Owing to the great demand for

# CINTRA PEARLS

**throughout the United Kingdom and the Colonies, we have decided to appoint AGENTS in towns where we have not already arranged representation,** in order to give the purchasing public an opportunity of seeing these **WONDERFUL REPRODUCTIONS OF THE COSTLY GEM.**

Not only will this obviate the personal visit to the London Stores or our own showrooms, but it will bring the local retailer into immediate touch with the requirements of his customers. He will also be then in a position to personally supervise each individual inquiry for CINTRA PEARLS.

THE ABOVE PHOTOGRAPHS, WITH THEIR PERSONAL RECOMMENDATIONS OF THESE CELEBRATED ARTISTS, will alone testify as to the recognised beauty and wonderfully realistic quality of CINTRA PEARLS, which are, without a doubt, the WORLD'S FINEST REPRODUCTION OF THE ORIENTAL PEARL.

None of these well-known actresses would, under any circumstances, wear gems that would reveal the slightest suggestion that they were anything but real.

CINTRA PEARLS are supplied from our own Laboratories, and are on sale at the largest stores in the world.

Retailers are supplied by us with Booklets bearing their own names and addresses as AGENTS, together with Showcards, Photographs of the above Actresses, and their personal recommendations, Showcases, Ivorine Fixed Selling Price Tickets, etc., Free.

*OFFICES AND SHOWROOMS OF:*

**The CINTRA PEARL Ltd., 11, Argyll Place, Regent Street, London, W.1, England**

**Fixed Retail Prices** **Quick Seller** **Liberal Trade Terms**

Gold Medal Awards: Paris — Brussels.



Grand Prix: Lyons — Turin

# *Correct — for Fall Wear*

Hawthorn Velours are recognized as the correct thing for fall wear. Quality is in them to the superlative degree. Finish is theirs—soft, elegant, and beautiful. Styles aplenty and new are tailored into them by Canada's most exclusive cutters-up.

Do not fail to stock the new coats, cloaks, and suits made from Hawthorn Velours. There is a big advertising campaign selling them for you.

**— All Wool Always —**

**HAWTHORN FABRIC**
**GUARANTEED ALL WOOL**

This label is your guarantee that the garment in which it appears is made from an all-wool fabric which will give permanent satisfaction.



# HAWTHORN FABRICS

*Made in Carleton Place, Ont., by* HAWTHORN MILLS, LIMITED



# Suggestions about Christmas Goods

Capture the Christmas Trade with the following lines:—

*Camisoles and Combinations*
*Step-ins Nightgowns*
*Underskirts Princess Slips*
*Complete Bridal Sets*
*Boudoir Caps Tea Aprons*
*Also the Popular Bonnie Bloomer*

See the line with our salesman on the road.

Samples sent same day as request is received.



## H. P. RITCHIE & COMPANY

*Manufacturers Metallic Laces, Silk Lingerie, Embroideries, Handkerchiefs, Merri-Maid Dresses for Juniors.*

38-42 CLIFFORD STREET - - TORONTO

# New Lines that OUR "LINEN" DEPT. has passed into Stock

Our buyer recently returned from a visit to Belfast and other centres of the Linen trade. The following lines are each a Special Selection, and can be delivered to YOU NOW in time for Autumn and Xmas holiday trade.

## "LINENS"

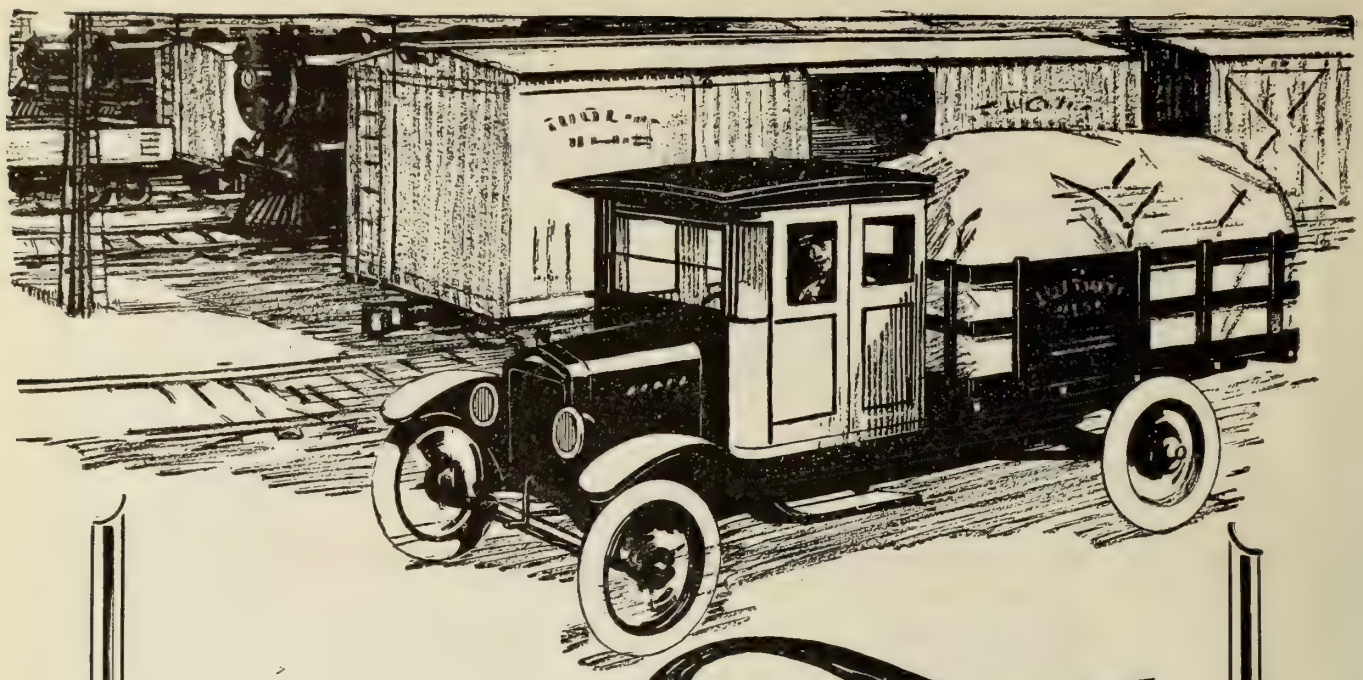
**All Linen Damask Bleached & Unbleached and Napkins Matching**
**Damask Scarfing**
**Coloured Damask**
**Embroidery Linens**
**Art Linen**
**Fancy Art Crash Runners**
**Shams and Runners**
**All Linen Tea Napkins, Squares and Runners**
**Luncheon Sets, etc.**
**All Linen Tablecloths and Napkins to match**
**All Linen Huck Towels**
**All Linen Hand Embroidered Huck Towels**
**Kitchen and Glass Towels**
**All Linen Huck, Glass and Roller Towellings**
**All Linen Rough Brown Hollands and Canvases**
**White and Coloured Terry Towellings**
**White and Coloured Bath Towels**
**Fancy Turkish Towels and Face Towels to match**

# The W.R. Brock Company, (Limited)

## Wholesale Dry Goods

## MONTREAL

**Ottawa Sample Room - - 415 Booth Bldg.**



# Ford

## TRUCK

**Ford**

**TRUCK CHASSIS**

**$545**

| | |
|---|---|
| CHASSIS - - | $395 |
| RUNABOUT- - | 455 |
| TOURING CAR - | 495 |

Starting and electric lighting on above models $85 extra

| | |
|---|---|
| COUPE - - | 780 |
| SEDAN - - - | 870 |

Closed models are fully equipped. Above prices F. O. B. Ford, Ont. Government Sales Tax Extra

HOW are you equipped to meet the business improvement that is now definitely assured?

Greater efficiency—lower overhead—more speed—will show old-time profits NOW.

Better delivery and hauling equipment will prove a big factor in expanding your business and lowering your operating costs.

Eighty per cent. of all hauling can be done quickly and economically with Ford Trucks.

We have facts and figures upon what the Ford Truck will do in your particular business. There are Ford Trucks operating successfully in all lines of business. Let us go over these with you and give an actual demonstration.

See the Ford Dealer.

**FORD MOTOR COMPANY OF CANADA, LIMITED**

FORD, ONTARIO.

135T

# SEASONABLE SORTING IN STAPLES

*The Most Active Time of the Year is Now on for*

## Prints, Galateas, Flannelettes, Wrapperettes, Kimona Cloths, Etc.

We are well prepared to Supply Your Needs

*Write at Once for*

## VICTOR SERGE

27-inch at 17½c.

A Printed Wrapper Cloth which we are showing in a good range of Patterns—
A SPECIAL STOCK LOT AT 25% BELOW REGULAR PRICE.

**36-inch QUILTING CHINTZ**
**36-inch DRAPERY CHINTZ**
**36-inch TURKEY RED FANCY CHINTZ**

**All to Retail at**

**30c.**

*We have an excellent assortment of the above much wanted lines—for immediate shipment*

The W. R. Brock Company (Limited)

**Cor. Bay and Wellington Streets - Toronto**

STOCKINGS AND SOCKS OF

# PURE WOOL

**Pure Silk and Artificial Silk as well as Soft Cotton (*Cashmere or Llama Finish*), Mercerised Cotton (*Silk Finish*) and Lisle Thread are now being dyed "Hawley's Hygienic Black."**

Attractive Showcards, Price Tickets, etc., featuring this and other designs are now available and supplies will be gladly sent upon application to the Offices of The Dry Goods Review, 143-153 University Avenue, Toronto, and 128 Bleury Street, Montreal.




To meet the Great Public Demand for "Hawley's Hygienic Dye" upon Hose and Socks in all makes and Materials Retailers should at once place orders for a full range of these goods with their wholesale houses.

**Every pair is clearly stamped with the name "Hawley's" and is a guarantee to the purchaser of the Fast and Stainless qualities of the Dye.**

Should any difficulty arise in respect to supplies of any particular line of goods dyed "Hawley's Hygienic Black," names of Wholesalers who are in a position to supply will be gladly given in answer to an inquiry addressed to the Publicity Dept., Sketchley Dye Works, Hinckley, England.

# CHRISTMAS MERCHANDISING SECTION

## Careful Planning Lures Christmas Buying

GREAT BATTLES, be they military, political or commercial, were never won without the most careful planning and preparation. And they were never won without some one directing head on whom final decisions and great responsibilities rested. The more victory was courted, the closer this one directing head got to the intricate problems connected with the plans and preparations which preceded the final struggle over which the banner of triumph was raised. To this directing head, nothing was more intimate than the plans over which he pored, day after day, so that the fruits of a well-deserved victory might be garnered.

It is — or should be — the same with every man's business. It, its management, its activities should be the most intimate thing in that man's life. It is a vital, personal enterprise in which the owner has staked his future and the future of his family. To fail to put the best of himself into his business and to make it a successful venture is a type of faithlessness to one's self, one's family and one's staff, for those who come within the circle of these three entities are made the sufferers in disaster.

### CHRISTMAS

Perhaps there is no merchandising season throughout the whole year that requires more careful planning than the Christmas season. And it is not too soon now to shape these plans, to make these minute preparations for a few weeks' campaign fruitful in profits. The man who is most vitally interested in the success of this campaign is the head of the firm. The closer he gets to his business, realizing the service to be given and the profits to be had, the more likely is he to have a successful holiday trade. If the essential points of service are grasped when planning for the Christmas trade the response from the buying public will be much more spontaneous and liberal. It is the time of the year when people are giving with a liberal hand; it is a time when people will doubly appreciate the service given by others who assist them with their gift-selecting problems. Every merchant can give that kind of service if he will carefully plan and prepare.

### WANT HELP

Every Christmas buyer wants help with the selection of their gifts to their friends. Anything the merchant can do that contributes to the ease and expedition with which his customers can buy renders a distinct service and increases his own profits. It is one time in the year when people want definite information about Christmas merchandise, its newness, its price, its suitability according to classifications of people. No item of information is too small to be considered if it contributes to the customer's desires. If you are, for instance, specializing on gifts of one character and are re-arranging your departments so that this merchandise will be gathered together in one section of the store, let the customers know about it. They have become used to a certain arrangement of your departments; if you change them without imparting the information, confusion results. That is but one instance of many. Most stores effect some changes for their Christmas trade. Let the customers know about it. Let the customers know everything about your Christmas merchandise that will help them make quicker and more satisfactory selections. The judicious and artistic use of showcards and price tickets can often take the place of a busy salesperson in giving information that the customer desires. The modern cafeteria and groceteria have gone a long way toward teaching people to help themselves. By counter and table displays, by showcases and windows, by newsy advertising, information can be quickly conveyed that will result in quicker sales and more of them. If something of the ordinary artistic arrangement of the store and the various displays is lost in the greater quantity displays necessary at this time of the year, this can be made up by the use of suitable decorations that give a Christmas atmosphere to the store.

### CHRISTMAS IDEAS

These are only incidental suggestions which centre round the thought to be kept uppermost in planning the Christmas campaign — service to a host of people who are out to spend money and are looking for all the assistance they can get in spending it wisely, economically, and with the greatest ease and satisfaction to themselves. Every store has to make its own plans to suit its particular locality and the character of its clientele. In the following pages in this Christmas merchandising section we try to tell the reader of some ideas that have been worked out successfully. No idea is too big for the smallest store in Canada. Its application in the way it worked out in the store referred to may be too big for your store, but the idea is not. For the idea was service, and every store can give that.

# The "Wise Bird," Santa Claus and Fairy Goodwill Were Popular Drawing Cards to Montreal Shop

## The "Wise Bird" at Almy's Conveyed Information of a Useful Character to Friends Who Sought Gifts for Other Friends—A Gift Selecting Personal Service—How Santa Claus and Fairy Goodwill Lured Children to Goodwin's

THE PEOPLE of Montreal must have experienced considerable difficulty last year in deciding which of all the numberless stores in which Christmas gifts were to be purchased, offered most in the way of shopping facilities and seasonable attractiveness, for in nearly every instance store windows and interiors were transformed into bright lit palaces, filled with distinctive attractions calculated to delight and enchant childhood as well as grown-ups.

Perhaps never before was such a determined effort made to interpret the spirit of Christmas in regard to gift giving on the part of the larger stores, each of which originated some novel plan untried before, which was in each case entirely successful. Take for example, the clever idea used by Almy's Limited, which resulted in considerable business of an entirely satisfactory kind due to the efforts of a "Wise Bird" who was perched in a small booth on the main floor of the store and who undertook to find out what one's friends wanted without devulging the name of the donor. The way in which this idea was carried out was quite simple. A customer who was in a quandary as to what presents to give to different friends or relatives had only to visit the booth and give the names and addresses of the recipients of the Christmas gifts, as well as her own address, to the young lady who was in charge of the booth. These particulars were duly recorded and within a few hours afterwards, an attractively prepared letter would be mailed from the store addressed to each of the friends in question, worded in this wise:

Dear Madam:

The Wise Bird has been asked what you would really like and thoroughly enjoy as a Christmas gift.

Will you write on the reverse of this sheet, a list of your desires and the Wise Bird will do his utmost in the matter. (signed) The Wise Bird at Almy's.

An envelope addressed to the Wise Bird, Almy's Limited, was enclosed so that the recipients of the letter might be enabled to reply with all promptitude, which they invariably did! The first enquirer was asked to return in the course of a few days when the information she desired was usually awaiting her.

This service was of course entirely gratuitous and was not only mutually helpful to both giver and recipient of Christmas gifts, but it resulted in considerable business for the store which might otherwise have gone else where.

This suggestion, by the way, was adapted from a similar idea used by an American store a year or so ago, namely, "Gift Grannie's Chimney Corner" which fanciful title was given to an identical form of service to that supplied by Almy's. The letter sent out by Grannie was rather more personal in tone and the proviso was added that no information would be given over the telephone.

Of course, there was the usual triumphant reception given to Santa Claus by




*"THE WISE BIRD"*
*How this was used by Almy's during their last Christmas trade is told in the accompanying article.*

the Almy store during the month of November which has been described fully in other years in Dry Goods Review. Last year Santa arrived in Montreal with his usual escort of Indian braves, squaws, papooses, cowboys, clowns, soldiers and bands of music and drove from the train to the store on a sleigh decorated with spruce trees. At the toy department of the store Santa held a daily reception until Christmas, keeping interest in the various sections of the toy department up to concert pitch.

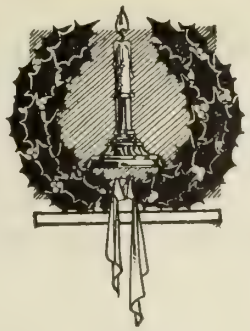
**"Gift Selecting" Personal Service**

Another idea which helped hundreds of weary shoppers last year was that introduced by the Jas. Ogilvy store and called a "Gift Selecting Service," the mission of which was to help customers to choose just the gifts their friends would appreciate, as well as to make holiday shopping pleasant and as little tiring as possible.

By means of a Personal Service department specially inaugurated to help those who experienced difficulty in choosing gifts, Ogilvy's solved many a Christmas gift problem. A competent lady shopper was in readiness to give suggestions and advice either by telephone or in person at the store, and this service was particularly helpful to men shoppers in search of something appropriate for their women folk.

**Santa Claus Visits Hospital**

Santa Claus was Knight of Revels at Murphy's of Montreal during December, and in his honor a gift section was arranged where daily receptions could be given. On a specified morning just before Christmas Day, Santa drove in state from the Murphy store to the Children's Memorial Hospital and paid a special visit to all the wards distributing toys to all the children, telling them stories and playing music on all sorts of instruments. Murphy's Santa Claus was the recipient of a vast number of letters from children with regard to their



Christmas wants and these he endeavored to satisfy wherever names and addresses were supplied.

**Santa and Fairy Goodwill**

As usual Goodwin's Limited prepared a spectacular Christmas feature for the month of December for children and others, in which Santa Claus and the Fairy Goodwill shared equal honors. Santa was enthroned amid an elaborate scenic setting representing the North Pole with icy crags and frosty clouds about him, upon a dais reached by an entrance and an exit along which a steady stream of kiddies passed during 2 hours of the morning and 2 hours each afternoon except Saturdays.

Behind the throne on which Santa held court was a gauze curtain composed of vari-colored rays of chiffon through which could be glimpsed the crescent moon and stars overhead, and every now and then the delighted crowds of kiddies could see the lovely little Fairy Goodwill dancing across the grotto behind the throne, her golden curls flying and her star-tipped wand casting a gleam of light through the shadows. Fairy Goodwill was impersonated by a little girl of twelve or thirteen who wore a bouffant and beruffled frock of blue silk with a crown in her hair. The picture of the old saint seated in his North Pole home with the dainty fairy pirouetting behind him, seen through the cloud-like screen of tulle, formed a very effective Christmas scene, and one which would linger in the memory. To announce this joyous event the store issued a personal letter from Santa which ran as follows:

My dear little boys and girls at Goodwins:

Dear children, I was sorry when Mrs. Santa Claus couldn't come, because I wanted someone to keep me company, and I knew you would like to see her again. "Never mind," I said, "I will call on the Twinkles and see if Toj and Doj, or perhaps Snoj will come." But, alas, they were all too busy working day and night to make toys for all the world-children. You see, the Googlums, who cut down the trees to make the toys from, had been on strike. They wanted their wages raised from ten lollypops a day to twelve lollypops. Oh dearie, dearie me. What a trouble. And Oh! I did feel so lonely.

Your own dear Santa Claus

P. S. Write to me, care Toyland, Goodwins.

A day or so later the children of Montreal were apprised that Fairy Goodwill would accompany Santa, and an invitation was issued to be present at their arrival in the store at 9.30 a. m. on a Saturday morning.

**Toy Sale at 25 cents is Popluar**

Goodwin's ran many interesting sales of interest to parents during the weeks preceding Christmas, not the least of which was a "Quarter" Day, when hundreds of toys were cleared at 25 cents apiece. The announcement of this event was in rhyme according to the method employed in many of the store's advertisements during December.

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Messrs. Kingsbury and Dempsey have taken over the business formerly owned by Walter Blois, 1453 Queen St. West, Toronto. Mr. Kingsbury was previously with the Gordon, MacKay Company and Mr. Dempsey with the Grant Company, Orillia, Ont.



Opening of the Toy Season

*The first, faint foot-falls of Santa Claus are heard by millions of children through the efforts of the display manager. Windows full of toys, cleverly arranged as they are above, are like magnets to the little folks who are irresistibly drawn to them to get some idea of what their unseen jolly old friend has been doing during the year to fashion new toys for them. The above display is one of Goodwin's of Montreal.*

# Twelve Tips on Bigger Xmas Selling

## Many Gifts Can be Sold by Suggestion—Combination Box Containing Useful Presents—Open December Selling With Handkerchief Day—Ribbons and Hand Bags Are Popular Christmas Things—Hosiery a Strong Feature

SUGGESTIVE selling is one of the most necessary means of assisting Christmas shoppers and the profit to a store can scarcely be estimated. This fact should be impressed upon the selling force by some means, emphasizing the fact that holiday shoppers appreciate suggestive selling actuated by the spirit of real service. The profit to the store comes not only in the extra sale itself but in the profitable sale of much merchandise which otherwise might become difficult to dispose of after Christmas

The following suggestions are offered in the hope that they may lead to extra sales due to merchandise being presented in a slightly different manner than usual:

1. Combination gifts are very popular of late. Try these in the accessory department, boxed together and topped off with a sprig of holly.

a. 1 pair silk hosiery.
   1 pair kid gloves.
   1 handkerchief.
b. 1 chiffon scarf.
   1 ribbon sachet.
   1 corsage bouquet.
c. 1 veil.
   1 wool scarf.
   1 pair gauntlets.

2. Veilings by the yard can be given an additional stimulus by boxing three assorted lengths of one yard apiece, either all black or in such fashionable shades as brown, navy and black. The winter season is the best of all times for playing up veilings and even quite inexpensive qualities will prove popular as gifts when attractively shown. Made veils need little pushing either, as gifts.

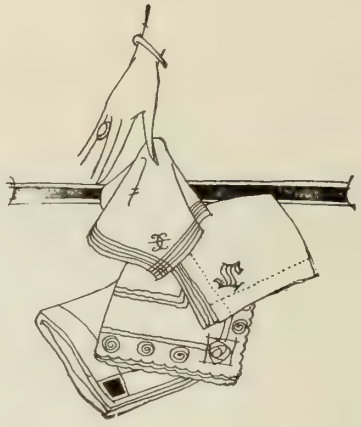
### Ribbons Sell Fast This Way

3. When displaying ribbon novelties for Christmas trade, it is a good idea to include cards in the displays, giving quantities and kind of materials required for copying the models. If these cards are shown so that customers can read the instructions and study the finished novelty, time and energy will be saved for both sales clerks and customers. One such card reads:

"To Make This Girdle You Will Need
3 yards metallic ribbon, 4 inches wide.
2 yards metallic ribbon, 1 inch wide.
3 hooks and eyes.

"We can supply any color or quality in ribbons."

4. Begin to push gloves for gifts at once. The selling season is short and customers will not think of buying gloves for gifts until reminded. Play up



the newest glove styles prominently, varying displays frequently. Provide plenty of dainty glove boxes in which a reminder about exchanging gloves within 10 days, is placed. Push the novelties in particular for gifts, for in many cases of exchange after Christmas the recipient has asked for guantlets in preference to short lengths, paying the additional difference in price. Introduce the subject of sports gloves in wool as well.

### "Handkerchief Day" Begins Decmeber Selling

5. Along about the end of November hold a Handkerchief Day and feature some eight or ten special offers of various kinds, boxed if desired. The following items were especially popular in a sale held last year, advertised as follows by a Montreal store:

"Women's sheer lawn handkerchiefs with embroidered corner in white or colors. Novelty colored lawns with contrasting shades in embroidered corner patterns. White centres with narrow colored hems, etc. To-day, three for 50 cents.

"A new line just received from Ireland of very fine sheer white lawn with fancy colored hems and corners. Especially dainty initials in all wanted styles. To-day three for $1.

"A new handkerchief for the children, comprising seven hankies embroidered in colors with the names of the days of the week. Made of fine white lawn with rolled edges. Special price to-day, 50 cents a set."

### "Little Gifts"

6. Many people are desirous of finding gift articles which can be easily mailed to absent friends, slipped into envelopes accompanying letters. A display of "Little Gifts" suitable for this purpose would prove a great attraction, if selected with taste. An assortment of accessories, including dainty, sheer neckwear, veils, handkerchiefs, silk hosiery, hair ribbons or ribbon ornaments, sachets and flat vanity cases—all of a convenient size to slip into ordinary long envelopes—should be featured.

### Hand Bags Appeal Through Linings

7. In displaying handbags for the Christmas trade, remember that it is as much the lining as anything that sells the bag. Display such merchandise opened so that the dainty fittings can be seen and examined. Leather bags of all sorts promise to be exceptionally smart this coming winter and the colors are both novel and attractive. It's a good idea to display such bags according to color, keeping brown, grey and black bags distinct.

8. For the woman who likes to make things herself, a special sale of ribbons at the beginning of December will draw well. Advertise a "Satin Ribbon Sale" like this: "Satin Ribbons for Christmas Work in ¼ to 5½ inch widths. The widest is only 65 cents a yard and can be used for making boudoir caps, camisoles, baby's carriage bows, party sashes and hair bows, etc. It is pure silk ribbon with one side finished satin. Not one shred of cotton in it. For 40 cents, we have a three-inch satin ribbon just the right width for making coat hangers, novelty sachets or camisoles combined with laces."

### Mourning Accessories Solve a Problem

9. There are gift possibilities in a display of accessories for those in mourning. In particular, sheer, dainty white neckwear in the approved styles for widows or others, together with black bordered handkerchiefs, silk hosiery, white or black gloves of suede or kid, moire or corded silk handbags, corsage bouquets of violets without other flowers, as well as plenty of smart jewellery in jet, onyx, or ivory ornaments hung on black ribbons.

10. Fancy girdles and belts will be quickly snapped up as gifts if displayed on cards showing a sketch of the type of frock or coat with which they should be worn. Many shoppers confess they do not know what type of girdle to select without trying one first against a dress. A display of new cabochons or clasps which fasten draped dresses this season will be also effective.

(Continued on page 32)

# The Appeal of the Christmas Window

## Here Are Some Descriptions of Actual Christmas Windows That Drew Thousands to Them—The Display Manager Will Find These of Help to Him in Planning His Holiday Windows—Montreal and London Displays That Got Business

THERE is no escaping the spell of Christmas windows filled to overflowing with toys gay and colorful, sparkling trees, and a thousand and one decorative effects which entrance grown-ups and children alike. The store window in fact, is the one potent reminder that Christmas is again approaching, and its most effective appeal lies in the fact that it is the incarnation of the spirit of giving, that magic emotion which loosens purse strings and makes children of us all. The dreariest business thoroughfare becomes transformed into a veritable fairyland of light and color when store windows begin to reflect the coming of Santa Claus, and on all sides people are heard to exclaim "Let's go down town and see the store windows," which means that they will be irresistibly drawn inside to begin the fascinating search for Christmas gifts.

### "Christmas Spirit" Featured

Now and then a Christmas window is noticed which follows out another kind of appeal to the passerby. Such was the unusual display featured last year by the Montreal store of Goodwin's Limited, which gave over one of its largest St. Catherine St. windows for a week previous to December 25th to portray a charming conception of the Christmas spirit. The background was composed of a thick hedge of cedar growing above a fence and the floor of the window was thickly covered with snow composed of sparkling powder. Two wax figures, a man and a woman, were placed side by side as though returning from a day's shopping, each carrying tissue paper parcels wrapped in red ribbons and wearing warm, serviceable coats, wool gloves and overshoes, carrying out the idea of plain everyday wearing apparel. A little further across the window a child's wax figure was placed dragging a sled on which more presents were piled, the child holding a snowball in one hand. Just above, perched on the fence, was a tiny stuffed bird, possibly intended to represent the Blue Bird of Happiness, adding a realistic outdoor touch to this wintry and natural effect, which was lighted with greenish blue illumination, exactly reproducing a twilight in late December. A show card bore the words "The Spirit of Christmas" and completed the picture.

No merchandise of any sort was shown in this remarkable window, the entire appeal of which was to be found in the wintry landscape and the happy family returning home laden with gifts for others. No better interpretation of the Spirit of Christmas could be worked out in window decoration.

In several other windows, however, Goodwin's Limited provided a feast of delight for the kiddies to gaze upon, piling up every imaginable kind of toy amid a setting of Christmas trees and revolving bells with a most amusing assortment of grotesque animals including monkeys, giraffes, elephants and so on, used to liven the display. Big Noah's Arks out of which animals were in the act of tumbling were also features of smaller windows, with dolls grouped around. A notable feature of Goodwin's windows was the fact that quite small windows along side streets were as carefully and cleverly dressed as the larger one on St. Catherine Street, so that shoppers were attracted unconsciously from one to another.

### Handkerchief Display Fills Windows

Toys formed the main theme of decor-



*A Christmas window of china and glassware. The background of white, festooned with tinsel, gave great brilliancy to the gift suggestions shown. All these articles were from the Economy Basement, a feature of the Christmas campaign of the J. C. Turnbull Company of Peterborough.*

ation in most of the larger stores in Montreal last year but scarcely less effective in point of display were the innumerable handkerchief windows which formed quite unique pictures in themselves. Henry Morgan & Company featured several of these handkerchief displays during the weeks preceding Christmas, filling up their largest windows with dozens and dozens of white and colored bits of linen, mounted on tree forms to represent conventional fir trees. Handkerchiefs may be said to have reached a climax of popularity as an inexpensive gift in 1921 and were shown in boxes or singly, priced at a range which would interest all classes. Several highly successful sales of handkerchiefs were staged in connection with these window displays, the most popular of which were those featuring 3 handkerchiefs for 50 cents. Handkerchiefs were also cleverly displayed in the form of a huge snow man surrounded by banks of snowy white cotton kerchiefs, great bunches of scarlet poinsettias providing the requisite touch of color.

The G. A. Holland & Son store of Montreal is another which is annually sought out by kiddies on account of its wonderful window displays. Last year a scenic effect was carried out in their double deck windows, the upper section being laid out as a winter scene against which a living Santa Claus could be glimpsed as he passed too and fro. A realistic fringe of icicles was painted on beaver board with a deep blue sky behind on which stars shone brightly. An old church, a mill and a schoolhouse were likewise artistically painted in to give a still more life-like setting. Snow was used everywhere and small spruce trees heightened the realism.

### Special Features for Toy Sections

More and more the idea of offering a distinctive attraction in the store's toy department is gaining ground, the feeling being that the store must possess an individual personality at the holiday season in order to differentiate itself from its competitors. Although this idea of a special attraction has been worked out for several years in the larger American stores, it has remained an unexplored field for Canadian trade. In this connection, some ideas which were used by the more important shops over in London, England, last year, are worth considering, as an indication of what is done to attract English children and emphasize the spirit of the season.

### How English Stores Win Business

Harrod's turned their toy department into a setting for Alice In Wonderland, where Alice in the flesh held court in a magic grotto surrounded by a couple of pirouetting, somersaulting clowns as well as the White Rabbit, Cheshire Cat, Mad Hatter, Knave of Hearts and the Duchess, who all united to perform some enchanting tableaux out of this immortal story book. At the end, the Mock Turtle and the Walrus did a fox trot on the sea shore and Alice ended the performance by calling out "You are only a silly little pack of cards, after all!" and then the delighted audience passed on through the toy bazaar where electrical railways and other moving toys were being demonstrated to charm still further the youthful visitors.

A Goblin Market and Fairy Wood were the features employed by Ponting's of London. In this store was an old-world market-place of little stalls and shops, leading to a village green with merry-go-round and trees, and beyond that to a grassy, banked river with a mill and rustic bridges. A ticket purchased at a picturesque "Wendy's Hut" procured a boat trip to a wonder cavern, where lurked a gorgeous wizard with a cauldron out of which each child received a little souvenir. The whole was lit up by an eerie electric moon to give the illusion a festive night scene.

Whiteley's "Joyland" was designed in the form of a marine fairyland, admittance to which was gained by way of a "submarine" into which 40 kiddies could be packed. This conveyance trundled the children past ocean bed scenes disclosing fishes, marine plants and divers working at wrecks. After which the submarine would drop down over a waterfall or wabble under distorting mirrors and collide with mermaids which kept bobbing up on rubber supports. A Santa Claus with presents was awaiting the arrival of the submarine at the other end where all sorts of new and wonderful toys were on view.

In Marshall & Snelgrove's the toy department was transformed into Balloonland, and all the walls were hung with gaudy floating balls of air which kept up a constant bobbing and fluttering under a breeze from electric fans. Balloons, by the way, offer all sorts of delightful possibilities in the way of gift souvenirs, as well as for selling purposes, since no party nowadays is complete without a balloon chase of some sort. English stores use them in all sizes and colors with their name printed in plain letters on the rubber.



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## TWELVE TIPS ON BIGGER XMAS SELLING

(Continued from page 30)

### Silk Hosiery the Favorite Gift

11. According to a merchandise manager who has had considerable experience in the matter of Christmas sales, there is no gift so popular as silken hosiery. He estimates that silk hosiery is the one item which is perennially popular and is given more frequently than any other. Not only fancy but staple varieties sell well all through December and a good way to give sales an extra stimulus is to feature a three-day sale of the finer qualities of thread silk hose, preferably full fashioned, so as to give everyone an opportunity to lay in a supply for gift giving. At such a sale it is advisable to feature half dozens as well as sets of three pairs of hosiery and quote the price total rather than individual figures. Put the hosiery up in holly boxes in which a dainty card is enclosed reminding the recipient that the stockings may be exchanged for the correct size if necessary. It has been found that this idea appeals especially to men who will buy freely if the advertisement of the event reaches their eye.

12. Earrings in drop and hoop varieties are very smart this winter in the novelty effects of jade, coral and jet. Bracelets and necklaces of jet, amber and crystal are also exceptionally fashionable. All these lines would be certain to appeal to a wide number of Christmas shoppers if put up in smart boxes suggestive of jewellery stores. The pearl necklace is still popular with all classes of women as well and makes a fine display when shown upon black velvet under a brilliant light.

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The Davies Hat Stores, Montreal, celebrated their sixth anniversary recently. From one to four successful stores in six years is the record this firm has gained.

# Children Love Mysteries and so Almy's of Montreal Provided Them With a Real One Last Year

## Thousands of People Who Did Not Even Borrow a Child for the Occasion Turned Out to Witness the Arrival of the Popular Saint —Escorted by Chief Tew-A-Ser-Ake—Unfolding the Story and Working Up the Enthusiasm

**Written Specially for Dry Goods Review by MISS MARION E. FARRELL, Advertising Manager of Almy's, Limited, of Montreal**

"THERE he is—there he is!" "Oh, lookut Jimmie, lookut his bag." "C'est la-Tomette, Le Pere Noel!" "Ow are you, Sandy Claws—hup there on the chimbly!" Little children of many nations voiced their delight at the arrival of Santa Claus, and for the first few minutes had no eyes for the gorgeously garbed escort of Iroquois Indians, led by Chief Tew-A-Ser-Ake—(Two-Axe, in English.)

Back of all the pomp and show lay a campaign of publicity which ended in the gathering of thousands of kiddies, their mothers, fathers, aunts, uncles and grandparents, to view the triumphal entry of Santa Claus.

Many grownups were present who hadn't even borrowed a child for the occasion, they were quite frank about it, they wanted to see Santa Claus again, to take themselves back to the days when fairy tales and happy illusions were solemn truths.

### The Idea Behind

Let's analyze the idea behind the campaign. Children love mysteries, and to be led on from one exciting point to another, until at last the great event unfolds itself, is one of childhood's greatest joys, so the plan of a search for Santa Claus was worked out, with perhaps the best aid to imagination possible, the knowledge that a number of real, live Indians from the reservation at Caughnawaga would form the escort on arrival.

A member of the executive who is a chief of the Iroquois by special adoption, made the arrangement with Chief Tew-A-Ser-Ake, photographs were taken of some of the braves, and their names secured, to be used later in the story.

### Plot of the Story

The plot was simple—a runner from a Northern tribe brought word to Chief Tew-A-Ser-Ake that on a hunting trip a strange village had been found, a place that was unapproachable because the Snow Fairies had driven them away when they sought to investigate. They asked for assistance from them to increase their numbers before setting out on another trip.

After consultation with his warriors, the chief sent back word that the request would be granted, and that he, the young



*MISS MARION E. FARRELL*
*Advertising manager of Almy's, Limited, of Montreal.*

chief, his son, and five braves, would start at once.

The little chief, Sa-Wa-Tis, was supposed to take with him sheets of birch bark, on which messages were to be sent back each day. The sketches that illustrated these messages were apparently drawn on birch bark in a rather crude way, and brought news of the progress of the search and the doings in particular of the little chief.

At last the boy, on a self planned trip of investigation, when all the Snow Fairies and the braves were asleep—a state of affairs never known to exist, but quite permissible under the circumstances—found a big, jolly man who was apparently the leader of the strange people of the mysterious village.

### The Arrival of Santa Claus

So we excited the imagination of the children from day to day until the final announcement of Santa Claus' arrival on the following day, and apparently all our readers and all their friends turned out in full force to welcome Santa Claus, the Indians who had made the search and the successful capture, the musicians, the cowboys and clowns who formed the escort, marching before the float on which Santa Claus, standing in a big chimney, waved a welcome all along the route of the parade.

An expected snow storm having failed to arrive we were under the necessity of inventing some plausible excuse for not presenting Santa Claus in the conventional sleigh, so we announced that the snow fairies baffled in their attempt to delay the Indians, had turned back, and the party had made the rest of the trip by train!

The man who was to take the part of Santa Claus had a room at the Place Viger Hotel, where he donned a scarlet suit liberally trimmed with white fur, and as the 2 o'clock train from the North steamed in, he mingled with the passengers. A small boy and girl were waiting to offer him a special welcome, and with one on either side, followed by the pipers of one of the Scotch Regiments, he emerged from the depot to find the Indian escort waiting in gala array. Santa Claus was assisted into his chimney and the procession started under a battery of moving picture machines.

### Keeping Order

It was a raw, cold day but the temperature didn't seem to affect in the least the thousands of youngsters and grownups who lined the streets, leaned out of open windows, yelled out of passing automobiles, and surged in an excited throng around our building, where a platoon of police was necessary to clear the way and keep order.

On arrival at the store, Santa Claus disappeared, as it was not thought advisable to bring such a mob of youngsters into an already crowded building in the middle of a busy Saturday afternoon, but bright and early Monday morning he was in the toy department, ready to meet the children.

The children's letters to Santa Claus were answered on gayly colored postal cards showing Santa Claus in varied ways, and each card stressed the point, "Come and see me at Almy's," for the important thing was to get the children and their parents into the store. They came, Santa Claus talked to each one and then they visited Toyland where the toys that Santa Claus had brought from the North Pole, were displayed for their pleasure.

MARION E. FARRELL.

# Christmas Services of Smallman & Ingram Have Mailing Booth and a Bazaar Among Others

## Also Provide a Special Counter for Those Who Are Looking for Presents for Men—Mailing Booth Relieves Customers of Great Deal of Trouble in Despatching Gifts—Feature Popular Lines Down Main Aisles of Store—The "Granny" Service

ANYTHING that will contribute to the facility with which Christmas buyers can make their selections during the last and busiest month of the year is a service well worth providing. It is the store that gives this kind of service that garners the biggest profits. Despite all the urging, based on undoubted common sense, to "buy early," the vast majority of the consuming public have not done so nor are not likely to do so for many years to come. Perhaps it is that a grand rush is part of the enjoyment of the Christmas season. At any rate, rush there will be, people will want to make quick decisions and the better the service, the quicker the decisions and the more the satisfaction.

### A Mailing Booth

Smallman & Ingram, Limited, of London, have given a very useful and much appreciated service to their customers for a few years back in the shape of a mailing booth. This is on the third floor of their store and its services to the buying public are widely advertised. For the buyers who are sending presents out of town this is a great boon and an undoubted service to them. They know they can purchase and despatch their presents in the same building, thereby avoiding carrying the parcels to the post office, ascertaining the cost of sending and being put to all the trouble of addressing, stamping and insuring their parcels. Smallman & Ingram relieve them of this part of their Christmas shopping. The mailing book is put in charge of those who, ordinarily, are in charge of their regular mail order department and, therefore, know all that is to be known with regard to the sending of parcels. The extent to which this booth is used by patrons of the store is an indication to the firm that it is much appreciated and the service itself has proven to be a good business-getter for the firm.

### A Bazaar

A bazaar has also proven to be a successful feature of the operations of this store during the Christmas season. Into this bazaar which is usually held on one of the upper floors of the store are gathered lines of merchandise from all departments that are suitable for Christmas gifts. It goes without saying that people are looking for suggestions at this time of the year and this bazaar is an effort to assist them with their gift selections. In operating this bazaar Smallman & Ingram make use of their millinery staff which, at this time of the year, is practically idle. In talking with Dry Goods Review, Major Ingram stated that no extra clerks were required to run this bazaar at all and that a considerable saving in extra help was effected.

### Counter For Men

"The Man" is always a problem at Christmas time for many a mother, sister and sweetheart. Smallman & Ingram have tried to help this worried mother, sister and sweetheart, by setting aside one counter expressly for the purpose of featuring suitable gifts for men and young men. It has become a very popular counter in their store during the Christmas rush and it is put in charge of a young lady who is capable of rendering all manner of assistance to those who are in doubt as to a suitable gift for "him." Lines of merchandise from the different departments in their men's wear sections are gathered on this counter. They have found it a service to their customers and a profitable service, too.

### The Main Aisles

Smallman & Ingram have found that a re-arrangement of some of their departments during the Christmas rush is advisable both from the standpoint of service to their customers and profits to themselves. Some of the counters along the main aisles of their stores are, during the rest of the year, devoted to lines that are more or less staple lines. For instance, linen is one of them. But while linens are good Christmas gifts they are not bought as freely or as quickly as some of the other lines that are more distinctly Christmassy so far as popular demand is concerned. The result is that they now use the main aisles of their main entrance for the displaying and selling of distinctly Christmas lines of merchandise, such lines as are popular for that particular Christmas and because of their popular demand are sold quickly. In this way, they hope to serve the customer more quickly and increase the turnover of their December merchandise.



### The "Granny" Idea

The "Granny" idea to assist Christmas shoppers is one that has been worked out rather successfully. It is a useful service. "Granny" is a clerk in charge of a department that makes an effort to find out what a friend of someone wants for Christmas. For instance, suppose Mr. A. wants to buy a present for Miss B. He either calls "Granny" over the telephone or goes in to see her. Quite frankly, he tells "Granny" that he wants to buy a present for Miss B. He hasn't the faintest notion what she wants but perhaps "Granny" can help him. And "Granny" certainly can. The service is widely advertised and people have faith in "Granny" that she will keep confidences because she is with a reputable. firm. She gets in touch with Miss B. and tells her that a certain person—without mentioning the name, or sex, of course—wants to give her a present. Would she mind ennumerating a number of things she would like for Christmas and perhaps Santa Claus will bring it. Miss B. entering into the spirit and mystery of the occasion consents and the list is subsequently given to Mr. A. Or again, Miss C. knows she wants to buy a pair of gloves for Miss D. but she doesn't know the size. "Granny" can find out for her and will do so with pleasure. And she does.

There is another feature of the "Granny" service that is worth considering. It gets rid of a good many exchanges that would otherwise develop and does develop with most stores. As a matter of fact, the clerks throughout the store can be made to keep this service in view when a customer has decided on a certain article of merchandise but may be in doubt as to the size or some other detail of it that can be ascertained by the "Granny" service. A reference by the clerk to this service can be made to wipe out many exchanges that prove to be rather expensive

# Drawing Contest and Santa Claus Post Office Box are Featured in Christmas Selling Plans

## C. H. Smith Company, Limited, Have Found Them to Be Big Contributors to Their Christmas Profits—Theatre Parties Given at Which Santa Claus Makes Personal Visit—Many Charities Are Helped Through Post Office

CHRISTMAS is the children's season.

That is the foundation of the plans for Christmas buying which are formulated by the C. H. Smith Company, of Windsor. Their greatest efforts centre round the children of the border cities, but they do not overlook any possible service to the adult population at this important season of the year.

### Drawing Contest

There are three or four features of interest to children in the Christmas plans of this firm. The first one is the drawing contest. There are six classifications in this contest—children under six years, under eight years, ten years, twelve years, fourteen years and sixteen years. There is a first and second prize for each classification—a five and a three dollar prize. To get the contest started forms are sent out to their mailing list of children or may be obtained by application at the store. These forms are sent out on a paper that is suitable for drawing and the contestants are requested to make their drawings on the reverse side of the form. The form is called the Santa Claus Drawing Contest, and space is reserved for the applicant's name, address, school and age. Announcements of great interest to children are made on this same form. For instance, a reference to the opening of toyland is made, and mention is also made of a theatre entertainment to be given by this firm to its friends at which Santa Claus will appear in person. Care is taken not to run this drawing contest too far into the month of December and it is closed on the 7th of that month so that the early rush of children to the store may be over with when the inevitable rush just before Christmas comes. To keep up interest in the contest some of the drawings are reproduced in the daily papers of that city. The list of names secured is used for the activities of the store throughout the year which are of interest to children or for the next Christmas plans.



### Theatre Parties

The C. H. Smith Company rent one of the local theatres for three days to give parties to their friends. Free tickets are given but they must be secured by the parents or guardians of the children at the Exchange Desk of the store. This insures a visit of the parents to the store when they see many of the Christmas lines of merchandise on display. Santa Claus makes a personal appearance at these theatre parties and a parade is formed in which many hundreds of children are enthusiastic to join. The first interest in the forthcoming visit of Santa Claus is created by a telegram which appears in the daily advertisement of the firm from Santa Claus from some very distant point in which the children are informed that he is on his way to the Santa Claus headquarters—the C. H. Smith Company, Limited—to display the toys he has made during the year for the children of the border cities. This first telegram is followed by others, indicating the nearer approach of the old saint. By and by a parade is outlined and the route to be traversed is shown in the paper. It is needless to say that the route is lined with many thousands of children who are thus brought face to face with all the merchandise that is of interest to children at this time of the year.

### A Santa Claus Box

For four years the C. H. Smith company have had a Santa Claus mail box. This is essentially for the children, though it may be used for others as well. These boxes—as near like the regular ones as it is possible to get—are placed at the main entrance of the stores. Announcement is made through their daily advertising that this mail box may be used by all the children to write Santa Claus telling him what they want for Christmas. It is also made plain that an answer will be sent by Santa Claus to every letter received. Very particular care is taken that this is done and a form letter in which receipt of the letter is acknowledged, its contents noted and a promise that the very best will be done to satisfy the numerous requests sent out. To enliven the interest in this feature three or four of the letters are reprinted in the daily advertising without the full names of the children being used; only the first name is used in each case.

### Helps Desirable Charity

This Santa Claus post box has proved to be a valuable aid to the firm in dispensing its usual Christmas charity amongst the needy of the border cities and to the regular charitable organizations of the city. There are many letters coming in from sources where it is known the requests cannot be met by the parents of the children. The firm itself takes care of many of these, and organizations which seek to give Christmas cheer ask the firm to hand over as many of such letters as they can to them. In this way, cheer is brought to many a home that otherwise might be overlooked.

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Samuel D. Crothers, who died in September last, after an illness of eleven months, had been in the dry goods business in Wallaceburg, Ont. for 27 years. He was 57 years of age. All of the stores of Wallaceburg were closed during the funeral as a mark of respect toward this well-known merchant.



# Christmas Ideas That Pulled

## The First Appeal Might be Made to Those Who Send Gifts Across the Seas—A Christmas Slogan Can be Made to Pull Business—Advertising and a Few Samples That Carried a Strong Appeal —A Gift Booth Helps Uncertain Buyers

PROPAGANDA about "shopping early" is usually wasted because the average store fails to begin its advertising campaign with reference to Christmas goods early enough in the season. People have to be worked up to the right pitch of feeling before they will begin to plan gift buying in earnest and it is not to be wondered at if they postpone buying until the eleventh hour if no steps are taken to arouse the proverbial Christmas spirit and the feeling that it is more blessed to give than to receive. There are a number of ways in which to emphasize the Christmassy atmosphere early without incurring the danger of exhausting interest long before December 25th arrives. Consider, for instance, those people who must send gifts abroad which must be posted not later than the middle of December and in many cases earlier to ensure prompt delivery. Consider the suggestion that lies dormant in such an advertisement as this, for instance, timed to appear about the third week of November.

### "Send a Gift to Some One in the Old Home"

"The Old Home has changed since you were there last, but no matter how it changes, it will always be the Old Home to you. When Christmas comes your thoughts fly there, and an irrepressible sadness seizes you. There is somebody in the Old Home or the Old Home Town you want to remember with a gift—perhaps the Dear Old Folks—can't you feel their fingers tremble? Can't you see their eyes glisten as the parcel is opened?.

"Perhaps the Old Home Town is far across the sea. It will take the postman a long, long time to deliver your gift. Choose it now—don't put it off for another day—a gift that arrives on December 27th is not like a gift that arrives on December 24th or on Christmas Day. The psychological moment has gone by. So—do it now. Let us help you in your choice, for this store is crowded with things of beauty or of usefulness."

### Suggest Gifts For Overseas

A store might go still further and publish lists of articles which can be tucked into an envelope for mailing, or sent with a minimum of trouble in packing, or still again, without fear of injury and duty charges when delivered at the journey's end. Enquiry at any post office will produce much information regarding periods of time required for delivering mail in different foreign countries, rates of postage. Something of all this should be posted up in the store in a prominent location as a reminder to those who have relatives or friends in far away lands.

### Christmas Slogans

Adopting a Christmas slogan is the usual plan adopted by stores which make a feature of gift selling. These slogans are of course merely temporary innovations to enhance and emphasize the Christmassy atmosphere of the store and they usually supplant the regular slogan for a month or so. Since Christmas is linked up with the idea of gifts in the mind of the average customer, the store should accentuate this word if possible in selecting its Christmas slogan. Here are a few such phrases selected at random from last year's advertisements.

The store of practical Christmas gifts.

The store for the better kind of Christmas gifts.

Gifts from Blank & Co., last the year round.

The store of many gifts.

The Christmas gift shop since 1850.

The spirit of Christmas is another motif suitable for use in a store slogan. An Edmonton shop used this phrase last year, "The store of the Christmas spirit," while another sponsored the phrase, "The store with smiling Christmas service." A third ran "The store with the REAL Christmas spirit."

Certain stores may find the economy appeal to be more practical this year and to such might be recommended these three slogans:

The store of Christmas economies.

We double the power of your Christmas money.

The Christmas store where values come first.

The other Canadian stores used Santa Claus in their slogans thus, "Santa Claus Headquarters" and "Santa Claus favorite shopping place." A few others of a more miscellaneous character likewise play up the spirit of the season, "Shop now to ensure efficient service," "This store is beginning to look like Christmas," "D-E-C-E-M-B-E-R spells Christmas here." "The Christmas store for all the family."

### Christmas Copy Should be Informal

The regular advertising should be as different to ordinary store copy as it is possible to have it. There is no inspiration in cut and dried sales, and so on, when Christmas preparations are in the air and the holiday spirit upsets all the customary routine in the lives of customers and store personnel alike. It is worth while to adopt a more informal note and to make the advertising as festive and joyous as possible, avoiding



*A display of carriage rugs featured by Goodwin's of Montreal. A dead white light was used for illuminating, giving a decided chilly and wintry effect to the entire display.*

the phrasing and lay-outs which are customarily employed.

Last year the Henry Morgan & Company store of Montreal scored a notable success in this respect with an Alphabet of Christmas presents which filled up an entire page of one of the local newspapers. From A to Y there was a comprehensive list of gift suggestions given with descriptions and prices included, artistically illustrated with appropriate cuts. Each letter and its suggestions were boxed in a space about three by four inches and just twenty of these boxes were used, some letters being "doubled up" to save space. As an example of the idea, the letter S might be quoted. "Sewing cabinets—Martha Washington style in solid mahogany at $40. Slippers—English made house slippers, opera style, in vici kid, black at $8 brown at $9. Smoking jackets—fine quality and colors. Every man welcomes a smoking jacket. $13 and up."

Gift suggestion ideas formed the theme of another original and unusual advertisement featured by the same Montreal store. This was designed to assist "Last Day Shoppers" and included lists of suggestions for Mother, Father, Big Sister, Little Sister, Big Brother and Little Brother. About eighteen items were listed with prices under each caption. Santa Claus in full flight, with reindeer, sleigh and all, decorated the centre of this full page spread.

Still another Christmas suggestion for advertising copy was used by the Montreal store of Goodwin's Limited, featuring a huge Christmas tree which filled up an entire page of newsprint from root to tip. Each bough of the tree was laden with gift suggestions carefully illustrated by the store artist from actual merchandise and shown in boxed form instead of hanging in the customary manner. Across the top of the page a wreath of holly was designed to bear the words, "The Tree Beareth Fruit According to Its Root," and the root in this case proved to be the name of the store—Goodwin's.

All sorts of merchandise were illustrated including furnishings for men, lingerie and accessories for women, house furnishings, jewellery, luggage and books. A list of Christmas groceries occupied a prominent corner of the copy while odd corners were filled up with announcements of seven "most extraordinary morning specials" to relieve afternoon congestion.

### Gift Booths Save Steps

And finally, do not overlook the importance of a special Gift Booth in the store in which all sorts of merchandise of the more attractive kind is shown boxed and displayed amid bowers of holly or poinsettas. All that is necessary is about four square feet of space, a desk and a courteous and efficient sales woman who can render personal service in connection with sales and whose advice will be acceptable to "hard to please" customers.

# New Setting for the Old Story

## A Series of Advertisements Run by Almy's of Montreal Tells How They Wove the Mysterious Story of Santa Claus in a New Way

JUST how Almy's of Montreal worked up the enthusiasm of the children, both old and young, over the appearance of Santa Claus last year was told in a series of advertisements that appeared from day to day. In case some retailer is looking for a new setting to herald the arrival of Santa Claus at his store, this series of advertisements will give it to him. Dry Goods Review has copies of the advertisements which have suitable cuts with them. We cannot reproduce all of these advertisements with the cuts but would be glad to pass them on to anyone who would like to get some idea of suitable cuts for the story. The wording of the advertisements, however, can be given. They appeared as follows:—

### Children Read This

Greetings from the Chief of the Glacier Indians to Chief Twe-a-Ser-Ake of the Caughnawaga Tribe: My braves have been hunting, for we needed meat before the winter sets in and they brought word on their return of a strange thing, a village, where no village was ever known before in our history. They cannot get near it, for the snow fairies drive them away, but they can hear sounds of many people talking and laughing and working. This strange village is in our land and we must find out who these people are. Will you come and help?

### The Journey Begun

(Second advertisement).—The chief starts out with his son: Tew-a-Ser-Ake and his councillors talked quietly together while the runner rested after his long journey. Then the big chief spoke. "Tell Chief Kar-Ha-Kon that I will leave tonight with 5 braves and the young chief, my son. It is well, go."

The runner Senvie ran swiftly and was soon out of sight. Chief Tew-a-Ser-Ake, his little son, Sa-Wa-Tis, and five of the Caughnawaga braves made ready to leave at sundown. Sa-Wa-Tis will take with him sheets of birch bark, for he will send back pictures each day that will tell the story of the journey.

(Third advertisement).—More news from Chief Kar-Ha-Kon. We have come a long way and early this morning met another runner from Chief Kar-Ha-Kon with more news. Scouts who managed to get nearer the mysterious village in spite of the snow fairies' vigilance said they saw hundreds of gnomes and dwarfs, all as busy as they could be, using lots of red paint, hammering and sawing. Evidently everybody was happy, so it can't be a very bad place, and one scout said he saw a big man with a white beard. Who can he be?

### An Adventure

(Fourth Advertisement).—Sa-Wa-Tis sees the Mysterious Man: Sa-Wa-Tis, the Chief's son is a brave. He heard of this mysterious man and he determined to see him. So last night when the snow fairies were asleep, he slipped through their lines unnoticed. Soon he saw a glorious sight: the lovely crimson lights of the Aurora Borealis made a path for him across the snow and as he drew near he saw hundreds of merry little workers who were as busy as bees.

As he watched, wondering and bewildered, he saw the big, jolly man looking at him and, just for a moment, he felt so frightened that he wanted to run away, but he remembered that he was the Chief's son and walked right up to him and said, "Where did you come from and what are you doing in our land? My father, Chief Tew-A-Ser-Ake, seeks council with you and wishes to see you. Will you come?"

Evidently there's a storm up north that has delayed the second runner with the rest of the message; we'll just have to wait till it comes. Isn't Sa-Wa-Tis having an exciting time?

### Important Message

(Fifth Advertisement).—Here is the Message: The runner came through a terrible storm, the snow fairies were angry because Sa-Wa-Tis found them asleep. The big man said, "Of course I'll come to meet your father. I didn't know this land belonged to anyone, so I just stopped here to make all these beautiful things."

Sa-Wa-Tis took the big man by the hand and went back to camp. The Chief watched the young brave approaching with the big stranger and waited to hear his story.

He told about his trip from a far land, about his busy helpers, about the toys he was gathering for the boys and girls, and how anxious he was to find a guide to Montreal, for he said, "I am Santa Claus. All the children will be watching for me at Almy's and I must get there soon. The snow fairies will help—what can you do?"

Tew-A-Ser--Ake said, "Good, we will lead the way, tell the snow fairies to lay a magic carpet of white and we will go with you."

### Coming

(Sixth Advertisement).—We Are Coming. Travelling fast all the way, not even stopping to camp, for we are in a great hurry to see the boys and girls on Saturday, yes, we'll reach Almy's on Saturday—won't that be fine? Tomorrow night we'll tell you just when we'll arrive and where you'll be able to see us. Don't forget to look in the papers.

The last advertisement defines the route of the parade.

*Gift-Giving at Christmastide is a Custom That Will Endure as Long as The Heart of The World Throbs With Sentiment.*

# Showcards That Reflect the Holiday Mood Hold Essential Place In Xmas Plans of Every Merchant

## Commencement of the Yuletide Season Makes it Necessary for a Store to Give a Quality and Cultural Association to Its Merchandise That Will Interest, Attract and Persuade Gift-Seeker

GIFT-Giving at Christmastide is a custom that will endure as long as the heart of the world throbs with sentiment. And because of that happy circumstance, merchants at this period of the year are becoming radiantly interested in ideas and suggestions which will direct the eyes of shoppers to their establishments. Countless are the arrangements of practical, workable plans, but here we are going to discuss a method which forever holds an original interest and a new charm—the decorated Christmas showcard.

### Marks of Christmas-Gift Store

You can tell the wide-awake appreciated Christmas-gift store the minute you cast eyes on it. It is the store where the stocks are in holiday mood and where the vigor of the season is observable in the showcards placed throughout the interior and in the windows. Such cards as are fascinating beyond the ordinary are the perpetual accomplice of the merchant at Christmas time.

The rare art of emphasizing the Christmas spirit in and about the store does not hinge upon the lavish display of wreaths and hanging garlands painted on full sheets and banners and stretched from pillar to post; rather, its success lies with the little things, well and artistically done.

Some Christmas showcards before which the writer has been tempted to halt and admire are examples of patience and slowness beyond comparison. Excellent to be sure, yet happily not indispensable since showcards of that type are hardly within the reach of many stores if desired.

### Some Samples

The showcards illustrated in this article are representative of current offerings of manufacturers. By examining them, you not only can familiarize yourself with noteworthy ideas and apt phrases but you very probably will find something which can be applied to your own store. Designed, colored and lettered in all their details and all their aspects these showcards possess the hue of Christmas which makes an instant Christmas appeal to the aesthetic taste. They project the desired atmosphere.



*The accompanying article by Jalexo was written especially at the request of Dry Goods Review for this Christmas Merchandising section. For this one month his regular article on showcard writing is dropped, but it will appear as usual in the November issue.*

The showcard which implies "Everybody is going to find some hankies under the Christmas tree" ought to say so with, perhaps, a touch of holly for effect. Similarly, the suggestion of artistic refinement as showcards attesting other merchandise can be made through a variety of symbolic illustrations.

In the showcards reproduced herewith the ornament obeys a splendidly balanced rhythm. The illustration "A" shows a cards 11 by 14 inches with the inscription "Gifts that truly express A Merry Christmas." The word "gifts" is in showcard writers' script and executed in holly green. The body matter is in lower case Roman and is done in flat black. The candlestick decoration shows a rich red holder with a white candle emitting yellow rays and flame. The whole is on a pale green card finished with a thin green border to match the caption. The ensemble is at once attractive, likeable and Christmassy.

### Second Example

The showcard "B" reads "Holiday hints of beauty and practical utility" and is pleasing without being crowded. The caption is in Egyptian block italic done in black with a red initial "H" in the holiday. The body matter is Ro-



man in black. The tree is of evergreen shade showing red, yellow and blue candles thereon. The pot is red for a contrasting bit of color. The whole is on a white card finished with thin red border.

"C" showcard is the ever-popular holly wreath ornament with its flutter of red ribbon. The inscription, "Suggestions brimful of Christmassy remembrance" is modified Roman executed in black to contrast with the decoration. The whole is on a light gray card finished with the red border, an unusually interesting display.

"D" showcard 11 by 16 inches which is unsurpassable in layout and coloring. The wording "Gifts that delight the recipient" is done in holly green. The poinsettia, unrivalled among the decorative plants, is done in natural colors. The iridescent red of the bloom provides color balance for the entire card. Holly leaves are in a pale, shadowy green which does not detract from the lettering. The whole is on a white card finished with a thin light green border.

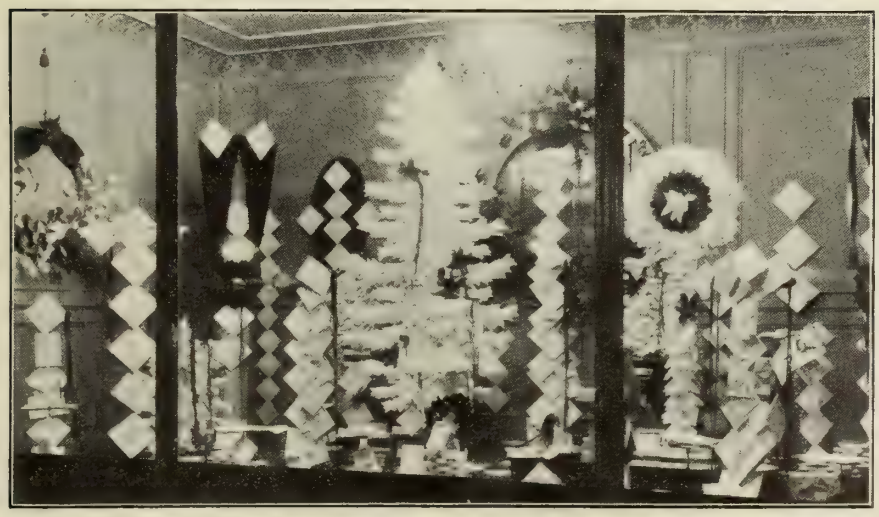
### Colorful Specimens

The quartet of showcards above described are colorful specimens of a practical and positive kind. Through their emotive appeals they catch the fancy and pleasantly urge the gift-seeker to do his Christmas shopping here and now. The card writer who desires beauty combined with simplicity will find that in following the examples herewith described he will experience no difficulty in achieving his aim completely.

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A new departure for the D'Allaird Manufacturing Company, is the making of lingerie. All of the twenty-one retail shops will carry high-grade silk undergarments.



*A Christmas tree of handkerchiefs was the novel display featured by Henry Morgan & Company of Montreal, for one of their displays last year. Holly wreaths and streamers of holly ribbon lent a cheery note to this snowy setting.*

### FASHION PARADE IN ST JOHN, N. B.

A highly successful fashion revue was held last month at the Provincial Exhibition, St. John, N. B., under the auspices of a number of leading dry goods and furriers' establishments, at which local girls as well as professional models presented the latest in ready-to-wear and wraps as a feature of the event.

The revue was staged most artistically in the Amusement Hall of the Exhibition Buildings, and reflected great credit upon those in charge of the arrangements. Among the firms exhibiting models at the revue were F. W. Daniel & Company, Scovil Brothers, F. A. Dykeman & Company, F. S. Thomas, H Mont Jones, Marr Millinery Company, Waterbury & Rising and others. The revue occurred each evening during the entire week of the Exhibition and drew large crowds of interested spectators.

# Stop Thief! Stop Thief!

## Who Steals My Purse Steals Trash and Also Makes a Hole in My Christmas Profits—Operations of the Shoplifter Become Very Active Around Christmas—Dope Fiend the Greatest Enemy of Store—The Professional, Amateur, and Small Boy All Ply Their Trade With Great Vigor

CHRISTMAS brings with it a rush and with the rush comes the greater activity of the shoplifter, the professional thief, the small boy who haunts the toy department and gets away with little things, and the regular criminal who seizes every opportunity to mix with the crowd if it presents him with a chance to reap ill-gotten gain. Shakespeare said "Who steals my purse steals trash" and the modern merchant, while subscribing to the spirit of the saying is apt to add when thinking of it in terms of Christmas merchandising: "And also makes a hole in my Christmas profits." The unusual crowds that throng all of the department and other large stores at this time of the year provide the very opportunity that the thief is looking for and it is a certainty that many thousands of dollars' worth of merchandise is stolen during the few weeks of intensive buying that precedes the 25th of December.

*The accompanying article was written on information supplied Dry Goods Review by the head of a detective department in a department store. Every merchant knows that shoplifting flourishes during the Christmas rush; that means that a considerable loss is sustained, a loss which could in the opinion of this store detective, be considerably obviated. He is entirely of the opinion that all of the average-sized department stores in this country could with profit to themselves engage the services of a detective for at least a couple of months prior to the 25th of December, and he suggests that stores could co-operate in engaging the services of a detective where it did not seem possible for one store to meet the whole expense of this necessary protection.*

### The Professional

The professional shoplifter is well-known to the detective department of the big department stores. He has, or she has, probably served time in prison but immediately upon release goes back to the old haunts and habits and is ready to pick up the game where it was dropped before the long arm of the law gathered him in. And they know they are known by the detective department. The only way they can get into the store is by sneaking in through one of the many entrances to a large store, unobserved, for if they are seen by any of the staff of the detective branch they either make a hasty exit or are ordered out of the store. Practically all of their activities are concentrated on the more expensive merchandise because they steal for purposes of re-sale. They will usually try to lift merchandise out of the ready-to-wear or the fur departments, for if they can lift a $50 article they can sell it for $10 or $15 and that is clear gain. These departments are much more alluring to them than, for instance, the glove or the hosiery departments where a $1.00, a $2.00 or a $3.00 article could only be sold for a comparatively few cents. Probably 80 per cent. of all the attempts made by the professional thief in these departments are detected, arrests made and convictions secured. Their methods vary but usually they try to operate when there is a crowd about; they lift the merchandise from the counter, get in behind a crowd of women and, under cover of the rush and rapid movement, hide the piece of merchandise in a muff or a bag, or—in the case of a man—under the coat which he invariably carries over his arm.

### The Dope Fiend

The dope fiend is one of the most cunning of thieves and, when in dope, is very hard to catch. The dope gives him a courage and a cunning and a recklessness that helps him ply his nefarious trade and seek to make escape after he has been caught. In the case of a certain dope fiend caught in a large department store known to us, an attempt was made to jump from a window four storeys high even though the culprit was surrounded by store detectives. Many of these dope fiends have been sentenced to imprisonment of various terms but few, if any of them, are benefited by these short terms. While in prison they are denied dope but as soon as they get out they again get in touch with their old friends and old habits are resumed.

The dope fiend seldom makes an effort to steal more than one article at a time. He is easily detected by his jerky habits, the unusual palor of his skin and the cast of the eye. He will lift an article and make a quick get-a-way if he can. He is the only type of shoplifter that the clerk behind the counter can accost and hold till a member of the detective branch arrives to take him into custody because there is no mistaking a dope fiend and there is no risk to run to the store in apprehending him which is not the case with the amateur or the professional thief who have to be caught in the act or with the goods on them. It was stated by our informant that the dope fiend was the worst enemy of any department store.

### Main Floor Stealing

By far the greatest number of thefts take place on the main floor of the department store where the smaller articles are sold quickly over the counter. Here the amateur works with the greatest success and 20 per cent. detections is a good record for any detective department. A clerk may be morally certain that some shoplifter is operating but is not permitted to take any notice of it so far as any action is concerned between her and the shoplifter. She gets into immediate touch with the detective department and lets it be known that a certain person is suspected. A member of the department then follows on the track of the suspect, because it is very rare that shoplifters of this kind will stop at the theft of one article. They go from counter to counter. If it is a woman usually a muff or a bag is the receptacle of the stolen goods. If it is a man he will often have a slit in the side of his coat through which he reaches to the merchandise on the counter. It is by following the suspect after it is morally certain that one article has been stolen that an arrest is usually made.

### Powers of Observation

So far as the actual members of the detective branch are concerned, much of their work in arresting thieves is the result of experience and observation. A movement of the hand, a twist of the head, a side-long glance—these are the common indicators of the shoplifter. Detectives are very familiar with them where the ordinary person would take no notice of them at all. The greatest care has to be taken in all cases to catch them in the very act or with the goods on them. Otherwise some very expensive litigation may result, for a person wrongly suspected, is a very irate person. The quicker a settlement is made with this person, the better for the store, because the longer the wrongly accused thinks of the matter, the more incensed they become and the settling fee mounts ever higher.

### Co-operation With Sales Force

The head of a detective branch usually finds it very advantageous to have

a good understanding with the sales force throughout the store. The first word that ultimately leads to detection and final arrest very frequently comes from them and if there is a good feeling between the detective branch and the sales force this word is given—if not many a detection is not made. When the sales force know that their word is not taken as the final thread on which the arrest is made they are more inclined to co-operate; they know that the final movement in the game has to be taken by the detective department on undoubted evidence.

**The Small Boy**

The toy department is a very enticing and fruitful field for the operations of the small boy during the Christmas buying season. The career of many a criminal is started here. In many instances the boy who is detected in petty thieving of some small toy is only the tool and not the master-mind behind the theft. He is usually to be found outside the store. He knows that his age will mean, if detected, imprisonment; whereas the small boy who commits the first offense will only be reprimanded and let go. The real villain of the play has gone through the department and knows what he wants. He gets hold of a small boy and tells him where the article is and offers him a small sum of money to go in and get it for him, probably twenty-five cents. Sometimes the master-mind is caught. If it is the small boy's first offense his criminal career may be cut short by a stern warning; but if he is an old hand at the game the future is less certain and he may return to his old ways.

**A Suggestion**

The only way in which some of the large competing department stores co-operate is through their detective departments. In the case of any new professional shoplifter who may creep up, his name, methods and any other information concerning him is freely exchanged between the two stores. It is not infrequent that a member of one detective staff will follow a suspect across to another store and set a member of the detective staff of that store on the tracks of the suspect. In this way many an arrest is made that would otherwise go undetected.

In many of the cities in Canada there are two or three department or large stores. Reference was made to these by Dry Goods Review in talking with the head of this detective department and it was suggested by our informant that it would well pay these stores to co-operate in providing themselves with detective protection during the few weeks' rush before Christmas. He could serve such stores and would doubtless save many hundreds of dollars' worth of profits that go during these weeks to the ubiquitous shoplifter.

## They Hanged Shoplifters in Dickens' Time

**The preface of Barnaby Rudge, by Charles Dickens, recounts the case of Mary Jones, a shoplifter, who was sentenced to capital punishment in England for stealing in a draper's shop. Sir William Meredith in a speech in Parliament made in 1777 is quoted by Dickens as follows:**

**"Under this act (the shoplifting act) one Mary Jones was executed, whose case I shall just mention. It was at a time when press warrants were issued, on the alarm about Falkland Islands. The woman's husband was pressed, their goods seized for some debts of his, and she, with two children, turned into the streets a-begging.**

**"It is a circumstance not to be forgotten, that she was very young, about nineteen years, and remarkably handsome. She went to a linen draper's shop, took some coarse linen off the counter, and slipped it under her coat. The shopman saw her and she laid it down. For this she was hanged.**

**"Her defence was that she had lived in credit, and wanted for nothing, till a press-gang came and stole her husband from her. Since then she had no bed to lie on, nothing to give her children to eat, and they were almost naked; and perhaps she might have done something wrong for she hardly knew what she did.**

**"The parish officers testified the truth of this story, but it seems there had been a good deal of shoplifting about Ludgate and an example was thought necessary. So this woman was hanged for the comfort and satisfaction of the shopkeepers in Ludgate Street. When brought to receive sentence she behaved in such a frantic manner, as proved her mind to be in a distracted and desponding state. A child was nursing at her breast when they set out for Tyburn, scene of the execution."**

You Weigh .....

THE PROPER WAY to look the best is to buy your wearing apparel from

**C. H. SMITH COMPANY**
LIMITED
DEPARTMENT STORE, WINDSOR

**First Prize $5.00 Second Prize $3.00 Third Prize $2.00**

For the lucky weight to be drawn by the President of the Fair on the last day of the Exhibition.

**Orders will be given at the Store for above Amounts.**

Weight .....

Name .....

Address .....

**DROP THIS COUPON IN THE BOX AT THE FAIR GROUNDS**

*Fall Fairs are popular occasions for being weighed. One of the liveliest spots in the Midway of the Canadian National Exhibition is where a man takes a guess at your weight and collects from you if he can't come within a certain number of pounds of it. He usually collects.*

*The C. H. Smith Company of Windsor take advantage of all the Fall Fairs in that district to satisfy visitors as to their weight—only they don't collect. Theirs is a free weigh scale, and the person whose weight is chosen by the president of the Fair gets a $5 bill; the second $3 and the third $2.*

*The form shown above is perforated and the stub, when torn off, forms the basis of a very good mailing list.*

# 500 Children Enter This Contest

## Sutcliffe Company, of Lindsay, Ont., Held Competition Which Attracted Attention of Whole City—Helped After-Christmas Business—Local Editors Were Judges

MOST live merchants have some method of attracting particular attention at Christmas time. The trouble is to get a merchandising method which is new to the public, who have learned to take Christmas activities for granted. The Sutcliffe store in Lindsay, Ont., tried out a plan with which they were very highly pleased and which Dry Goods Review believes would be interesting to all its readers. Though many stores in this country have tried contests, the Sutcliffe firm believe that the contest idea as it worked out in this case, has never been tried before. It was one of their own department heads who originated it.

A button manufacturer was most anxious to sell the store buttons bearing their name to be distributed among their customers. This seemed to W. J. Ferguson, the advertising manager, a good foundation for a better scheme. He had these buttons made with pictures of Santa Claus, above which appeared the words, "Get your toys at Sutcliffe's." Now buttons alone are no attraction to grown-ups who pass in and out of a store and there are not enough children buying under ordinary conditions to get much publicity through them. Some scheme which contained the element of competition was necessary.

Prizes were therefore offered for the best drawings of the picture on the button, which was called the "Sutcliffe Santa Claus." Buttons, pinned to circulars announcing this, were sent to five thousand school children in Lindsay and the surrounding district. The three counties of Victoria, Brock and Durham were covered. The radius varied from 30 to 50 miles. So much attention was attracted that those children who did not receive buttons, called at the store or wrote for them.

The conditions were very few. The drawing was to be made not less than three inches each way. As the button was only an inch and a quarter in diameter, tracing was in this way prevented. The drawing was to be colored like the original one. Two drawings might be submitted if desired. Names were not allowed to be placed on the face of the drawing, so that there would be no reason to think that the firm was showing favoritism in the matter of selecting winners. Each child was asked to place on a separate paper, his or her name, age, Post Office address and parents' names. December 21 was set as the last day on which drawings would be accepted.

There were announcements in the daily and weekly papers regularly during the twenty days allowed the children to make the drawing. The public was told that by a system carefully planned the judges would not know who made the drawings until after the awards had been made. This system was as follows: as the drawings were received, numbers were placed on the back of them and the same number in a large ledger which contained the name, age, address and parents' names. When the prize was awarded, the name was found in the book by means of the number.




*This illustration shows how well the children of Lindsay, Ontario, draw. In the centre is the original button. The other four are the winning drawings. Upper left, Boys' Senior; Upper Right, Girls' Senior; Lower Left, Boys' Junior; Lower Right, Girls' Junior.*

That interest was aroused in Lindsay and its environs, can be judged from the fact that the number of entrants in the contest was slightly over 500.

Hand in hand with this competition, went the usual real Santa Claus. Ten days before Christmas he came in on a train from the west, the announcement of which in the paper brought hundreds of children to the station. On Christmas Eve he arrived from the east and was met by the Sutcliffe truck, which had gone through the town before train time, heralding the glad news of his arrival and inviting the children to come and meet him.

### Believe Santa Claus Should Be True To Type

Mr. Ferguson says that too many people in trying to have a Santa Claus use the youthful, boisterous modern one. Children have learned to think of him as an old man, bent with his heavy pack and the weight of years. In their minds he is gentle-voiced and kind. For that reason, the Sutcliffe store used a costume which tended to give the characteristics they wanted and chose a secluded corner of the store, for the children to visit him in. The hushed air about the place, showed that the hundreds of children who stood around, felt the spirit which the store tried to give them. The glowing fireplace, the darkened room, the dull lights and the mystic atmosphere of the whole place seemed more in keeping than bright sunlight and a Santa who used modern slang words. Moreover, the firm was careful not to have Santa Claus appear at their store, on days that he was to be at any church charity or school function. They loaned the costume to organizations who requested it and as it was made in such a way that it gave almost the same appearance to every figure, many children believed that it was the Sutcliffe Santa Claus who went everywhere.

Santa boxes were distributed from a corner of the Santa booth for twenty-

five cents. These were guaranteed by the store to contain thirty-five cents' worth or more of merchandise at regular prices. The element of chance appealed to parents who came with their children to see Santa Claus and thousands of packages were sold.

This regular Santa Claus of the Sutcliffe store, linked up very well with the contest. Many children came to leave their drawings and to tell Santa Claus about them.

### Local Papers Judged Winners

The editors of the Lindsay papers, the "Warder" and the "Post," were judges of the prize-winners. The prizes were as follows:

For boys and girls over eight years and under fifteen:

First prize for boys—large typewriter.

First prize for girl—large doll.

Second prize for boy—krazy auto car.

Second prize for girl—a doll.

For boys and girls eight years old or under:

First prize for boy—large meccano set.

First prize for girl—large doll.



Second prize for girl—large doll.

Second prize for boy—mechanical auto.

Second prize for girl—doll.

The judging was done on Christmas Eve; the prizes were sent immediately to the winners and their names were published in the papers.

### After Christmas Publicity

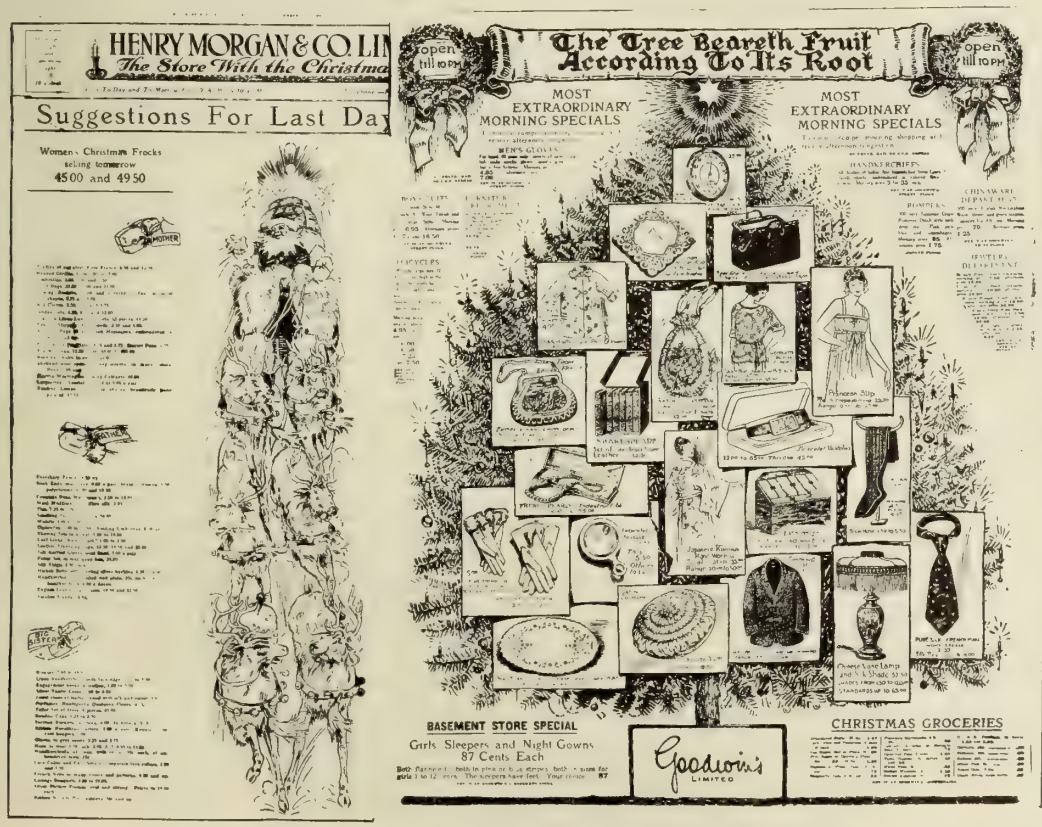
On the Tuesday following Christmas, which comes in the slowest week of the year, a window was given over to displaying the drawings. Every one of the five hundred odd entrants had the privilege of seeing his or her drawing in the group. They were attached at uniform distances to long ribbons so that none were hidden. During that week, scores of people of every age were to be found standing before the window at all hours. Many odd purchases during those quiet days, can be directly attributed to that window.

The store has now a complete list of the names and addresses of probable purchasers in Lindsay and in nine towns in the district as well as on the farms within a radius which is never less than thirty miles and in some directions is fifty miles.

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J. A. Coriveau of the Model Tailoring Shop, Fort William, Ont., has opened a special order department for women, through which they can secure man-tailored winter coats from fabrics of the same quality as men wear.

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*Above are shown sections of three full page advertisements, two of which were run by Henry Morgan, of Montreal, and the other by Goodwins of Montreal. The one to the left "Suggestions for Last Day" contains many suggestions for suitable gifts for different members of the family. Mother, father, big sister, little sister, big brother and little brother are all taken care of in this useful list of suggestions, carrying the prices of each article with it. The cut of Santa Claus in the centre of the page gives the advertisement the necessary Christmas atmosphere. The one in the centre shows an attractive grouping of many gift suggestions with the price given in each case. Articles for both men and women are shown. The one to the right shows a great many articles illustrated and alphabetically arranged. A great deal of news is to be had from this advertisement—a very desirable feature of Christmas advertising.*

# Tips On Xmas Business-Getting

## Many Little Services Can be Given During the Holiday Buying Season Which Will Add to Your Profits; Many Little Methods and Schemes Employed Which Make Your Store More Attractive —Here Are Some of Them

A SPECIAL department where customers can buy ordinary wrapping paper and twine, as well as shipping tags, is sure to be appreciated.

* * * *

THE infants' departments will register greatly increased sales if various items are prettily boxed and a special Baby Day is staged during December.

* * * *

A TABLE of 25-cent trifles will attract a big crowd. Have the goods arranged so that they can be examined with a minimum of handling by customers.

* * * *

A LARGE New York store headed its advertising on November 1st by the words, "Begin To-day to Plan for Christmas Shopping." It brought results.

* * * *

A SALE of gift items priced at $1, $2.50 and $5 went well last year in a Montreal store on December 16th. These were all boxed and included gifts for every member of the family.

* * * *

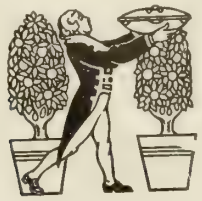
TIE up household linens, blankets, sheets and towels with plenty of red ribbons. Nothing is more Christmassy and pleasing to the eye than piles of snow white napery with a touch of scarlet.

* * * *

IT'S a good idea to enclose a slip of paper in the box with gift of gloves pointing out that the gloves must be brought back to the department to be tried on otherwise exchanges will not be made.

* * * *

IN featuring cut lengths of dress materials for Christmas selling, avoid any semblance to remnants by boxing the lengths attractively and providing a holly tag. A gift certificate entitling the recipient to any paper dress pattern desired would be greatly appreciated as well, and the additional cost would be trifling.



A DEMONSTRATION of electrical goods just prior to Christmas is a sure way to sell goods. Have a competent woman demonstrate toasters, percolaters, irons and hair curlers right in the store.

* * * *

DISPLAY windows should be all dressed in full Christmas trim by December 10th. If Santa Claus is to visit the store be sure he is located where he will not interfere with regular selling. Two hours a day is enough for a reception.

* * * *

ONE store tried the plan of stamping Christmas post cards as well as envelopes so that customers were spared the trouble of buying postage and suffering delay. The extra cost was scarcely noticeable and was added in the price.

* * * *

CUSHIONS are becoming more and more popular as gifts. A sale of fancy cushions as well as of kapok forms and different sorts of covering materials of the more elaborate variety will be especially successful in early December.

* * * *

A SALE of early spring millinery a few days before Christmas is certain to attract buyers. A Montreal store sold 27 Spring hats on Christmas Eve last year for gifts. Offer to exchange the hats if the headsize is not correct.

* * * *

IN marking goods for Christmas gift purposes make the figures as easily removable as possible so that customers are not obliged to use an eraser, etc., to make their gift book look less "bought." Never mark book prices on the first page if it can be avoided.

* * * *

DON'T let the supply of tie ribbons for gifts run out. Keep bins full or cut lengths or bolts plainly priced out on the counters. Have the sales girls posted on attractive ways to wrap gifts. Suggest gold seals with gilt ribbon for a change, with a sprig of holly tucked into the bow. The value of crepe paper for wrapping is not fully appreciated. Tissue paper can be sold as usual in rolls of 2 dozen sheets. Gummed paper ribbon is becoming very popular as well for fastening up gifts.

A DINING table fully set with linen, silver and china, as though for the Christmas dinner, and displayed on the main floor in a roped off section, will result in a variety of purchases suggested by the sight of a well equipped service.

* * * *

WHEN displaying dolls try to get away from the stereotyped method of piling them in rows of boxes. Remove them from the box and place them in a sitting position, on beds, or on dolls' high chairs. This method often results in a double sale.

* * * *

HAVE your store envelopes printed with a Christmassy message and a sprig of holly instead of the conventional store name, and if the lettering is done in red instead of black, so much the better. Where regulation envelopes are not used by the store, provide Christmas stickers for the parcel girls to paste on the wrapped parcel.

* * * *

ONE OF the most successful sections of a Montreal store last year was that described by the words, "Everything for Grandmother's Christmas." It is difficult to select appropriate gifts for the older woman and this corner proved exceptionally helpful. Books, candy, knitted goods, slippers, hosiery, stationery, flowers, hosiery, gloves, scarves, toilet goods and handkerchiefs were among the gifts featured.

* * * *

A GIGANTIC painted Santa Claus standing by a ten-foot spruce tree was set outside the store of Almy's Limited, of Montreal, last year, one on each projection over the entrance doors. These symbolical figures remained up all through December. Goodwin's Limited, erected a gigantic colored rainbow lit by electricity composed of the letters, "Goodwill Unlimited," this sign filled the space across the first story of the building.



Dry Goods Review

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# Percentage and How to Figure it

## Percentage is a Standard of Comparison for Amounts, Just as a Thermometer is a Standard of Comparison for Temperature or an Inch, Foot or Yard is a Standard of Comparison for Lengths

By G. W. Hafner, Manager G. W. Hafner, Inc., Auditors and Industrial Engineers, Chicago

TRADITION says figures don't lie. Yet, the wrong interpretation of figures may throw the head of the business completely off the track. Mercantile agencies report that a large number of commercial failures are directly due to the proprietor's or manager's belief that the business is making a profit, when, as a matter of fact, it is running at a loss. And the reason for this is that, in at least the majority of cases, the business man has been deceived by the use of percentages in allowing for profits.

### What is Percentage?

In using percentages as a tool to work with, we should have a clear understanding of what percentage is. Percentage is a standard of comparison for amounts, just as a thermometer is a standard of comparison for temperature, or an inch, foot or yard is a standard of comparison for lengths. The word "percentum" means 100 parts, or 100ths. Therefore, amounts are compared by per cent. or hundredths, as lengths are compared by inches and feet, and temperature by degrees.

Accordingly, one amount compares with another amount as each contains a less or a greater number of 100ths, in the same manner that one temperature compares with another temperature according as it contains a greater or less number of degrees, or that one length compares with another length as it contains a greater or less number of inches. It is seen from this that percentage is simply a means for measuring figures.

### How To Find Percentages

In finding percentages, we always have a clearer view of the matter, if we put the figures in the shape of a fraction. Percentage, from the viewpoint of mathematics, is fundamentally nothing else but decimal fractions. You say that 50 is one-half of 100. That means that 50 is fifty one-hundredths or 50 per cent. of 100. Likewise, 20 is twenty one-hundredths or 20 per cent. of 100; and ten is 10 per cent.; and 5 is 5 per cent. The principle here is the same as that governing the change of common fractions into decimals, which is: "Divide the numerator by the denominator," or "divide the upper figure of a fraction by the lower."

To illustrate, let us assume that the annual sales of a certain business amount to $100,000.00, and that the annual expenses aggregate $25,000.00. What we want to determine, first, is what percentage of $100,000.00 is $25,000.00. To do this we put the figures in the shape of a fraction, and divide the upper figure by the lower, thus:

$$\frac{25{,}000}{100{,}000} \qquad 100{,}000\overline{)25{,}000.00}(.25$$

20000.00

500000
500000

We find, then, that the total yearly expenses of $25,000 represents 25 per cent. of the total yearly sales of $100,000. And we know from this that, in making up our selling prices, we must add 25 per cent. for expenses, plus whatever margin of profit we desire to make.

### Why Anticipated Profits are Not Realized

This is all apparently simple enough. And yet it does not always work out just right, it seems. Let us see, then, what is it that tangles up so many of us in attempting to handle percentages.

For purposes of illustration let us take, first, the method of the business man who knows nothing about what his expenses are. He has perhaps heard some other man in the same trade or industry say that he figures to make 10 per cent. profit, and because that is what he thinks others are asking, he will figure something like this on a sale, which costs him, say, $20.00.

| | |
|---|---|
| Cost of goods | $20.00 |
| Add 10% of $20.00 for profit | 2.00 |
| Total | $22.00 |

He will probably mark the goods to sell for $25.00, thinking that the extra $3.00 will cover his overhead expense, and that he will make his 10% profit and perhaps a little over.

Let us see, now, what has really happened:

| | |
|---|---|
| Cost of goods | $20.00 |
| Expense, 25% (not of $20.00, but of $25.00, which will be explained later, —— —— —— —— ——) | 6.25 |
| Total cost | $26.25 |
| Sale price | 25.00 |
| Net loss | $ 1.25 |

or 5 per cent. of the selling price.

Next let us illustrate the method of the business man who knows, from last year's figures, that his expenses amount to 25 per cent. of his sales, but does not know how to apply that knowledge correctly.

Probably his estimate will show up like this:

| | |
|---|---|
| Cost of goods | $20.00 |
| Expenses, 25% of $20.00 | 5.00 |
| Profit, 10% of $20.00 | 2.00 |
| Total | $27.00 |

Let us see what has happened in his case:

| | |
|---|---|
| Cost of goods | $20.00 |
| Expenses 25% of $27.00 (instead of $20.00) | 6.75 |
| Total | $26.75 |
| Sale price | 27.00 |
| Net profit | $ 0.25 |

which is .926 per cent. (less than one per cent.) of the sale, and not ten per cent.

The difference between actual and anticipated profit, developed in the above illustrations, are due entirely to the fact that two different bases have been used in arriving at the results. In the first instance, the percentage of expense of 25 per cent. was arrived at by using the sales at selling prices. In the second instance, this percentage was applied to the sales at cost prices. This is the error too often made by business men.

Suppose the cost of a given article or commodity is $1.00, and a merchant wishes to add a margin of 33-1/3 per cent. to the seling price, how would he figure it? Adding 33-1/3 per cent. to the cost will not give the desired result, because:

33-1/3% of $1.00 equals 33-1/3 cents.

$1.00 plus 33-1/3 cents equals $1.33-1/3, or the selling price.

33-1/3 cents divided by $1.33-1/3 equals 25%.

Hence, instead of earning 33-1/3 per cent. on the selling price, as he had planned, the business man would actually earn 25 per cent. only, because different bases were used in the calculation.

The following table gives the equivalent percentage to be applied to cost prices in order to secure a given margin of profit on selling prices.

**Rate for Figuring Percentages**

| Per Cent. on Selling Prices. | Per Cent. on Cost Prices. | Per Cent. on Selling Prices | Per Cent. on Cost Prices. |
|---|---|---|---|
| 25 | .333 | 38 | .613 |
| 26 | .351 | 39 | .639 |
| 27 | .370 | 40 | .666 |
| 28 | .390 | 41 | .695 |
| 29 | .410 | 42 | .724 |
| 30 | .430 | 43 | .754 |
| 31 | .450 | 44 | .786 |
| 32 | .471 | 45 | .818 |
| 33 | .493 | 46 | .852 |
| 34 | .515 | 47 | .887 |
| 35 | .538 | 48 | .923 |
| 36 | .563 | 49 | .961 |
| 37 | .587 | 50 | 1.00 |

In this matter of figuring percentages, the very first thing we must get a firm hold on is this:

To figure by per cent. intelligently we must have, somewhere, something that represents 100 per cent., which in this case is the SALE PRICE. When we attempt to figure any part of the whole as 100 per cent., we immediately get into difficulty. All component parts are measured as 100ths of this 100 per cent. Hence:

If expenses represent ..... ..... .....25%
And profit represents ..... .....10%

We have accounted for .....35%
And the cost of the goods must, therefore, represent .....65%

Making the sale price .....100%

In other words, the $20.00 cost of goods is 65 per cent. of the sale price, which sale price is represented by the total of 100 per cent.

In figuring percentages of this kind, the following rule must always be observed:

Divide the amount of the cost by the percentage it represents.

The answer will be the sale price.

$20.00 divided by 65% equals $30.77, which should be the selling price of the merchandise, provided the price paid for the goods is $20.00, expenses are 25% of the sales, and the dealer wishes to make a profit of 10 per cent. net.

How do we know this is correct? A method to be of any value must be susceptible to mathematical proof. Let us therefore prove the proposition thus:

| | | |
|---|---|---|
| Cost of goods | 65% of | $30.77 equals $20.00 |
| Expenses .... | 25% of | 30.77 equals 7.69 |
| Profit ..... | 10% of | 30.77 equals 3.08 |
| Total ..... | 100% of | $30.77 equals $30.77 |

This method is absolutely correct, whether it is applied to a 50c sale or to a $500.00 sale.

The selling price is 100 per cent., or the whole. All component parts are represented by 100ths, or percentages of the whole. There is nothing in the entire equation that represents 100 per cent. except the selling price. Hence, all percentage computations should be based on the selling price.

## CHARITY FASHION SHOW

The London Advertiser, London, Ont., assisted by the Harriet Boomer Chapter, I. O. D. E., and the Grand Opera House, held a very attractive fashion show in aid of the Sick Children's War Memorial Hospital. Some of the stores represented were:

Artistic Store, Royal Millinery and Fur Co., Raphael-Mack Co., Mason & Risch, Hudson Store, Ontario Furniture Co., Thomas Furniture Co., Orth's Limited, Dick's Floral, J. P. Cook & Co., R. R. Bland, Willow Hall, Miss McEwan, Grey Beauty Parlors, John Nash (My Jeweler), Oak Hall, Barnard's, Grafton & Co., Hydro Shop, Standard Drug Co., Darragh (Official Photographer), O. B. Graves.

A. J Herris has opened an upstairs store at the corner of King and Frederick Sts., Kitchener, Ont. He is carrying piece goods, silks, trimmings and dress accessories. Mr. Herris has had 32 years' experience in these lines in Kitchener and Waterloo.

THIS is a Cash Check for $2.00 to be paid in Cash—not merchandise, by our Cash Office. It's acquaintance money. We want you to come to our store and this is to pay or help pay your expenses. All you have to do is to buy $25 worth or more of merchandise anywhere in our store in any one day between now and New Year's day—then present this check on the day of purchase to our head Cashier and get the money.

C. H. SMITH COMPANY, LIMITED

WINDSOR, ONT.,.....192..

WILL PAY TO THE BEARER OF THIS NOTE

TWO DOLLARS IN CASH

READ PARTICULARS ON SIDE OF THIS NOTE

$2.00 C. H. Smith Company, Limited

*"Acquaintance money" is a new kind of money which the C. H. Smith Co. of Windsor has issued and finds very profitable. It is one of those little advertising schemes which, if well conceived and distributed, will bring results more than commensurate with the effort and expense. As a matter of fact the scheme which is fully explained in this form costs something less than five per cent. It has been used with good results by this company for two years and the form is distributed at the Fall Fairs in that vicinity.*

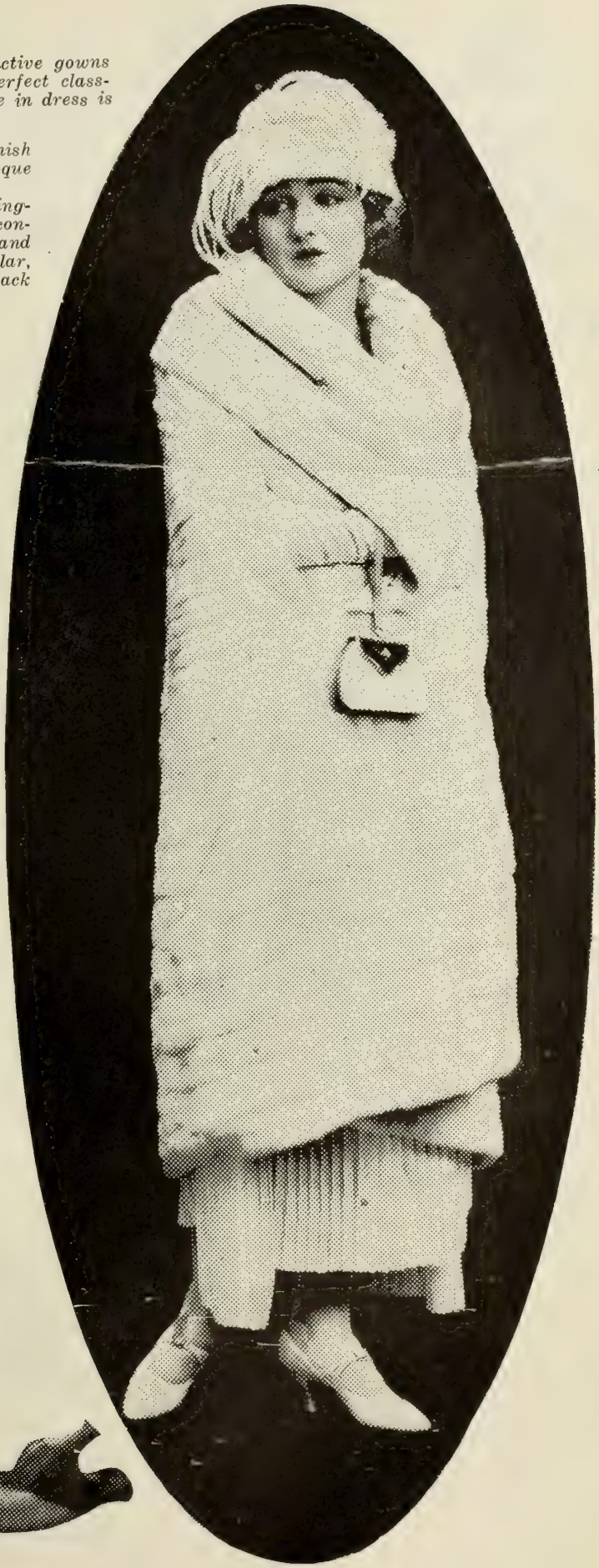
## *FASHIONS IN FILMLAND.*

*Agnes Ayres, Paramount star, in two of the twenty distinctive gowns she wears in "The Ordeal." Miss Ayers has the "most perfect classical profile in America," according to critics, and her taste in dress is highly approved of by fashion experts.*

*Right—Wearing a pure white ermine wrap and real Spanish toque of the same fur. The hat is trimmed with white coque feathers. Her gown is of white pleated canton crepe.*

*Below—Here she appears as a young widow, in a soft, clinging gown, the skirt of which is quite long and banded with contrasting material. A girdle of crushed ribbon is tied by hand almost at the natural waistline. She has a dainty lace collar, long wrinkled gloves which meet her short sleeves and black suede shoes. Her becoming rolled turban is faced with white crepe and has a beautiful long veil—the correct touch for the widow who would be well-dressed.*

*Photos shown by courtesy Famous Players Canadian Corporation, Limited, Toronto.*





# A Christmas Buying List

HAND-PAINTED novelties are promised leaders for holiday business. Most of the jewelry and department stores in Toronto are showing them extensively. A real galaxy of artists has turned out to meet the demand. One is specializing on bridge slates—just the ordinary kindergarten slates, with ornate borders. These are meeting with approval from the smart set who make bridge a daily pastime because they are more economical and attractive than printed pads. Another artist is tinting shoe-trees and adding clever little designs. Ash trays of glass or china, which usually go in sets of four for fifteen cents, are being sold by several stores at $1.50 when painted in attractive colors. All of these Christmas sellers are offered to the trade at special prices, if the order is placed direct with the artists.

A MANUFACTURER of knitted underwear is making a two-piece set of pure silk. It consists of bloomer and chemise and comes in several shades. These sets cost $10.50 wholesale. One or two Toronto stores are featuring them in boxes with hose to match.

ONE manufacturer is using gift boxes for all his Chesterfield cushions and down comforters. They are of cardboard covered with holly paper. The contents are tied in the boxes with satin ribbons and attractive Christmas tags. These go to the trade whenever requested.

GIFT parasols are being turned out in great numbers this Fall. One display includes handles and ferrules of amber with silver cleverly deposited in attractive designs. These are a pleasing change from the all-amber handle, which by the way is being carved instead of in plain finish as formerly.

AMONG the hundreds of baby gift lines which most of our manufacturers are giving attention to, is the coverlet of guaranteed pure wool down which comes in two sizes and with silk or cotton binding. These are made in white and in the regulation baby colors. They go to the trade at from $1.05 to $2.30 each. If ordered in individual boxes for gift selling, 10c extra is charged.

ORDINARY aluminum is now enamelled and offered with or without a design for novelty and art counters. Salt and pepper sets, children's dishes and table bells are three of the most attractive of these novelties.

ANOTHER novelty for the childrens' counter is a doll coat-hanger. It is made of plaster, the arms being stretched out to serve as holders. When a garment is hung on them, the effect is of a very dainty little child all ready for play. These sell at $9 00 a dozen.

*Clip out items you are interested in and send them in to Dry Goods Review. The name of the manufacturer or wholesale house having these goods will be sent to you immediately.*

FOR the needle-work counter which features Christmas lines, there are several new powder-puff holders and needle-cases on the market. They are of coarse white linen, with picot or crocheted edge and they have very neat designs. The vanities are $1.50 a dozen and the needle-cases $2.50.

THE finger-puff is the latest addition to the powder toiletries. This is of Toronto manufacture, and is made with an opening at one end in which the fingers may be inserted. This makes the puff much more convenient when applying powder and is a distinct novelty for Christmas gift counters. It is priced about the same as the ordinary good velour puffs.



ONYX clocks may be bought in sets of assorted colors and several shapes. A set consists of 11 pieces, each ranging in price from $3.50 to $7.00.

SPANISH lace scarves for wear with afternoon, dinner and evening gowns are carried by one importer at a cost of from $4 00 to $15.00 to the retailer. As the dance season approaches, interest is growing in Toronto and other centres for these dainty accessories. They are in several shades, but black is shown most of all.

THE Tindeco is the name of a new box for those retailers who like containers at Christmas time. All are lacquered inside so that candy and perishable wares may be kept in them. Some are covered with a cretonne design, others are colored and some are plain. They come in a variety of shapes, large and small, and range in price from a few cents to several dollars.

FOR Christmas decoration, wreaths of holly or everlasting flowers with elastic bulbs are shown by one novelty house. Metal poinsettias and appetizing fruits of wax are featured also. Probably the newest of the display family is the plaque, which is about 18 inches in diameter, is covered with satin of any shade desired and has a fringe of beautiful flowers. This makes a charming wall decoration for any display.

BEAUTIFUL display stands are being made by a Canadian firm for those stores which like to make their departments artistic. Besides those of zybelline cloth, tinsel, and metallic cloth, all of which are selling well this year, this manufacturer is making a line of vases, wall-pockets, pedestals and flower stands of metallic clay. It is very durable as it does not lose its lustre or peel. The stands shown now are in the golden, bronze and other Autumn tints, as well as Oriental hues. Most of these go in sets, consisting of holder and flowers to match. They come in a big range of prices.

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## Smuggling

THERE has recently come to light some startling information with regard to the smuggling of enormous quantities of silks from the United States into Canada. Montreal and Toronto appear to be the principal centres in which a supposed gang of smugglers are operating on a very extensive scale, their contraband amounting to over half a million dollars. Importers have expressed alarm at the magnitude of the operations and say that it is proving very harmful to business. It is affecting retail trade also because this contraband merchandise is handled by only a certain type of retailer. The Canadian Manufacturers' Association have interested themselves in it and are doing what they can to check the operations of the silk smuggling organization.

There are not a few retailers in this country who will see in this latest breach of law an old story in a new form. Along all the border towns and cities one may hear every day of the week a cry against the evils of smuggling and the harm it does to their business. In spite of the fact that a score of representations have been made to the government, and appeals have been made to the Retail Merchants' Association to get some definite action in the matter, nothing effective has been done and retailers are still suffering from an unfair competition which tariff regulations try in vain to prevent.

It is probably true that the smugglers of silks and the smugglers of liquor are closely allied. It would be strange if these men who have made hundreds of thousands of dollars out of illicit international dealing in liquor would not, sooner or later, discover a tremendous loss in overhead expenses in returning from the United States empty handed. They have figured out that they might just as well double their profits and there is every indication that they have done so to the financial hurt of many importers and retailers. Bootlegging can be done in silks and other lines of merchandise just as easily as it can be done in liquors of one kind and another.

Smuggling goes on every day along the border towns and cities of this country; now there is a new angle to the smuggling evil in bringing carloads of silks back after delivery of a carload of liquor. But it is all the one problem, the problem of every day smuggling. And it should be tackled as one problem. Of what use is it to pass a law without a commensurate effort being made to enforce it? That applies to silks as it does to whiskey. If law is brought into disrespect because it is not enforced, the tendency will be toward bolshevism, for that is what bolshevism is—a disrespect of all law. It is not to be supposed that even the Ontario government is ignorant of the innumerable cases of whiskey smuggling going on day after day even though the law which is of their creation is not properly enforced. Silk smuggling or bootlegging is just a new phase of it.

It is our hope that, sooner or later, the retail trade will be so well organized that it can go to the government and demand that rigorous steps be taken to put a stop to this evil. Retailers along the border towns and cities say the whole evil is winked at even though the politicians protest in tones of righteous indignation. It is not more law that we want; it is the enforcement of laws that already exist, and, so far as enforcement goes, seem to have been well-nigh forgotten.

## Christmas

WE ARE devoting the first sixteen pages of this number to outlining merchandising methods that have worked successfully in some Canadian stores during the Christmas season. All through the issue we have kept Christmas and its problems uppermost, conveying to our readers information about late Christmas merchandise and suggesting newer methods of disposing of it with profit.

The time to plan for the Christmas campaign is not the last two weeks of November but right now. We confess to being somewhat surprised in talking to a retailer during the first week of October in being told that they had already had customers buying Christmas handkerchiefs. In discussing Christmas plans with a number of retailers we have been told that plans which they had followed in pre-war days were dropped between the years 1914-18 and have not again been revived. The Santa Claus idea, for instance, is a case in point. It is the most popular Christmas appeal; it only remains for the retailer to give some new angle to it each year to keep its appeal fresh and strong. It is the time of the year when every person is making some sort of a special effort; the retailer should not lag behind.

# Dry Goods Markets at a Glance

Weather is Big Factor in Trading—Retail Trade Generally Looks for Good Fall and Winter Business—Big Demand for Velvets—Colorful Wash Fabrics for Spring—Unusual Showing of Accessory and Fancy Goods Lines—Long Skirts Help Several Lines

TRADE keeps step with the weather—the thermometer is a correct indicator of both. The first few days of the month seemed like a few days of August gone astray and the very bottom fell out of the retail trade, generally speaking. But with seasonable weather—both before and since those days—there has been a briskness to business that has been very encouraging. Now that the harvest has been garnered the retail trade is more certain of its forecast than ever, namely, that Fall and Winter business will see a decided improvement over that of a year ago. Men who have been through the West during recent weeks say that the feeling there is much better as a result of the abundant harvest that will set in motion some $600,000,000. It means that this new money will be in circulation and will constitute a large instalment on an outstanding debt; it will re-establish lines of credit. In short, it is the salvation of many businesses, for if another crop failure had overtaken the West this year many financial wrecks would have lined the shores of 1922 and 1923.

### Fabrics

There has been a wonderful run on velvets and wholesalers who had hundreds of boxes on their shelves have been entirely cleaned out of them and are unable to get sufficient quantities to meet the demand. Blacks and browns have been particularly good. Crepes are still leaders in the fabric market though there is a growing demand for satins. In novelty lines, metallic cloths and silks with oriental colorings are good. Velours, duvetyns and all pile fabrics still occupy a leading position in retail demand, while, in some districts, tweeds continue to enjoy a lively sale.

Some of the Spring lines in wash fabrics are being shown in the wholesale houses and the first indications point to a very colorful season. Wholesalers state that ginghams have already been picked up very quickly and it would not be surprising if it would be as difficult to meet the demand from the retail trade as it was a year ago. A buyer who has just returned from New York states that the price tendency down there on all cotton materials is decidedly stiff with a slight upward angle.

### Furs

Quite a demand has sprung up for fur as a cloth trimming and considerable quantities are being disposed of for this purpose. Owing to the continuance of the warm weather, the fur season has been somewhat late in opening but dealers are looking for a good season, believing that the new models will create a lively interest in their merchandise. According to reports, Canadian women are still demanding the average length coats in the more staple lines but in the more expensive and exclusive furs, wraps and the long skirt are said to be good. Among the novelty trimmings on the market, caracul and monkey are going well.

Manufacturers have placed many new and attractive things on the market for the Fall and holiday trade and hope for early buying by the retailer. Leather goods men are finding it difficult to meet the demand for some of their novelty bags, their travelling accessories and several novelties that have been introduced. Many of these lines are good profit-makers for the trade and should prove to attract Christmas shoppers at an early date. There is a lively demand for handkerchiefs in colors and the demand for the pure white seems steadily to be on the increase. Handkerchiefs suitably boxed for the Christmas trade are finding a ready market with the trade. The Bertha collar that has been so much talked of in style centres is making its appearance here and is being picked up by early buyers. The Bramley and the circular collars, are, however, still very strong.

The range of fancy goods being shown by the manufacturers seems to be larger than ever before. It is increased by novelty import lines such as new English metal pottery, onyx ornaments, new lamp shades, display fixtures for show rooms consisting of stands made of metallic clay and flowers, and English plush needle cases.

Large shipments of German dolls have reached Toronto and are to be had at very low prices. The unbreakable Canadian-made dolls, however, still sell well and an added attraction to them this year is that they are neatly boxed. The Eskimo and mama dolls are going well. Some of the new creations imported from England include stuffed animals. Wooden toys are hailing from Czecho-Slovakia. There is a sprinkling of new mechanical toys to be seen.

### Other Lines

The coming of the long skirt is helping the sale of a number of notion lines. Soutache is particularly strong among the braids and dress linings are featuring very strongly in the several notion houses these days. Glittering ornaments are being disposed of very quickly, especially the rhinestones and jet.

The long skirt is always bringing a demand to the fixture houses for new wax forms because the present ones are unsuitable for up-to-the-minute display work. There is also a demand for more set pieces, a demand that is livelier than it has been for some years. Flowers, vases and pedestals are selling well; apparently the display-manager is looking for accessories to cut down the time and effort expended in his work of interior and window display.

In millinery lines there is a tendency toward fairly high prices with the exception of the very cheap hat. Velvet and metal cloth are vying one with the other for first place in demand, but it is certain that both are selling exceedingly well. There is a growing prominence of feathers.

"Niagara Maid"

# The Glove of Distinction

Embracing a reputation earned
and maintained by . . . .

*Perfect Workmanship*
*True and Unalterable Quality*
*Styles of Delicate Attractiveness*
*Colors—Rich and Correct*

## A Worthy Glove to Feature for Spring 1923

*"Niagara Maid"—Double-tipped*

Manufactured in Brantford
by

NIAGARA SILK CO., LIMITED

*Sole Sales and Distribution Representatives:*

McINTYRE, SON & CO., LIMITED

MONTREAL

"Niagara Maid"

# The Better Made Hosiery

*High grade hosiery continues to be the preference, therefore feature*

"Niagara Maid"

## Glove Silk Hosiery

and

## Thread Silk Hosiery

(Plain and Ribbed Top)

*"Niagara Maid"—A Hosiery Leader for 1923*

Manufactured in Brantford

by

## NIAGARA SILK CO., LIMITED

*Sole Sales and Distribution Representatives:*

## McINTYRE, SON & CO., LIMITED

MONTREAL

"Niagara Maid"

Glove Silk Underwear

Garments of complete satisfaction

*Attractive Styles*
*Wearing Qualities Unsurpassed*

"Niagara Maid"

*Glove Silk Underwear*

Manufactured in Brantford
by

NIAGARA SILK CO., LIMITED

*Sole Sales and Distribution Representatives:*

McINTYRE, SON & CO., LIMITED
MONTREAL

# NO - CHARGE

## This Season

## For - Single - Holiday - Boxes




ALSO

**SECRETARY and BULL TERRIES**

**Quality - Workmanship - Value**

DOMINION SUSPENDER COMPANY, LTD.
NIAGARA FALLS

# A Window Display and Its Faults

## Reader Asks Our Opinion on a Maritime Window Display—Windows in One District Unsuited to Another District—The Case of a Retailer Who Found Out His Mistake—Secret is in Studying the Community and What it Wants

A READER of Dry Goods Review who was recently traveling through the maritime provinces sent us the description of a window display seen in one of the small centres, and asked us what we thought of this type of window display. The following description shows that it was a general store; here is what was in the window and how it was arranged.

Curry comb next to bread knife.

Violin string saddle next to dairy thermometer.

Paint brush next to towel rack.

Paring knife next to harness snap.

Spring screen door fastener next to fish line.

Umbrellas next to patent window lock.

Door knob next to dressmakers' tracing wheel.

Dry cell batteries next to vinegar barrel tap.

Safety razor next to barn door bolt.

White wash brush next to carpenter's gauge.

Pair of hammock hooks next to whetstone.

Fishing rod next to syrup barrel tap.

Violin strings next to rings for pig's nose.

Mouth organ next to patent soldering outfit.

Carpenter's draw knife next to egg beater.

Silver table spoons next to auto engine gas priming cups.

Saw setter and wood hatchet next to spark plug and battery tester.

Automobile oil can next to can of saniflush.

Bunch of carpet beaters next men's and women's raincoats.

Set of steel plates for men's shoe heels next can floor paint.

**Conglomerate, But—**

We need hardly point out that this is a very conglomerate lot of merchandise, but it is not to be wholly condemned on that account. Not by any means. The arrangement, perhaps, is not of the best, for there are some articles, possessing similar uses, which might have better been put together. This retailer keeps a general store in a small place. Those two facts need to be carefully considered by him when arranging his window displays. Merchandising includes the buying, displaying, advertising and selling of goods and the methods employed in one place will not do at all in another; as a matter of fact methods of necessity have to vary even in one city. Artistic or unit displays would be absolutely lost in certain sections of some of our larger cities and would represent an unwise policy and a financial loss to the retailer who employed them. We have in mind a certain retailer whose success is undoubted. He has "made good" in every sense of the word. He started a new store in a growing district, committed to the idea of artistic displays, with elaborate velvet colorings and all the equipment that is used in the bigger stores in the centre of this city. Other stores in this section were filling their windows full of merchandise with only a casual consideration of the artistic. It was a district where a good deal of the men's shopping is done at nights and, with the recreation which men sought at nights, they did not want to spend more time than was absolutely necessary at shopping.

**Saw His Mistake**

This retailer soon saw his mistake. His windows were admired but they did not sell merchandise. The too elaborate display made men afraid of the prices, and the assortment shown did not convey to them much of an idea of the really large and fine stock which he carried on the inside of the windows. He changed his policy and began to show lots of merchandise in a setting certainly not altogether inartistic but in such a way that it did not scare his prospects. The results were immediate. The windows began to sell merchandise. The kind of window he arranged at first would be a down-town window, appealing to the very well-to-do men of the city rather than to the type of men who lived in his district. It was utterly out of place and altogether unappreciated in his district. His initial mistake caused him to study more closely the community and this study started him along the right path.

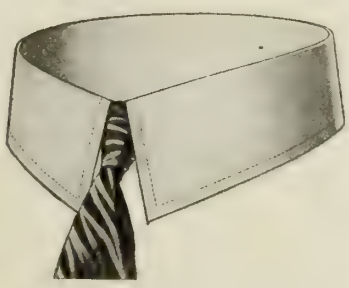
**Studying the Community**

That, after all, is the secret of window display work. Successful merchandising implies the buying, displaying, advertising and selling of goods, and behind all these is the study of the community one serves. Window display requires a study of the community just as much as the buying, advertising and selling. The display manager must be just as alert as the advertising manager or the merchandising manager if he cooperate successfully with the other departments of the organization. He will discover that the down-town window will not do for the new district window or vice versa. He will find that a window display in a city will not do for a small town where the men of all classes of the community are to be appealed to rather than one or two classes of men in the community. He will discover that a "stunt" window will take in one place where it would be altogether wasted in another place. He will find that one kind of appeal through window display would be lost in another place. He will find that rich, artistic settings used to display a mere handful of articles would fail altogether in one district where the merchandise type of window is wanted rather than the artistic. In fine, he will discover that the secret of his work lies in the community and its needs.

We do not say that some leadership should not prevail or that the artistic temperament should not be encouraged. No matter what merchandise or how much is shown, some consideration should be given to the arrangement. Many of the retailers in the smaller centres fail in this very respect; first, because they lack attractive store fronts and, second, because they do not take frequent enough trips away to study window display methods used by larger stores with splendid results. The retailer whose window is described above, it would seem to us, knew his community

(Continued on next page)

*"PAR"*



*"Par" is the new Arrow Collar for Fall, introduced by Cluett, Peabody & Co. of Canada, Limited. It is a timely introduction, a style toward which men, who like comfort and smartness in dress, have been gravitating for years. From the high band to the low band and from the lock front to the spaced front has been the tendency and here is the result—A medium width band, with deep points not widely spaced at the bottom, and with a half inch space at the top, an opening that conforms perfectly with all the weaves offered in cravats, from the soft foulard to the knitted fabric. It is something of a relief from the prevailing styles and those that have dominated every departure in collar styles for the past decade.*

# Difference Between Intensive Persuasion and Meeting the Wishes of the Prospective Customer

## Some New Thoughts on Merchandising—Studying the Needs of the People Must Precede the Selling of the Merchandise—What Gordon Selfridge Says About European and American Methods of Salesmanship and the Respective Results of the Same

IN ANOTHER article in this issue of Dry Goods Review dealing with some of the causes that have contributed to the success of business men who have built up world-wide organizations, something has been said about the necessity of studying one's community and its needs. The intensive and scientific study of this question is one of the main foundation stones of any retail organization. To fail to do so soon puts one out of touch with one's prospects and the only thing that stares such a retailer in the face is either indifferent success or failure outright.

### First Duty of Salesmanship

As a matter of fact this study of community needs is the first essential of salesmanship, that is; salesmanship of the entire organization rather than the single articles of merchandise that, in the course of the years, pass over the counter. It is possible for a store to achieve a reputation on two distinct scores—its faculty for supplying the needs of the community it serves, and the character of its sales force. It may possess a most accurate faculty for studying the requirements of the people of a community and in placing such merchandise at the disposal of the people. At the same time, it may lack the right kind of a sales force, or it may be lacking in certain elements of store service which result in too few sales. Or, on the other hand, it may lack the faculty of selecting the proper kind of merchandise for the community it serves but, at the same time, have a sales force that by intensive persuasion effects a great volume of sales. The ultimate success of such an unhappy combination of points is problematical. But the accurate faculty of selecting acceptable merchandise combined with a thoroughly efficient sales force can only lead to pronounced success.

### What Gordon Selfridge Says

Anything that Gordon Selfridge, head of the great London house, has to say on the question of salesmanship is worth listening to. In a recent interview with "System" he outlines the (perhaps) different view-points on salesmanship on the two hemispheres—the new and the old. And by quoting a few figures he shows the result of this type of salesmanship. He cites five retail houses in Paris (whose population is smaller than New York) each of which last year did a volume of business in excess of $100,000,000, taking into account the value of the franc at par. There are some geographical reasons for this which need not here be mentioned, but the main reason is, if one can read between the lines of Mr. Selfridge's interview, that "they depend very little upon forms and very much on the ability of their people to know values, to watch details, and to sense what it is that people want to buy and at what price." In other words, through their sales force they make a very careful study of their community, what the people want and how much they are able to pay for what they want. The turnover of these five stores is between 7 and 8 and their cost of doing business 18 per cent.—much less than it costs to do business either in Canada or the United States.

### A Good Reason

"You will scarcely find a salesperson in London or Paris," says Mr. Selfridge, "who has not a wholly expert knowledge of what he is offering for sale. If the prospective customer states his wants, the salesperson knows what it is that will satisfy those wants and why. The buyer is as a rule equally expert. It is extremely difficult abroad for anyone to cheat by selling poor stuff as good stuff. In the United States, on the other hand, poor stuff may, as we all know, often be sold as good stuff without either the seller or the buyer knowing the difference.

"In England we do not have salesmanship in the sense that it is understood in the United States. While in America I read two books on salesmanship that were, I believe, supposed to represent the highest methods of selling. They appeared to me to be crude. They seemed to be founded on the belief that salesmanship was more a matter of intensive persuasion than of meeting the wishes of the prospective customer. The methods outlined would not do at all in England. They would simply be regarded as being in bad taste and the house using such methods would not get trade. And I am wondering, without the slightest desire to criticize, but rather with the thought of making a constructive suggestion, whether or not a waste exists in American distribution through an overemphasis upon selling and whether it might not be worth while to investigate whether the people as a whole respond as readily to being sold to as they would to having their wants and needs studied and met."

### Unwise to Force Sales

Mr. Selfridge goes on to point out that forcing sales is not a wise policy, that it is better first to select that which people ought reasonably to want, and then by quality, price and convenience of offering to make the buying of it very easy indeed. "The best retail sales training" he says, "is not in the persuasive arts but in a knowledge of the goods, in courtesy and in the realization that the purchaser must at all odds go away not only satisfied but with a desire to return."

It is of interest to know how some of these theories are actually worked out in practice in the Selfridge store. For instance, the term "employee" is not used at all; they are all "members of the staff," and a large part of the educating of the members of the staff is directed to convincing them that the interests of the institution and their own interests are identical. A record of all their sales is kept but they thoroughly understand that to show less courtesy when a sale is not made than when it is, is extremely bad form and is not done.

Studying their community in this fashion has certainly shown results in Selfridges. According to Mr. Selfridge they took their "losses" early in the late Spring of 1920 and they let it be known that their prices were down to bedrock. The result was that in October of 1921 their number of transactions over the same month of 1920 increased by 200,000, the same increase or greater followed in November and there has been an increase ever since.

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### A WINDOW DISPLAY AND ITS FAULTS

(Continued from previous page)

fairly well, but there appears to be little about the arrangement that is artistic. No doubt, he has enough merchandise in his store to make a better selection for a window display, a display that would not lack the necessary quantity for a merchandise window and, at the same time, not altogether lacking in artistic arrangement.

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### JOHN MACKAY

The death occurred at Wellesley Hospital, Toronto, on October 7, of Mr. John MacKay, former Mayor of Renfrew, following a brief illness. The deceased was 68 years of age and for many years conducted a departmental store in that town. Since retiring from business he had resided at Port Colborne, Ont. He was a prominent member of the Masonic Order and the Mystic Shrine. In religion he was a Presbyterian.

# Salesmanship is More Than Selling Merchandise: Medium Through Which Success May be Achieved

## This is the Underlying Thought Which L. Howard Whittaker in the Efficiency Department of the B. R. Baker Company, of Cleveland, Tries to Impress on Salesmen—The Danger of Always Watching the Other Fellow—Success is Blending of Many Characteristics

THROUGH the efficiency department of the B. R. Baker Company of Cleveland, Ohio, which is in charge of L. Howard Whittaker, the salesmen in this organization are hearing talks on salesmanship that vary somewhat from that type of talk on salesmanship which the mind usually associates with that subject. Usually one thinks of a talk on this subject as outlining the methods of approaching the customer, the description of the merchandise desired, the bearing of the salesman toward the customer, the service which the store seeks to give its clientele, and general points of this character which are involved in the immediate transaction called "selling." But Mr. Whittaker believes there is something behind all these casual points, something that goes deeper into the being, the personality of the salesman. If he were to enunciate one principle on which he works out his courses in salesmanship it would probably be a very simple one, namely, that to make a success of life's work one must like it, one must be contented with it and see in it the opportunity to make good.

### Liking the Other Fellow's Job

It is a common weakness of human nature, says Mr. Whittaker, to be led away into dangerous channels of thought by advertisements that appear here and there telling how one may earn $50 or $75 a week in their spare time. Or again, to always be looking at the other fellow, imagining what a great success he has made without stopping to consider that he has probably put in years of preparation and study prior to accepting the responsible position which he now occupies. It is like the man who started out in search of diamonds by first selling his own farm to get enough money to start him on his travels, only to find out after many years of wandering that the diamonds were on his own farm. In other words, Mr. Whittaker tries to impress upon the minds of the salesmen of the Baker organization that the probabilities of success are greatly in favor of the very work they are engaged in, the work they have deliberately chosen. He tells the salesman to achieve success in the work in which they have had the most experience rather than always being on the lookout for something else that will likely—likely—bring better results. If the attention one gives to one's work is always to be divided because one is always watching the success someone else seems to be making in their work, then success will prove to be an elusive thing. A rolling stone will gather no moss, neither will a wandering mind achieve that power of concentration and application which leads to success.

### A Fault With Many Courses

It is Mr. Whittaker's feeling that many of the so-called courses in salesmanship are too devoted to one avenue of thought, that is, too much emphasis is placed on one thing as being the fundamental of success as a salesman. For instance, one may claim that memory is the foundation stone of success in salesmanship; another that it is will-power, another that it is a complete knowledge of the merchandise that is being handled; still another that it is personality. He thinks that, by these talks, the impression is created that there is a short cut to success, an easy road; and that when one has exhausted the particular virtue which is lauded as being the essential of successful salesmanship therefore one should be a successful salesman. It so happens that this is not the case, for the perfectly trained memory, the indomitable will-power, the masterful grasp of the knowledge of merchandise, the most pleasing personality—the possession of any one of these does not always make a successful salesman. Memory, courage, will-power, scientific management, personality—it is the happy blending of these that makes for success in salesmanship, rather than the possession of any one of them to a marked degree. It is the blending of these characteristics that gives that necessary poise to the salesman. It develops a personality, pleasing to meet and capable of using that amount of persuasion that is necessary to effect sales from behind the counter. Instead of the salesman believing that the possession of one characteristic is the short cut to success in his chosen line of work, he gets an "ensemble" view of his profession and realizes that salesmanship is more than an achievement acquired by rule of thumb.

### Keeps Hammering Away

Mr. Whittaker is not impressed with the fact that a course of lectures on salesmanship is an easy thing to undertake. What he endeavors to do most of all is to get away from "shop talk" and try to engender a real enthusiasm in the hearts of the salesmen for the work they are engaged in from day to day. He tries to develop the philosophy that, as one must work to live, one might as well make an earnest effort to like one's work, realizing that success can only be achieved by giving one's whole energy and attention to the particular work that has been chosen as a life's work. He realizes that it is as hard to make a success out of these lectures as it is hard for salesmen to continually sell merchandise. To dwell on the simple points of salesmanship involved in every transaction would be to say something that, more than likely, would be forgotten after the salesman had gone on the floor again. That is why he tries to keep clear of those points which too many courses are content to deal with, and go deeper into the subject from the psychological point of view. He tries to show that salesmanship is something more than merely getting rid of merchandise; it is the medium through which success in life can be achieved and power and position gained.

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The W. E. Preston Company, Limited, Midland, Ont., have opened up a department store which is said to be one of the most modern buildings of its kind in Canada.

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An autumn carnival, musical festival and fashion show were held in the city of Saskatoon, Sask., on October 5, 6 and 7, in which the following organizations and stores took part: The Sir Johnson Forbes-Robertson Chapter, I. O. D. E., the Eclectic Club, Barries, Limited, and the Royal Shoe store. Mr. and Mrs. A. E. Hinett and Mrs. M. E. Cameron were responsible for the fashion display.

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The forty-eight children in the pavilion at the Provincial Sanatorium, Fort Qu'Appelle, Sask., were made very happy recently through the thoughtfulness of the manager of Woolworth's Store, Regina, when a box containing a present for each child was received. Each parcel bore the name of a child and the gift was appropriate to the age. The pleasure and excitement of displaying their new possessions may easily be imagined. An added pleasure was music by the Elks' band, also of the capital city. Members of the band arrived by motor early in the day and played in front of the various pavilions in turn, much to the pleasure of the patients.

# Rose and Green Favored for Spring

## Rubaiyat, Strawberry and Persian Pink in Rose and Eucalyptus, Tarraga and Pistache in Greens—Persian and Indo-Chinese Printed Silks, Velvet Brocade, Wool Crepes and Fine Bolivias Popular Fabrics

BROADSILK houses in Toronto have already given attention to the advance color card for Spring. This favors rose and green for first and second place with the sand tones next. The three shades of rose which are promised are rubaiyat, strawberry and Persian pink. The greens are eucalyptus, tarraga and pistache. Blues will follow the royal blue order instead of the purple-blue which has been so strongly stressed for the last two seasons. All of the orange and yellow shades are good again, grey is less prominent, though there are several splendid tones shown and brown appears in a few dark shades.

There is some doubt expressed as to the place which sports materials will take in 1923. If the long skirt takes a definite hold in Canada, as present tendencies seem to indicate, sports clothes can hardly be as popular as they have been for general wear. All of the wholesale buyers believe, however, that there will be a fair amount of staple business done in these lines because Canadian women who play outdoor games (and there is an increasing number of these) will insist on being comfortably dressed.

### Silk Orders Good

For Fall and Winter business, importers are well satisfied with the qualities and the amounts which are being ordered. Crepes are still best but travellers report a growing interest for soft satins. Duchesse and charmeuse are moving better than at this time last year.

The last few weeks have shown a strong revival for black in every material, particularly in those silks and satins of the staple variety which have not been good for several seasons.

Printed materials are selling as much for gowns as for linings this Fall. In the oriental colorings particularly, there is a large amount of business being done at the moment. Women are using these for sleeves, ornaments and panels on dresses of navy, brown and black. Persian print on crepe de chine is one novelty which is selling for every purpose.

### Metal Cloths Persist

The promise made earlier in the season for a run in metal cloths which would surprise even the promoters, has been well fulfilled. All of the light shades are good in the plain material though wholesalers are showing gold, pink and white most of all. In the darker hues, metal and tissue brocades are being bought up by milliners. They run in such colors as copper, steel and blue.

The vogue for metal cloth has had a good effect on costume tunics. For three seasons now European buyers have tried to introduce these to Canadian trade and have met with distinct failure. Along comes the metal fabric and presto everyone wants an overdress of sequins because the cloth is too severe when used alone.

### Velvets and Novelties

All of the better velvets are selling well this season. Chiffon velvet and velvet brocade are probably best. Black is very good, though almost every shade ranging from the vivid tones to the dark lustrous ones are good. Velvet is used extensively in combination with the eastern designs of the Indo-Chinese and Persian type.

New crepes have beeen recently imported of the orange and nasturtium shade. Lacquer red, Lanvin green and flag blue are other new tones which have been added to brighten up mid-Fall collections.

Medallion motifs and scroll work are seen on some of the luxurious silks which France has sent over recently. One beautiful piece is a flame colored silk with velvet medallions of ocean green. Another has an exquisite flower design. Other novelty lines include printed velvets, velvet brocade on silk voile, blistered satins, two-tone metal brocade combinations, silver matelasse and printed canton.

Besides the Indo-Chinese and Persian prints referred to above, there are several others supposedly typical of the colorings and designs of European and oriental countries. Bulgarian and Egyptian are two of them.

### Wool Cloths

Crepe marocain is the name of the wool crepe which is favored in Toronto importing circles. Though introduced a year ago, it is having a better run this season because of its draping qualities. It is very wide and quite expensive because it is made of all wool.

Poiret twills are selling fairly well and tricotine is occasionally asked for but neither are mentioned among the best sellers. Homespuns are good in outside trade rather than in Toronto.

(Continued on next page)



*A Fall fabric display arranged by A. A. Fournier, of Ottawa.*

# Spring Wash Fabrics are Colorful

## Effort Being Made to Interest More Fashionable Trade in Cotton Goods by Artistic and Unusual Color Schemes—Big Showing of Ratines and Voiles—Designs Are Smaller and More Geometrical —Yellow a Coming Shade

WASH fabrics for next Spring are now engaging the attention of buyers according to information gathered at several Montreal wholesale houses this month. Buyers who spent the Summer months abroad in the interests of cotton goods of various sorts report several interesting new developments in regard to this end of the dry goods trade.

Color is to play an important part in the making of next season's fabrics where wash goods are concerned, it was declared by more than one buyer. It seems to be a leading point with a great many of the English manufacturers for several reasons. For one thing, there is a determined effort being made to re-establish volume business on fabrics of more or less staple character by reason of a washable fast color guarantee, while at the same time a decided effort is being made to increase interesting cotton goods with the fashionable trade through the introduction of artistic and unusual color schemes.

Samples of cotton goods bought over in England by Montreal buyers show that a definite change is shadowed in the trend of demand for these goods. For one thing, in the large range seen this month by Dry Goods Review, such materials as organdie and dotted Swisses seem in the minority while ratines and voiles formed the bulk of the range together with some new tissue ginghams, crepe effects and regulation ginghams.

### Designs are Much Improved

Summarizing the range as a whole, it is evident that designs will favor smaller and more geometrical effects in most cases where voiles are concerned, although much is being done with corded overchecks or ratine stripes upon these sheer materials. Floral designs where shown are unusual and altogether charming depending a good deal upon unique color blendings and harmonies to achieve an artistic effect upon a pastel or staple color ground.

### Yellow is the Coming Shade

Study of the French products is said to be largely responsible for this improvement in design in cotton fabrics, and it can be safely said that the colorings and designs are much more unusual than in past seasons, when viewed as a whole. The vogue for daring colors will not lessen next Spring it is predicted but will be increased in certain cases by being used more sparingly and in harmonious combination with other shades. A shade which is noted again and again among the various sample ranges is a peculiar yellow, less vivid than that which was termed "dent de lion" last Spring, yet possessed of a decided warmth of tone. This color appears in checked ginghams in contrast to either black or white checks or both, also in ratines, voiles and tissues, and according to one buyer, it is considered as one of the best "bets" in the color line. Browns and a peculiar new shade of green, called "almond" are also numerous in the better wash goods.

### Spangled Cotton Voiles

Each year something new is done with voiles, it appears, in order that these perennial favorites may lose none of their extraordinary popularity. This time the English manufacturers have evolved a process of treating plain color cotton voiles with a pattern which is hardly to be distinguished from beading or spangles, yet which bears much the same relation in point of manufacture, as the flocking process so much seen last Summer, on voiles.

This spangled effect is particularly effective when seen under bright light when the iridescence is remarkable. The patterns are varied and put on in imitation of beading as well as in larger floral effects. The grounds are fine cotton voile in every wanted shade. The black voiles spangled in white are especially smart and unusual in appearance.

The tissues seem to have come in for a good deal of attention as well and are both dainty and artistic in checks and plaids where several shades are employed together. Ratine cords are often introduced upon these sheer tissues, one particularly pretty novelty being a drop-stitch voile with a cross bar effect.

### Ratines are Still in High Favour

Ratines will reach the summit of their popularity next Spring, according to several Montreal wholesalers who are showing wide assortments of both plain and fancy ratines. The overcheck pattern developed in black and white upon a colored ground bids fair to be an outstanding feature of next season's displays, particularly on such grounds as blue, sand, henna or rose. Stripes are seen frequently as well, woven in such a way as to resemble coarse handwork, combining two colors together. Gingham plaids are likewise seen on ratine combining a variety of colorings so that it is impossible at this early date to forecast which of all the variety of offerings will be adopted as the smartest.

### Small Checks for Ginghams

Little change is announced in the matter of ginghams for Spring insofar as English manufacturers are concerned. Standard lines will be retained for next season, it is predicted, and producers of ginghams will continue to feature checks in approximately the same sizes as prevailed last Summer. Many rumors about the growing demand for stripes led Dry Goods Review to make enquiries as to the likelihood of their popularity on this side of the Atlantic, but was told that retail buyers are favoring the smaller checks almost exclusively for the coming Spring.

Many interesting novelties in crepe weaves are being featured, and box loom cloth promises to advance into the domain of exclusive materials, more especially when elaborated by overplaids, checks or stripes. The quality of this material also has been much improved.

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### ROSE AND GREEN FAVORED FOR SPRING

(Continued from previous page)

The West favors the tweeds and homespuns as much as it does the pile fabrics. The continuance of coats and dresses this season explains the demand for wool crepes rather than serges. Crepe cloth is heavy enough for service and more comfortable for dresses than tricotine. Black and plain colors are very much favored in the crepe but navy, reddish browns and some plaids are spoken of as well.

For coatings, duvet delaine, velours and duvetyn are very good. The finer Bolivias in such shades as beaver and blue are mentioned. The warm weather of September and early October however, has delayed the sale of heavy piece goods considerably but there has been sufficient to warrant a thriving business for the next two months.

Separate skirts are being made up by some manufacturers in eponge and woollen ratine. Both of these will liven up the skirt trade, it is thought, because they are so distinctly different from the skirtings of last year. The opening of schools and colleges had a very noticeable effect on the skirt business in Toronto stores.

Plaid-back materials and reversible fabrics of several kinds are causing a flurry in wholesale circles. Most of the yardage is going to manufacturers for sports coats and schoolgirls' ulsters but retailers are showing some interest in them as well.

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H. Hollinsworth, for many years display man with the Robert Simpson Company, is now representing Josephine De Witt, manufacturer of flowers and window display novelties.

# Fur Fabrics With Realistic Finish

## Many Garments in the Fall Ranges Made of This Textile—Possesses Features That Real Pelts Do Not That Are Good Selling Points—Designs Reflect Latest Styles of Big Fashion Centres

FABRIC furs are the latest comers to the realm of textiles and have a just claim to a position of importance, due to the perfection of finish which now characterizes these materials. Until the present year a widespread misconception has existed with regard to the use of fabric furs for the making of wraps and other garments for women, the idea being generally held that any form of imitation fur was in poor taste and not deserving of recognition by the woman of means. Fur fabrics, however, have been selling in yardage goods departments to an extent not credited by outsiders, to women who found in them a satisfactory substitute for genuine fur at a fraction of the cost. Of late, the manufacturers of these fabrics located in London, Paris and New York, have been striving to perfect and improve the quality, appearance and durability of the various grades of fabric furs so that garments of really exclusive design could be made up and marketed to women of discriminating taste. This has finally been brought to pass and a noteworthy feature of all leading ready-to-wear departments this Autumn is the number of superb fur fabric garments displayed, showing sumptuous trimmings of real fur, with all kinds of elaborate sleeve treatments and trimmings.



*An entirely new sleeve treatment is a feature of this superb wrap developed in Salt's Esquimette Plush, with deep Persian Lamb collar. The sleeve is shirred into a wide cuff after a typical Parisian model. Wrap shown by courtesy of the Safunt Company of Canada, Ltd., Montreal.*

### Curly Finished Furs

Fashion decrees that the curly finished furs shall be given foremost attention this season and so the makers of fur fabrics also have concentrated upon turning out some realistic imitations of Persian lamb, broadtail, caracul and baby lamb. This is a distinct achievement in the domain of textile manufacturing and is still further deserving of praise in that the fabric furs possess certain qualities which real furs have not, and which should be used as selling points with distinct success in yardage goods departments where such goods are handled. For example, a piece of fabric fur which exactly reproduces Russian caracul can be twisted round and round to the breaking point, trampled on under foot and otherwise ill treated, yet the material will instantly regain its former appearance on being shaken out lightly. This is due to the process of manufacture which imparts a wonderful vitality to the silk surface of the fabric, causing it to stand up under the hardest treatment.

Fabric furs are light in weight yet are wind proof and are thoroughly warm, suitable for wear in the coldest weather. For this reason they are ideal when made up into garments for older women who find the weight of a fur coat excessive for their strength.

### Have Infinite Wear

The manufacturers of these new fabrics guarantee them for a life time of wear and recommend that all stores provide customers with simple instructions for the restoration of any fabric furs which show signs of wear after a time, as is sometimes the case with plush fabrics in imitation of Hudson seal. All seal plushes should be steamed over a kettle and brushed with a soft brush while damp, in the wrong direction, to lift the pile up thoroughly. The garment should be hung up carefully to dry, when the fur will again be as good as new. This method is advised in preference to professional work, which is not always satisfactory.

Fur fabrics come in a uniform width of 49 inches and can be retailed for a wide range of prices from comparatively inexpensive qualities up to quite costly varieties imitating the rarer furs. However, even the most expensive of these fabrics will make a garment equalling fur in appearance at a cost of 60 per cent. less.



*Salt's "Lamtex" forms this magnificent coat, trimmed with natural fitch cuffs and convertible collar. This new fabric fur can not be told from genuine lamb and possesses unexcelled draping qualities. A richly brocaded pussy-willow lining is used on this model which was designed and shown by courtesy of the Safunt Co. of Canada, Ltd., Montreal.*

The range of manufactured wraps shown in these fabric furs is of particular interest to the trade since it embodies many of the most fascinating style dictates from Paris, including the shirred sleeve, draped backs, novelty girdles, and superb collars of real furs, such as are combined in wraps seldom if ever imported into this country.

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The Revillon Wholesale Company, Limited, Peace River, Alta., is planning to enlarge its present warehouse capacity. A fifty-five foot extension will be built to the main store building.

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F. R. MacMillan, Limited, celebrated the twelfth anniversary of their establishment in Saskatoon, with a huge birthday-party.

# Local Raw Silk Market Active

**Advancing Prices—Shipments From Yokohama Market Show Increase Over Last Year**

New York, October 4th.—The local raw silk market is active and prices are advancing all along the line, stimulated by rapidly rising quotations on all the primary markets. The last rise has come as somewhat of a surprise to the trade, being caused by very heavy buying on the Yokohama market over the week end, when business here was generally suspended by the observance of a Jewish holiday and many of the mills which were caught short of supplies, find it difficult to cover their needs. While the larger interests had purchased fairly liberally for a month or two ahead, there is enough demand coming forth for current requirements on the part of smaller manufacturers to roll up a large daily business, which is making considerable inroad into the reduced supply in dealers' hands on this market and abroad.

Advices from Europe report the Milan market strong with prices tending upward. European consumers are steady buyers, having no surplus stocks on hand and reelers as a rule have their production well engaged for some time to come, which does not allow of any considerable accumulation of ready silk. American interests are still kept from operating by the high lay-down cost of Italian silks.

The Yokohama market has registered a general advance of 70-80 yen since last week on large buying chiefly for American account, which has raised prices to 2,160 yen for double extra grades and 2,080 yen for tram stock. Statistics to hand covering the first three months of the season from July to October reveal a remarkably strong position with shipments about 30,000 bales ahead of last year and stocks 6,000 bales less than a year ago, not counting the heavy syndicate stock of 42,000 bales which has since disappeared. Comparative figures are:

| | Bales, 1922 | Bales, 1921 |
|---|---|---|
| Export to America | 92,700 | 70,914 |
| Export to Europe | 13,450 | 4,903 |
| Total | 106,150 | 75,817 |

leaving stocks on hand 26,000 bales, of white silk and 1,000 bales of yellow silk.

The Canton market is very active and advancing. Holders are very firm in their views and not disposed to sell at market prices, which are quoted at $8.20 for 14/16 new style and $7.75 for 20/22 and 22/26 size. Considerable business is reported for American account.

The Shanghai market is very firm and tending upward. Steam filatures best grades are quoted at $8.60 shipment November/December. Tsatlee raws are advancing under renewed buying for American account, while a good demand continues for Tussah silks, which have advanced to $4.85 for December/January shipment.

# Surprise Bargain Day Brings Biggest Sale In Firm's History

Bryson-Graham, of Ottawa, Inaugurate Novel Scheme at the Capital—No Prices Announced Arouses Great Curiosity—Methods of Advertising and Window Display Help Along—No Information Over the Telephone

A NEW stunt in retail merchandising was put across in Ottawa recently by the firm of Bryson-Graham. At least it was entirely new to Ottawa. It was a Surprise Bargain Day. The principle of the scheme was that the shoppers were kept absolutely in the dark as to the prices until they reached the store on the particular day of the sale.

First announcement of the event came in the form of a window filled with cards, each bearing a large question mark at the top. Under the question mark were the words: Surprise Day, Wednesday, Oct. 4, and in smaller type at the bottom of each card, the suggestion: "Watch the Papers To-morrow." A life size dummy policeman made out of beaver board, whose hand was raised as a signal to every passer-by to stop, was attached to the outside of the window, and commanded the attention of the thousands of people who passed the store during the two days previous to the actual sale.

On the night before the day of the sale, each of the local newspapers carried a full-page advertisement, announcing full particulars of the event without stating the actual bargain prices which were to prevail. Right down the middle of the page taking up considerable space, was a huge jet black question mark, similar to the one which appeared on the cards in the window. At the top of the page appeared the following announcement:

**A NEW EVENT! A BIG EVENT! AT BRYSON-GRAHAM'S**

**It has never been done in Ottawa, but we are GOING TO DO IT! We are going to advertise special one-day bargains in wanted merchandise, BUT we are going to OMIT their amazingly LOW sale price! Think of that! TO NOT tell the selling price! Yes, you can guess all you want to (that's part of the fun); but, friends, you will have to come down to see how really LOW the prices are on these items. And then—OH! my! What a surprise! Why you'll find that the prices are LOWER than you have even guessed.**

**We have carefully selected some of the newest and most desirable articles we could find and marked them at—Oh! but that's the surprise! But we CAN say that every item will be sold at a price that means big savings to you. So IF YOU KNOW A REAL BARGAIN WHEN YOU SEE IT, come on Wednesday.**

The remainder of the page was devoted to announcement of the various articles which would be offered at reduced prices. The regular prices were stated but the sale prices were left to be guessed by the reader. The following is an example of the form in which the advertising appeared:

**WOMEN'S ENGLISH RIBBED HOSIERY**

**Regular $1.25 pair**

**Knit of pure wool in 2-4 ribbed style. Full fashioned and has spliced heels and toes and elastic tops. In light fawn or brown. 50 dozen only to be sold on Wednesday at the Surprisingly Low Price of ?**

One stipulation was that no information was to be given over the telephone. Everybody interested must come to the store on the day of the sale and learn the details there. Despite the fact that this stipulation was outlined in the advertisement, quite a number of phone enquiries were received, but these were dealt with as politely and judiciously as possible.

The first announcement of the event in the store windows also brought a great many people into the store who asked questions but who were told to watch the newspapers the following evening for a full explanation of the scheme.

The sum total was the biggest and most successful sale in the firm's history. People actually came into the city from towns and villages thirty and forty miles distant, and the city shoppers turned out in great style.

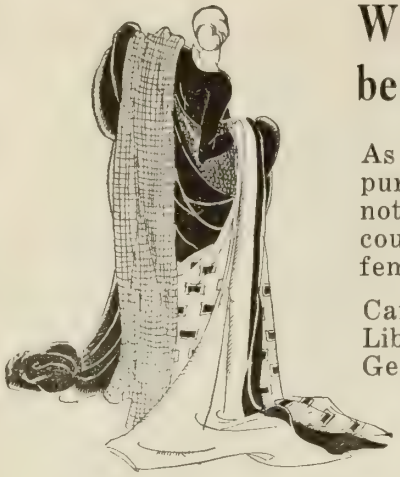
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Succeeding Frederick F. Harker in this position, H. G. Munro of Montreal, has taken over the reins of office as general manager of the Hudson's Bay Company's Edmonton store.

For sixteen years, Mr. Munro was connected with the main store of the T. Eaton Company, in Toronto.

Eight years ago he moved from Toronto to Montreal, to take over the duties of merchandising manager of Almy's Limited. This position he held until going to Edmonton. Mr. Munro is also a director of the Gay chain of stores, and just prior to going to that city, was merchandisng manager of that concern.

Mr. Munro's present position [illegible] him the honor of being the youngest general manager of the Hudson's Bay Company in Canada. He is thirty-seven years of age.



## We are importers of the best Silk Fabrics

The AGB Fabrics

TRADE MARK REGISTERED

**On yellow boards only**

As in Paris, so in your own city you may purchase A. G. B. Fabrics, for theirs is not merely a passing fancy of a single country, but the universal appeal of feminine loveliness.

Canton Crepe, Crepes, Georgette, Crepe de Chine, Ninons, Liberty Satins, Foulards, Chiffons and Printed Novelties on Georgette and Ninons, Silk Dress Nets.

We carry in our Toronto stock a complete assortment of the latest shades in all fancy materials which are now in favor in all the great centres of the world.

Les Successeurs de

## ALBERT GODDE, BEDIN & CIE.

**Paris, Tarare, Lyons, London, New York**

**Empire Building: 64 Wellington Street West, TORONTO.**

*Telephone:* **Adelaide 3062**

E. Desnoux, Representative.

EASTERN CANADA AGENTS: G. B. Wynness, 113 Metcalfe, Montreal.
WESTERN CANADA AGENTS: Edwin J. Kirkbright, 205 Bower Bldg., Vancouver, B.C.

## Chatillon, Mouly, Roussel & Cie

### *Silk Manufacturers*

at ; LYONS, TARARE, VEYRINS, CORBELINS, (France)

PARIS — LONDON — NEW YORK — LYONS — NICE — MILAN

***CREPES***
***MUSLINS***
***SATINS***
***DAMASKS***
***BROCADES***
***FANCIES***

*All the Newest Creations*

## M. AUBIN

*Canadian Representative*

**275 Craig St. West - - Montreal**
**34 Silvester-Willson Bldg. - Winnipeg**

## *What the eye doesn't see—*

is nevertheless an important factor with your cloth. Unless the cloth is properly shrunk, good tailoring becomes wasted labour.

Why risk your customer's good-will by supplying him with insufficiently shrunk cloth with nameless stamps such as "Well Shrunk" or "London Shrunk," etc.?

The best guarantee and absolute satisfaction is obtained when the cloth bears the name

**JENNENS, WELCH & CO., Ltd.**
**London, Huddersfield, Bradford**

The world's premier firm of cloth workers, shrinkers, finishers, etc., are also proprietors of the renowned JENNWEL Waterproof Rubberless finish applied to Tweeds, Serges, Coverts, Fancy Worsteds, Costume Cloths, etc.

JENNENS WELCH & Co LIMITED OF LONDON SHRUNK

**JENNENS, WELCH & CO., LTD.**
**Springwood Works, Huddersfield**




# *What Does This Trademark Mean to Merchants?*

It means an absolute assurance of fabrics of exceptional beauty and of the highest quality obtainable. It means Dress Goods, Suitings, Coatings and sheer, dainty fabrics for Blouses and Lingerie which have been dyed and finished by the Bradford Dyers' Association—the oldest, largest and most efficient and progressive association of Dyers and Textile Experts in the world.

**Merchants and Buyers should write for samples of the newest and most popular B.D.A. finishes.**

THE
BRADFORD DYERS' ASSOCIATION, LTD

MANCHESTER
6 OXFORD ST
ST PETERS SQ.

BRADFORD
DEPT. 43
39 WELL ST.

LONDON
128 & 129
CHEAPSIDE, E.C2

BDA
(COPYRIGHT)

# JOSEPH HOYLE & SON LIMITED

MONTREAL
Mr. Archer Robertson
327 Board of Trade Buildings

VANCOUVER, B.C.
Mr. C. S. McConnell
1754 Barclay Street

## *PROSPECT MILLS*
## *Longwood : : Yorkshire, England*

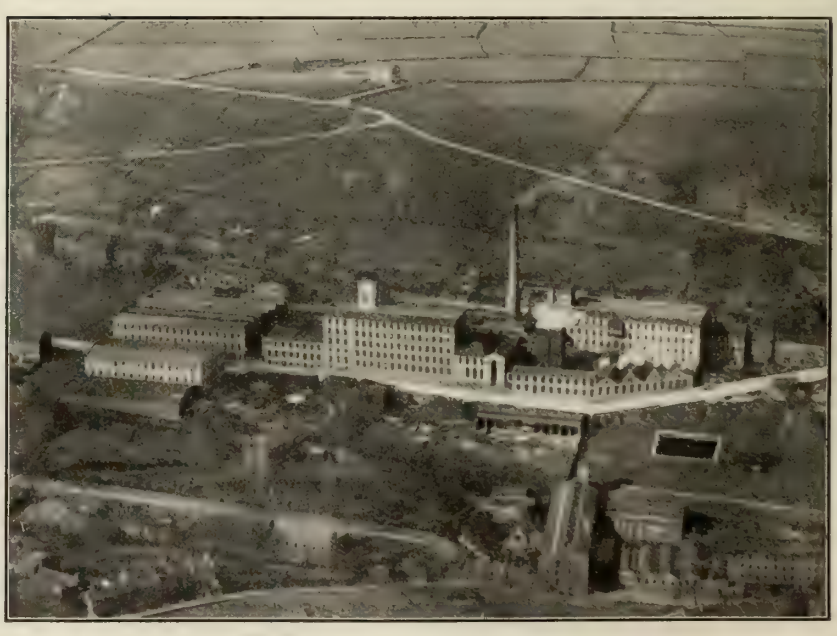
Wires: Hoyle, Longwood, Yorks. Codes: Marconi, Bentley's, ABC 5th Edn. & A.1

High Grade Woollen Fabrics—at Moderate Marketing Prices, in the Following Lines : : : : : : : :

GENTLEMEN'S SUITINGS, OVERCOATINGS, COVERT COATINGS : : SPORTS TWEEDS & CAP CLOTHS

LADIES' MANTLE, AND DRESS FABRICS

"PURWOL" (Regd.) ART SERGES, TABLE CLOTHS CURTAINS, UPHOLSTERY CLOTHS For Motor Car



TRADE MARK



# Tissu Charmé

## EVOLVED AND SPONSORED BY FRED BUTTERFIELD & CO., INC.

### *Its exquisite colors are Guaranteed Fast*

YOU will want much of this Tissu Charmé for your early Spring displays. It will immediately appeal to all your customers:—its beautiful patterns and novel fancy weaves are worthy the skill of the smartest dressmakers; its practical colors and excellent quality will win the women who do their own, and their children's, sewing.

Tissu Charmé has the clearly defined colorings, the beauty and fineness, the exquisite, cool texture that compare favorably with the fine old French "tissus".

Its colors are absolutely fast. Its price is right.

Merchants who know the quality, prestige and brisk stock turnover which Normandy Voiles, Lingette, Kirkmuir Zephyrs, and other Butterfield fabrics have netted them, will be the first to stock this charming new Tissu—36 inches wide.

Our salesmen are now out with Tissu Charmé.



## FRED BUTTERFIELD & CO., INC.

**361-363 Broadway, New York City**




Reg. U.S. Pat. Off.



# Will the Customer Come Back Again?

## Head of Millinery Department at Almy's, Montreal, Says That is the Important Consideration in Selling Hats—Most Women Who Go Into Millinery Department Are "Lookers" and Should be Left Alone for a Time—Discourages Returns

MRS. N. W. HIBBARD, who is manager of the millinery department of Almy's Limited in Montreal, has built up a particularly successful business in the more moderately priced range of feminine headwear during her fourteen years' experience in that city. She believes that it is the individuality of the customer which should be the dominating factor in the sale of hat and gives frequent and helpful talks to her staff on the matter of salesmanship in order that the important matter of expressing individuality may be thoroughly understood. "After all," remarked Mrs. Hibbard in an interview with a staff member of Dry Goods Review, "it is not so much the sale of a particular hat which matters so much but the fact that the customer will come back again. If a hat has been well sold and the customer is perfectly satisfied the foundation of a successful business in millinery has been well laid."

Seated in a corner of her busy workroom, Mrs. Hibbard related some of the principles which in her opinion should be adopted in the average department.

"Customers usually have a price in their mind when they have the purchase of a hat in mind, but the sales clerk need not feel constrained to adhere only to hats of the price mentioned by the customer unless the latter expressly states after having been shown one or two more expensive models that it is impossible to pay more. The common idea among customers at the early part of the season, especially, is to pick up an inexpensive hat. It is nearly always possible to sell a better quality hat by dint of showing other models which are more suitable for all round wear than is possible with a cheap hat. However, it is not wise to say too much about better quality, workmanship, etc., lest the customer become dissatisfied with the less expensive model and end by buying none at all."

### Millinery Sells by Impulse

According to Mrs. Hibbard, the majority of women who enter the millinery department are "lookers" and really have no idea of purchasing when they walk round looking at the tables. For this reason she advises sales clerks to leave them alone at first and avoid bothering them by such requests as "Can I show you anything?" In the millinery department of all others in the store, the selling staff needs to exercise discretion, keeping an eye on the "looker" so that at the psychological moment they can step forward and ask if there is any particular type of hat which would be of interest. At the same time emphasize the fact that it is a pleasure to show hats at any time.

One particularly important point was emphasized by Mrs. Hibbard in discussing the question of colors for certain types of customers. "If we happen not to have a hat in the color asked for by the customer," she explained, "we invariably sell a shade which will blend or harmonize with the customer's apparel rather than lose the sale. For example, if a woman wants a brown hat and we happen not to have a brown one in the style required, we show her how a sand or henna toned model will answer her purpose just as well because it can be worn with a brown suit quite as effectively as a brown hat can."

### Discourages Returns

When a customer asks to have a hat sent home C. O. D., the sale is usually discouraged for the reason that it frequently happens that the customer does not really want the hat and only asks for this service to avoid hurting the salesgirl's feelings. A deposit should always be asked for on any hat not paid for in full, and this protection also will lessen the number of returned hats which should not have gone out in the first instance. According to Mrs. Hibbard, few hats are ever returned to her department, but in rare cases where dissatisfaction is expressed, customers are permitted to exchange the hat or obtain a refund of their money, both policies being proven the best advertisement possible of the type of service offered in this department.

Mrs. Hibbard believes that the older woman makes the better saleswoman where millinery is concerned and says that in the long run experience sells more hats that youthful prettiness, no matter how alluring the latter may appear in the various models when tried on. Only experienced clerks can make a real success of selling because they can eliminate much of the unnecessary trying on which only confuses the customer and makes her dissatisfied with her purchase. As a general rule, however Mrs. Hibbard advises various types of saleswomen in the millinery department which in the case of the Almy store comprises several distinct divisions calling for management by expert saleswomen.

### French Room For Mourning Hats

The French room, for one thing, is not used to display the more expensive and elaborate millinery but instead provides a most effective background for mourning hats of all sorts which form a large part of the activity in this department. The French room is separated from the main floor by glass partitions through which the hats can be seen. The color scheme throughout is dull grey, and three or four trying on tables are scattered about the open space in the centre, placed so that the light will fall at the best angle.

Another section includes all the wanted kinds of millinery trimmings such as feathers, fruits, flowers, ribbons and mounts of all sorts, and the selling staff in this division are experts in the art of hat trimming, giving gratis instructions to customers who purchase there on how to place the trimming, and how best to attach it to the hat. Although few untrimmed hats are carried in stock a great number of buckram shapes are carried and these also are carefully sold with as many directions regarding the mode of covering and trimming the hat as may be needed by the customer.

### "Thoro'-Fare Specials" on Main Floor

In addition to the foregoing, there is a flourishing section for children from six years of age upwards, a mail order section by means of which many hats are sold by mail without any difficulty and also there is maintained downstairs on the main floor of the store a series of tables where inexpensive hats are displayed, both trimmed and untrimmed together with appropriate ornaments. These tables are named "Thoro'-fare Specials" because the aisle where they happen to be placed is a favorite passage way for pedestrians who pass through the store from one street to another in order to save time or perhaps on account of bad weather. A display of smart hats at 59 cents, for instance, is a never failing source of interest to women, and when these bargain models are sold with the same care as the millinery shown upstairs, it is not remarkable that fresh supplies must be ordered constantly.

Although many millinery departments complain of slackness once the Fall season is ended and Winter is well under way, Mrs. Hibbard finds it possible to begin on early Spring headwear as early as January and actually achieved the record of selling twenty-seven Spring hats on Christmas Eve last year. Millinery can just as well be made a suitable Christmas gift, in her opinion, as the proverbial pair of silk hosiery or gloves, and she offers to exchange any hat not found suitable within a few days of Christmas if desired. Smart little lace or metallic hats




M628 *With its drooping velvet brim, dipping low on the side and cut off smartly across the back, this hat combines a new, draped crown of embroidered velvet and a velvet bow. Comes in navy embroidered with grey, black with delft and brown with sand.*

M637 *Duvenor, stitched with rows of silver for its soft crown, a drooping brim of velvet and a wreath of iridescent metal wheat, silver bearded, go to make up this attractive model. Comes in brown and navy.*

M635 *A jaunty tilted crown of velvet, tying itself into a bow, conspires with the embroidered medallions outlined in black fur which decorate its sailor brim to make an irresistible number. Comes in copen, black and navy.*

*M631. This stunning black felt with its drooping brim and interesting short cut back needs only the large puff and facing of velvet and single pearl pin to make it the truly regal model that it is. Comes in black, with royal, wood brown or peacock trim.*

## New Models From Gage Bros. & Co., Chicago.

*M636. The drooping brim of this velvet hat is emphasized by the long fringes of monkey fur which edge it. Silver Laminette outlines the divisions of the soft crown. Comes in taupe, black and navy.*

M622 *A wide bell-crowned poke of felt, with softly rolling brim, chooses beige for itself and draws upon the colors of goldenrod, asters and autumn leaves for the embroidery of the brown velvet trim.*

M620 *With the short back of its rolled brim emphasized by a velvet bow, this poke of wood brown felt is trimmed with a drape of velvet of the same tone embroidered in gold with a jewel for its central motif.*

---

for dancing are especially good at this season, she finds, and as for various types of corsage bouquets and hair ornaments, she can scarcely keep the supply up to the demand for gift purposes.

### Getting Christmas Business

A well arranged display case, brightly lit up, and filled with sparkling hair bands, colorful nosegays for dance frocks as well as the usual ribbon novelties required to brighten up a hat or renovate a frock, are all of incalculable value to the millinery department through December and January when ordinary sales wane in volume temporarily. A special week end sale from time to time keeps interest up, Mrs. Hibbard finds, and any store-wide event such as a dollar day should be participated in by the millinery section just as is done in any of the other departments. Keeping the millinery department in the limelight is just a matter of close personal interest in the work, says Mrs. Hibbard, whose constant aim it is to teach the customer what to buy rather than dispose of just one more hat. "I try to improve on her present appearance when I pick out the model for a woman," concluded Mrs. Hibbard, "and under no circumstances do I tolerate the habit of forcing a sale. The customer must be sold so that she will come back."

# OSTRICH
is the
## Big Feature

The Large Hat demands it and the season is here now.

**Have you seen our new**
**POM POMS**
**and Coque Mounts?**

They are made up in the new Persian colorings and Firefly effects.
Order now. Immediate shipment.

## The Boutonniere

announced last issue is meeting with splendid success. They are neat and attractive, bright colors and metallic effects.

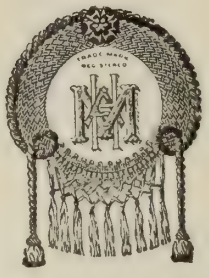
*As Always*
*"The New Things First"*

**Stocks carried in**
**Ottawa-Montreal-Winnipeg**

**DOMINION OSTRICH FEATHER CO., Limited**
**78 Wellington St. West - Toronto**

**Representatives:**
**H. B. Taylor**, Mappin Bldg., Montreal.
**J. G. Martin**, Hammond Bldg., Winnipeg.
**E. R. Briggs**, Western Ontario.
**J. A. Ayearst**, Ottawa.

# MOULTON

*MADE TO*  *ORDER*

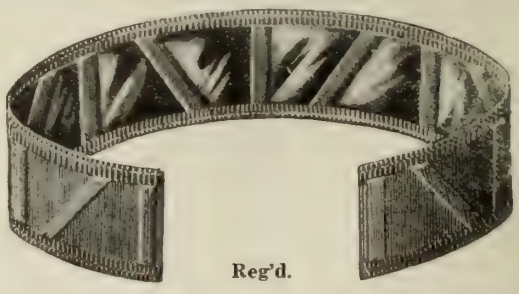
# TRIMMINGS

Style, Quality and Service create an incessant demand for our goods. We specialize in made-to-order Trimmings of all kinds. IF IT IS NEW — WE HAVE IT, or can make it for you.

## THE MOULTON
## Manufacturing Co., Ltd.

**4 Inspector St.** **Montreal**

# *THE PRINCESS*
**Oblique Boned Satin Faced Petersham**



**Reg'd.**

This make is superior to any other make, giving a decided support to the skirt, also an excellent finish.

Made in straight and shaped, black, white, 2, 2½, 3 inch. To be had from all wholesale houses.

Also lower makes in mercerized art silk, silk, plain, boned, straight and shaped. Bound edge makes, etc.

**BRAIDS**—Plain black and colors; also Ciré makes.
**MEN'S**—Felt and soft hat ribbons.
**LADIES'**—Hat ribbons, black and colors.
**LADIES'**—Narrow fancy ribbons.

## F. W. LLOYD
**115 Fore Street**
**London, E. C.**
*Wholesale Only* **ENGLAND**
*Your Enquiries Will Be Appreciated.*



A Supply of

# Gage Hats and Gage Merchandise

is the logical preparation to take full advantage of the great October demand for millinery forecast by present indications. Why experiment? Buy from

18 So. Michigan Ave.
Chicago

Gage
BROTHERS & CO.
PRODUCERS
OF CORRECT
MILLINERY

Fifth Ave. & 37th St.
New York

UNSHRINKABLE PESCO FINISH
Trade Mark

Pesco

# The World's Best

This pre-eminent Scottish brand is worthy of the consideration of those who have established their business on the basis of quality:

It comes from the home of Scottish Hosiery, and reaches the highest standard of excellence that this famous industry observes. In wool, in workmanship, and in worth there is nothing comparable with it throughout the world.

The Canadian dealer stocking it will soon convince himself of its satisfaction-giving powers and of its business-getting possibilities, for Pesco looks its part, is as genuine as it looks and never fails to fulfil the buyer's expectations.



**We invite your enquiries.**

**Peter Scott & Co., Limited**
HAWICK, SCOTLAND

LONDON, ENGLAND
Carey House, Carey Lane
E.C., 2

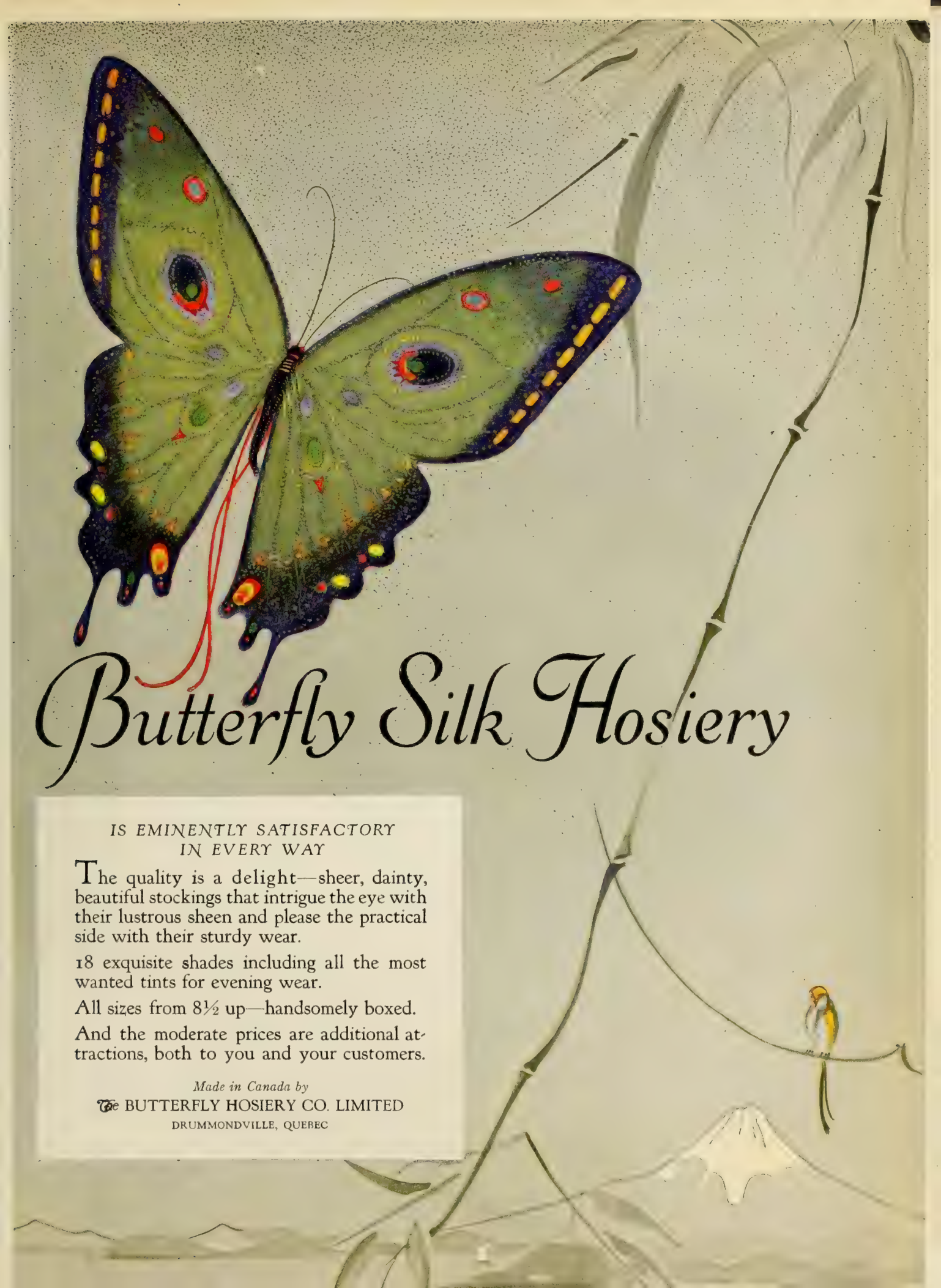
**Canadian Agents for Pesco Underwear.**
(Pure Wool, and Silk and Wool, for Ladies, Gentlemen and Children, and in shapes for the Canadian Market.)

**Messrs. C. and A. G. Clark**
35 Wellington Street West,
Toronto, Ont.

**Mr. R. C. Poyser,**
418 King's Hall Building, St. Catherine Street W.,
Montreal.

**Messrs. Hanley & Mackay Co.,**
Hammond Building, Winnipeg.

**Mr. J. J. Mackay,**
804 Bower Building, Homer St.,
Vancouver, B. C.



# Butterfly Silk Hosiery

*IS EMINENTLY SATISFACTORY IN EVERY WAY*

The quality is a delight—sheer, dainty, beautiful stockings that intrigue the eye with their lustrous sheen and please the practical side with their sturdy wear.

18 exquisite shades including all the most wanted tints for evening wear.

All sizes from 8½ up—handsomely boxed.

And the moderate prices are additional attractions, both to you and your customers.

*Made in Canada by*

The BUTTERFLY HOSIERY CO. LIMITED

DRUMMONDVILLE, QUEBEC

# The Convenience to You

# *of*

# "BUTTERFLY" SILK HOSIERY

(REG'D TRADE-MARK)



*First* of all, "BUTTERFLY" gives you the quality and variety that enables you to please practically every lady who asks for Silk Hosiery. It gives you sheer, dainty, durable Hosiery that delights the wearer with its exquisite colors, silky sheen and perfection of fit.

*Second*, it is made in Canada. This means service—because the mills at Drummondville, recently enlarged and equipped, enable us to fill every order completely.

*Third*, this popular and well-advertised hosiery now comes in 18 different shades, packed in handsome boxes. Think what an attraction it will be to fill one of your show windows with "Butterfly" Silk Hosiery and show the eighteen different shades, in their bright boxes. All one make—all made in Canada.

*And Fourth*, "Butterfly" Silk Hosiery is the popular-priced brand. Your customers will be well satisfied with the price at which you can sell "Butterfly" and which shows you a handsome profit on every pair.

We are now making "Butterfly" Silk Hose for men.



YOUR JOBBER CAN SUPPLY YOU

*Made in Canada by*

THE BUTTERFLY HOSIERY CO. LIMITED

DRUMMONDVILLE, QUEBEC

*Sole Selling Agents:* E. H. WALSH & COMPANY LIMITED

TORONTO MONTREAL WINNIPEG VANCOUVER

"Craftana"

Registered No 262,005




THE HALL-MARK OF

**Maximum Comfort and Durability at Minimum Cost.**

**FIRST IN THE FIELD AND STILL LEADING.**

Manufactured on THE GRADUATED PRINCIPLE, and Commencing with TWO THREADS in the TOP, it increases in WEAR-RESISTING PROPERTIES as it descends.

Thus THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR, and the HEEL and TOE FIVE, making it essentially

**A HALF HOSE FOR HARD WEAR.**

**ABSOLUTELY SEAMLESS**
**PERFECT IN FIT**
**GUARANTEED UNSHRINKABLE**

THE ACME OF PERFECTION IN FOOTWEAR.

**To be had from any of the Leading Wholesale Dry Goods Houses**

PURE WOOL

TRADE MARK

REGISTERED

# O.V. BRAND
## PURE WOOL UNDERWEAR
*For Men and Boys*

**For 15 years the standard underwear for outdoor workers. Made in Combinations and two-piece Suits**

SOLD THROUGH
WHOLESALE TRADE

## BATES & INNES LIMITED
**Carleton Place, Ont.**

*Agents:*

| H. J. FOX, | C. E. WINKS, | W. R. MILLER, |
|---|---|---|
| 152 Bay Street, Toronto | 44 Aiken Bldg., Winnipeg | 807 Mercantile Bldg., Vancouver |

**General Sales Office:** 35 St. Nicholas St., Montreal.




# When Winter Comes—

Let there be no "IF" about it. Come it will, and the question for you now is, will it find your business prepared to withstand the Chills? The live merchant will have no need to fear them if he wisely protects himself against their onslaughts by strengthening his Winter Selling Lines from the following range—

## Mackinaw, Tweeds, Flannel by the Yard or in Clothing. Overcoating, Suiting, Travelling Rugs, Blankets, Wheeling Yarns for Socks, Mitts, etc.

We guarantee the above goods are the finest quality manufactured and will give utmost satisfaction in the finished garment, both for wear and appearance.

**We have the reputation for the best value; we intend to keep that reputation.**

*If you cannot get these goods from your wholesaler, write us,*

## The Bird Woollen Mill Co., Ltd.
Bracebridge, Ont.

# Suitable Novelties For Christmas

## Among Imported Lines Sweater With Ratine Finish is Smart Model—Gossamer Shetland Sports Coats—Some Very Smart New Colors in Underwear—New Idea in Promoting Greater Sales of Hosiery

JUST at this time of year, when Fall and Winter knitted wear is an old story to retail buyers and Spring samples have not yet been shown, it is of interest to summarize the demand in various lines of knitted wearing apparel which may have some bearing on Christmas business.

Knitted goods of all sorts are becoming more and more popular as gifts, according to a Montreal buyer who anticipates a successful Christmas trade in sweaters, hosiery, scarves and sports suits, etc.

Among the smartest novelties seen in sweaters were some imported novelties featuring a rough surface called a "ratine finish." This possesses a two-tone effect produced by the use of a mixture of cotton of white or another shade upon the wool ground. Hungarian embroidery is another new embellishment which is finding favour with Canadian women, particularly in pullover sweaters with scarves to match, knitted in neutral colors with a deep border, collar and cuffs developed in vivid Hungarian or Russian effects.

### Shetland Sports Sweaters

Gossamer Shetland sports coats in extremely light weight yarns, made with tuxedo fronts and long sleeves are also promising a wide vogue with smart women. These coats should be especially good next Spring trimmed with novel inserts of Shetland lace and knitted in such colors as orchid, beige, fawn, grey and the new red shades.

A feature of the sweater demand is the fact that so many of these garments are now being worn in place of blouses by all classes of women. Nearly every girl, it is thought, is wearing a slip-over sweater with detachable collar and cuffs or else a simple blouse with Bramley collar and turn-back cuffs. This fad, although profitable for the sweater department, has its drawbacks where the sale of blouses is concerned; however it is still confined to younger women who look best in the pullover type of garment. The tuxedo style is still preferred by matrons.

Mohair wool and artificial silk continues to be a much sought after combination for sweaters, particularly in navy, brown and camel shades, together with black. Scarves are sold to match in nearly every case. Wide stripe effects introducing a fancy stitch of artificial silk with a row of plain knitting is featured in the range of a Montreal manufacturer this Fall, showing two color contrasts, such as blue and white, grey and red, yellow and grey and red and grey. The artificial silk striping is very transparent in effect, so that the appearance of the garment is lacy and delicate. The same stitch is carried out in all wool in the same color contrasts intended for Winter wear.

All black sweater coats are effectively bordered with graduated stripes of white fibre silk running up from the bottom hem to a depth of 8 or 10 inches. A new collar style has been introduced by the same firm, being circular and fulled on round the natural neck line, fastened in front by two string ties. This collar looks its best upon a box coat sweater developed in heavy fibre silk, falling straight and loose but belted in slightly with a string girdle. The sweater is knitted in a pleated rib effect and has a five strand border of black around the lower edge and cuffs. This round collar is introduced upon woollen sweaters as well with good success.

### Silk Underwear in New Colors

According to one Montreal retail buyer, no woman ever has enough silk underwear, and as prices are exceedingly reasonable this season, it is likely that sets will be as widely sold as single pieces. Coral pink is a new shade recently introduced in these lines, trimmed with a tiny black picot braid, very sparingly used. Cerise is also to be found among the new colors, used in combination with white or taupe to form points, used border-wise to trim certain undergarments.

Montreal stores intend to push glove silk underwear very strongly for the coming few months, with particular emphasis at the holiday season. Women are beginning to find that the best quality of silk underwear is the most economical purchase in the end and in the majority of cases, it provides sufficient warmth for all Winter wear, even in Canada. Silk underwear, including combinations, vests, bloomers, skirts, and chemises, is to be given much publicity, particularly in the new shades.

Wool and silk hosiery are the big sellers this month in Montreal, particularly in ribbed effect, it was stated to Dry Goods Review. Heavy imported woollen hosiery in soft heather or lovat mixtures is also good and apparently taking the place of spats with smart women for morning wear and for sports. The vogue for mannish top coats has led to a demand for heavy stockings to match as nearly as possible the color predominating in the coat. Another fad having a bearing on the demand for knit goods is the vogue for sports hat, scarf and hosiery to match and worn with a tweed suit. These ideas should not be overlooked where Christmas buying is to be encouraged, as sets comprising hosiery, scarf and gauntlets would make a much appreciated present.

### Speeding Up Hosiery Sales

An idea borrowed from the hosiery department of a leading New York store has been tried out by a Montreal department with good success. The plan consisted of displaying a complete assortment of novelty hosiery during a recent sale, upon a screen erected just above the hosiery counter in such a manner that the samples shown could be felt and handled by customers without being detached. The idea behind the plan was that by scanning the samples hanging in rows against the screen, customers are saved the necessity of hunting endlesly through the piles of stockings on the counters, thus keeping the merchandise in better condition and lessening the length of time in serving customers. If a customer cannot find a pair of stockings like the particular sample which takes her eye, she has only to ask a sales clerk for the required style, mentioning the letter or number attached to each sample. Plenty of reserve stock can be kept behind the counter, without putting much extra work upon the sales clerks.

As a sales aid during a holiday sale of hosiery, this idea should prove a boon to both customers and those behind the counters. In the same connection, the suggestion is made by another store that the most wanted styles of hosiery should be displayed permanently either on forms or in their original boxes out on the counters so that customers may readily examine and feel the texture, thus saving the sales clerk the trouble of taking down and putting back the same numbers a dozen times a day. The danger of soiling and wrinkling stock is thereby lessened considerably.

No knitted goods department can go far wrong in playing up knitted dresses or suits for kiddies during the holiday season. According to a Montreal buyer, all sorts of knitted apparel have a wide vogue this Fall for children from infants up to high school age, and if these goods are nicely boxed in holly containers the knitted goods department will reap the benefit of one of the best seasons in years.

# Import Lines Stress Jacquette

**Scarfs With Sweaters to Match Sell Well—The Spring Line-up**

A few weeks of cold weather and several snowfalls would be the best tonic for knitted wear, that could be given, according to manufacturers. The trade have not yet felt the Christmas spirit and while there is no more merchandise in the country than is actually required for the first two months of Winter business, knitters are a little reluctant about stocking quantities until they see how greatly the trade is interested.

In sweaters the slip-on seems to grow in demand as the season advances. The tendency to save fuel which many householders and office managements find necessary, has considerably helped the slip-on.

Several models shown among imported sweaters are on the jacquette order, of which Paris and New York are so proud. This jacquette is more dressy than the ordinary Tuxedo or coat and lends itself to the bright shades which are so good. One Canadian manufacturer is now making a Cardigan Jacquette of which he is expecting a great deal both for mid-winter and early Spring business.

Scarfs are selling well with sweaters to match. These are even better than the separate scarfs this year. Probably the disinterest in the separate ones is due to the warmth of September and early October because these are worn as a rule to replace furs.

Several novelty houses are putting their faith in the Tuxedo for Spring, although none are willing to admit that the slip-on will disappear. One designer puts the demand for Spring 1923, in the following order: Tuxedo, jacquette, slip-on.

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Fred Gow has moved into new quarters at the rear of the Union Bank. He was formerly in the Oliver Block.

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H. R. Clarke has commenced business at 293 Ottawa St., Hamilton, Ont.

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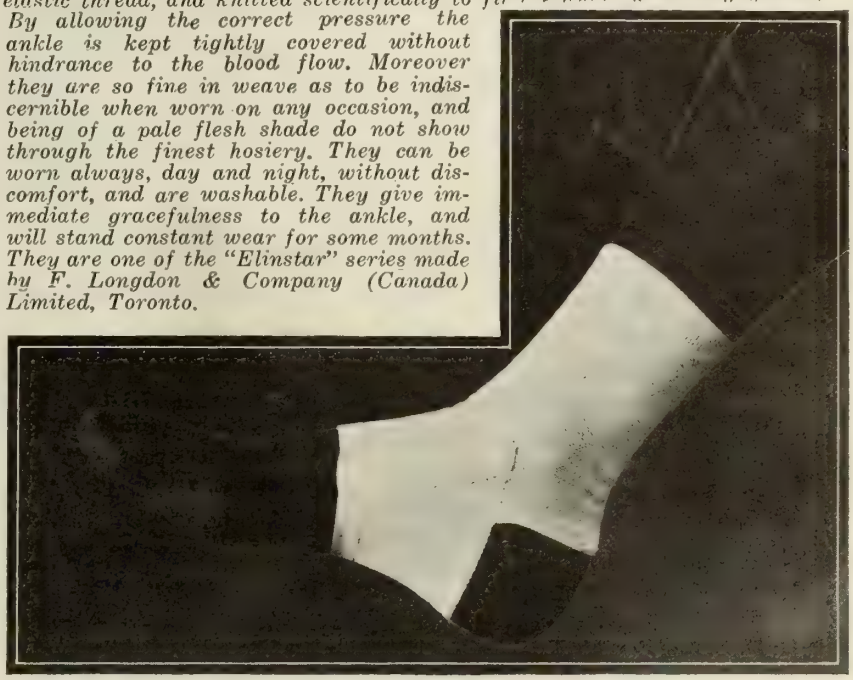
Construction will be started early in January, 1923, of a six-storey and basement addition to Woodward's Limited, Vancouver, B. C. The new building will have a frontage on Hastings street of 86 feet and a depth to the lane of 132 feet. It will be erected immediately to the west of the present main block of the store and will conform with it architecturally. The cost of the building will be in the neighborhood of $200,000.

The foundations of the new structure are being made strong enough to carry ten storeys. Four additional storeys will be added when business makes this necessary.

*A leading writer in a New York Fashion Journal recently commented on the loss of beauty of the modern feminine ankle, apparently caused through the constant wearing of shoes. The freedom thus allowed the ankles resulted in their becoming abnormal in size, and hence the disappearance of the slim and dainty ankle so noticeable formerly.*

*Commenting upon the alarm with which some stage and film stars and society ladies viewed the situation, he states that they are adopting methods to overcome the trouble by using adhesive tape which is bound tightly round the ankles during rest periods.*

*Here are anklets which are certain to reduce. They are made of fine elastic thread, and knitted scientifically to fit the ankle without a wrinkle. By allowing the correct pressure the ankle is kept tightly covered without hindrance to the blood flow. Moreover they are so fine in weave as to be indiscernible when worn on any occasion, and being of a pale flesh shade do not show through the finest hosiery. They can be worn always, day and night, without discomfort, and are washable. They give immediate gracefulness to the ankle, and will stand constant wear for some months. They are one of the "Elinstar" series made by F. Longdon & Company (Canada) Limited, Toronto.*



# Woollen Mills for Western Coast

**Canadian Western and Fraser Valley Woollen Mills, Limited, Starting in Vancouver District**

Two woollen mills will soon be operating in the Vancouver district. One, the Canadian Western, has been a producer for some time, while the second, the Fraser Valley Woollen Mills Ltd., is in process of formation. Both will use Western Canadian coarse wools and Australian fine and both feel that the market is plenty big enough for themselves and others, according to those interested. The Fraser Valley company will manufacturer tweeds, cheviots, mackinaw cloth, overcoatings, flannels, yarns, pullman blankets, automobile rugs, shawls. The Western Canada is devoting its efforts to a less varied assortment. O. J. Boyer, a practical wool man with long experience in the mills in Oregon, will have charge of the new venture. Associated with him as directors are: Captain A. W. Taylor and A. J. Romeril, both experienced in the manufacture of woollen goods. They all feel that the climate of British Columbia is peculiarly suitable to wool work and that there will be a great industry developed here.

## W. EVAN CHIPMAN DIES AT EASTON HOME

W. Evan Chipman, president of The Chipman Knitting Mills, of this city, died at his home at Easton, Pa., after a protracted illness.

Mr. Chipman, who was one of the most prominent knit goods manufacturers in the country, was 50 years of age at the time of his death. He was born in Philadelphia, but had been a resident of Easton since 1895. In addition to his affiliation with the Chipman Knitting Mills he was a director of the Easton Truck Co.; treasurer of Charles Chipman Sons Co.; vice-president of the Chipman-Holton Knitting Co., and the Glendale Spinning Co., both of Canada. He was also a director of many knitting concerns in various sections of the country.

At one time Mr. Chipman was president of the Board of Trade of Easton, and was delegate to the last Republican National Convention. He was a member of the Board of Governors of the Easton Children's Home and was prominent in church and Masonic circles.

He is survived by his widow, a son, one brother and two sisters. Funeral services were held to-day in the Trinity Episcopal Church, interment being made in Easton Cemetery. A large delegation from the many mills in which he was interested attended.

# It's Time to Get A New Viewpoint.

THE retail trade throughout Canada has had a hard time during the past two years—waiting for business to "come back."

Conditions have been abnormal and the outlook has been uncertain for so long that PESSIMISM has left its mark. In fact, some retailers seem to have become so disheartened by their experience that they are unable to view the present or the future normally. They are not their usual optimistic selves; they seem to have lost that cheeriness, which, coupled with service, enthusiasm and courtesy, has built up a clientage of 85% of the entire population.

No one knows better than the manufacturer what the trade has had to contend with—but the manufacturer feels that it is now time for the trade to get a NEW VIEWPOINT.

**IT'S TIME** to carry stock sufficient to meet potential demand.

**IT'S TIME** for dealers everywhere to dissolve partnership with Old Man Pessimism and to give Young Mr. Optimism a chance.

**IT'S TIME** to carry stock sufficient to meet potential demand. from behind the Cloud.

**IT'S TIME** to place orders for incoming seasons to meet the demand that enthusiasm and service will bring to you.

**IT'S TIME** for every retailer to show his faith in the future and in Canada, by getting back to normal himself. Business can't get back to normal unless you let it—unless you help it—

AND BUSINESS IS WAITING.

## The Circle-Bar Knitting Co., Limited

CIRCLE BAR REGISTERED HOSIERY

**KINCARDINE - ONTARIO**

MILLS AT KINCARDINE AND OWEN SOUND

**Makers of Circle-Bar Hosiery in Cashmere, Silk and Cotton for Men, Women and Children.**



KNITTED to impart to the garment an elasticity that will stand the most strenuous bending and stretching.

Atlantic Underwear is sold to dealers at a price that allows a generous profit on each garment.

ATLANTIC UNSHRINKABLE

The UNDERWEAR *that Overwears*

ATLANTIC UNDERWEAR Limited
Moncton, N.B.
E. H. Walsh & Company 46
Montreal & Toronto
Selling Agents for Quebec, Ontario and Western Provinces



JEM KNIT GOODS

*Made in Canada*

For Infants and Children

Commencing December 1st, our address will be
**129 Spadina Ave.**

Owing to the generous response from the dealers of Canada for JEM knit goods, we have outgrown our present quarters. We shall be pleased to have a visit from you at our new home.

Are you prepared for immediate business? Open orders will have our careful attention.

PROMPT DELIVERY

CANADA'S BEST JEM KNIT GOODS J.M. ROBERTSON KNITTING CO.

J. M. Robertson Knitting Co. Limited

35 BRITAIN STREET, TORONTO
Sales Rooms, 66 Wellington St. West




# "I've Brought You *Dods-Knit* Merino"

*—The Underwear that Mother Chooses*

HAVE you noticed the advertisements we are running in the daily papers with the motherly old lady choosing underwear? They are big enough to attract attention, aren't they? And they are attractive in themselves.

Take advantage of the favorable impression they are making upon the public mind. This advertising is seasonable, it is forceful, it is putting people into mind for buying warmer underwear for cool weather.

A good window for Dods-Knit would help a whole lot now. Make a display of it at the counter and don't be afraid to claim all the quality for it we claim in our advertisements. We've been making knitted underwear in Canada for fifty years.

Show them the trade mark if they want to be convinced—the D-K monogram in the double circle under the beaver.

MADE IN CANADA TRADE MARK DODS - KNIT

**The Dods** Knitting Company Limited

**Orangeville - Ontario**

***For the Wholesalers and Jobbers only***

*Selling Agents* - - **Ontario and Western Canada**

**R. READE DAVIS, Manchester Building, 33 Melinda St., Toronto, Ont.**

# CELTIC HOSIERY

Fine Cashmere Hose with smart, hand-worked clocking is now being shown in all the season's newest shades.

The complete Fall range of the well-known Celtic Pure Silk Hosiery is also shown, plain or clocked, in new and distinctive designs.

*Selling Agents:*

**Harvey Bros. & Semple, Ltd.**

224 Empire Bldg., TORONTO. 313 Fort St., WINNIPEG. 325 Howe St., VANCOUVER.

**The Celtic Knitting Co.**
LIMITED
14 Turgeon St. Montreal

# Baby Toilet Sets

***that will get you the Mothers' trade***



These dainty, hand-painted infants' toilet sets are nicely boxed, and will prove a big drawing card for the mothers among your customers. They are commanding a ready sale.

## Other Attractive Novelties

The above have just been added to our regular line of celluloid novelties, baby's safety straps, baby's books, high-class rattles and rubber toys and rubber sponge dollies, etc., comprising about 100 different articles. Let us send you samples.

**HENRY DAVIS & CO. LTD.**
259 Spadina Ave. - TORONTO

# Link Up With our Advertising

Link up with us, this fall, and reap the benefits of our Burritt-Knit Wool Hosiery advertising campaign. Our large, attractive advertisements, appearing in leading papers, are bound in increase the demand for Burritt-Knit Wool Hosiery. And we would advise your being prepared to meet this demand. Already some of our most popular heather shades are at a premium.

Burritt-Knit are well made and comfortable. They wear longer and wash better than ordinary hose, because they are made from pure wool yarns that have been ***really*** dyed. Moreover, every pair is stamped "First Quality—Burritt-Knit—Pure wool."

Burritt-Knit are the popular hose this winter—and wise indeed is the merchant who gets his Burritt-Knit stock into tip-top order at once.

***Complete Lines Available***

**A. Burritt & Company**
**Mitchell, Ontario**

Makers of Burritt-Knit Hosiery in Silk, Lisle, Cashmere and Worsted for women, children and men. Also Mitts, Gloves, Toques, etc.

*Burritt* knit
**Wool Hosiery**

Established 1875

# *Stockings That Save Mending*

**Thread Silk**

**Fibre Silk**

**Mercerized Lisle**

**Plain Lisle and Cotton**

**Heather and Cashmere in Novelties.**

CLIN KNIT TRADE MARK

**The Clin-Knit Line makes friends all the time.**




SIGNAL—SUCCESS (No. 642)
SCOUT HOSE

**Clin Knit and Wearwell Products are guaranteed.**

**Fast colors and double wearing qualities.**

**Wire or write.**

**Orders filled and shipped date of receipt.**

Wearwell TRADE MARK

**Wearwell will always sell**

Buy right the first time. First impressions count. Perfect satisfaction is guaranteed in the Clinton line. Their superior quality coupled with reasonable prices mark them as a "Good Buy."

**SEE OUR LINE OF RIBBED HOSIERY** **IF IT'S A GOOD HOSE WE MAKE IT**
**LETTER ORDERS RECEIVE PROMPT ATTENTION**

See our range before placing Fall and Spring orders. Sample orders given immediate attention.

## CLINTON KNITTING COMPANY, LIMITED
CLINTON, ONTARIO



THE COMMONWEALTH REG. HOSIERY

*Established over a Century-and-a-half*

## WM. GIBSON & SON LIMITED

***Hosiery and Underwear Manufacturers***

Head Office and Warehouse:
THURLAND STREET, NOTTINGHAM, ENG
Telegraphic Address; "Wigibson, Nottingham"

**Factories:—**

**Lincoln Street, Nottingham. Cromford Street, Nottingham. Castle Donington.**

Gent's, Ladies' and Children's Underwear in Cotton, Lisle, Union Mixture and All Wool, in weights to suit all climates.

Plain and Fancy, Striped and Embroidered Hose and Half Hose, Seamless and Fashioned.

***Registered Brands:***

ACTÆON, COMMONWEALTH, HOMANCOL

**Agents for Canada:—**

**Allan & Macpherson, 31-33 Melinda St., Toronto**



## Double Knee Sport Stockings

PATENT . . . 1922

**No. 1700**

The best wearing and most profit-making lines. For Ladies, Boys and Girls.

**7 colors.**

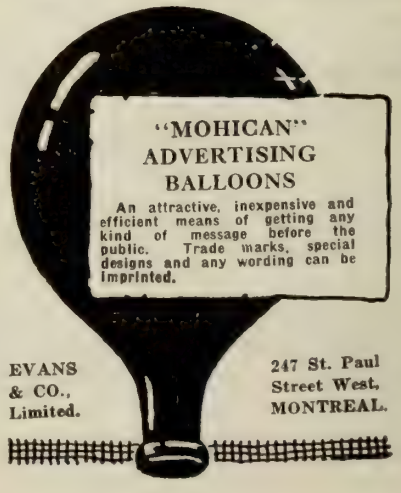
***Write for Samples***

## Lavoie Knitters

PETERBOROUGH, ONTARIO

**Selling Agents: RICKERT AND McLAUGHLIN, 275 Craig Street West, Montreal**





# Superior Quality Creates a Constant Demand

Selling Peerless Underwear is unusually easy. It is nationally known, recognized as above the ordinary in quality, fit and satisfaction and sells at a reasonable price.

There is a good profit in Peerless Underwear for you.

**FOR WOMEN - CHILDREN - INFANTS**

**MOODIES'**

*Peerless*

UNDERWEAR

**PEERLESS UNDERWEAR COMPANY Limited**
Controlled by
**J. R. MOODIE & SONS, LIMITED, HAMILTON, ONT.**

***Representatives:***

ONTARIO:
C. & A. G. Clark, 35 Wellington Street, West, Toronto, Ont.

MONTREAL, QUE.:
R. C. Peyser, 417 King's Hall Building, St. Catherine Street West, Montreal, Que.

PROVINCE OF QUEBEC:
Earnest Hamel, 66 Rue de L'Eglise, Quebec, Que.

MARITIME PROVINCES:
J. A. Murray, Sussex, N.B.

MANITOBA, SASKATCHEWAN AND ALBERTA:
Hanley & MacKay Company, 407 Hammond Building, Winnipeg, Man.

BRITISH COLUMBIA:
J. J. MacKay, 804 Bower Building, Vancouver, B. C.

*Keep*

*Horrockses*

*to the Front*

Keep the counters piled high with Horrockses' Cotton for sheets and pillow cases —Horrockses' "Diaphalene," Cambric, Nainsook and fine India Longcloths for Underwear—and Horrockses' Flannelette for Petticoats, Crib Blankets and Children's Underwear and "Nighties."

*Write or wire if your stock needs replenishing.*

**JOHN E. RITCHIE, Canadian Agent**
**591 St. Catherine St. West, Montreal**
**BRANCHES: Toronto and Vancouver**

Made by HORROCKSES, CREWDSON & CO., Limited, Cotton Spinners and Manufacturers—MANCHESTER, ENG.

# Snappy—Conservative
## Jersey Knit Products




See our range of Bathing Suits for Spring before you place your order. Some new style ideas now out.

**JERSEY'S LIMITED**
*Manufacturers*
455 KING ST. W., TORONTO



# Every Time You Sell

## "CEETEE"

THE PURE WOOL
UNDERCLOTHING
THAT WILL NOT SHRINK

you make a good profit—a friend—and you build good will.

**Because** you sell under-clothing that has no equal—for many reasons.

Turnbull's are the only Canadian manufacturers that make full-fashioned, all-wool under-clothing—the only makers that make re-inforced under-clothing.

"CEETEE" won't shrink, it washes well and it sells BIG when it is given a chance to go on its merits.

If you are encouraging the better class of trade you must push "CEETEE."

*Turnbull's*

***Perfect Fitting Underwear***

*in wool, wool and cotton, and cotton is up to the same high standard as employed in making the famous "CEETEE" Underclothing.*

***Sorting Orders***

*We are able to give prompt shipment in sorting orders on all sizes on these lines.*




SOLE MAKERS
***Turnbull's*** OF GALT, ONT.



# 10,000 Canadian Advertisers Invest $7,000,000 Annually in Canadian Trade Papers

There are over 10,000 trade paper advertisers in Canada.

They invest $7,000,000 annually in Canadian trade papers.

There may be some advertisers who have allowed the glamour of big consumer circulations to blind them to the concentrated buying power of the average trade paper reader.

The average buying power of a trade paper reader, since he is a merchant and distributor of goods, is a hundred times that of the average family. The buying power of readers is what counts, not their numbers.

An advertising message must get to the right people, in the right way and in the right place, if every dollar is to perform up to 100% of its potentialities, and if advertising is to serve as a scientific sales instrument, rather than as a speculative plaything.

Advertising a dry goods line to the public without first making it well known to the dealer through his trade paper is largely a waste of money. The dealer must first be made acquainted with the merits and selling points of the line before he will stock it and recommend it to his customers.

The most logical and effective way to get adequate distribution for your goods is to advertise them to the distributors, the retail merchants of the country, through the trade papers they read for the very purpose of securing information about goods they buy and sell.

Dry Goods Review, because of its large paid circulation amongst the worthwhile dry goods merchants throughout Canada, is the best medium to use in securing adequate distribution for any line of goods handled in dry goods stores, department stores and general stores. It covers the following classes of goods: Dress Fabrics, Men's and Boys' Wear, Millinery, Furs, Corsets, Fancy Goods, Toys, Notions, House Furnishings, Knitted Goods, Dress Accessories and Ready-to-Wear.

For advertising rates and other information write

## DRY GOODS REVIEW

**TORONTO**
**143-153 University Ave.**

**MONTREAL**
**128 Bleury St.**

**LONDON, ENG.**
**88 Fleet St.**

# Average Length Coats are Selling

## Does Not Seem That Demand as Yet is Definitely Fixed on Long Coats—Season for Fur Trimmed Coats, Remodelling and Separate Furs—New Caracul Fur—Folly of Starting in Fur Business Without a Stock Pointed Out

MANUFACTURING furriers say that apart from the orders received from early buyers, the fur business has been very quiet. Retail furriers are of two types, according to one Toronto wholesaler: those who get in their orders during August and early September and those who wait until their first customers appear before they put in a stock. Had it not been for the increasing number of merchants who take furs seriously during the summer months, manufacturers would have fared badly, for the heat of the last six weeks has made late buyers later than ever.

### Should Carry Sotck

In connection with the volume of trade done in this country, one furrier in Toronto who deals only in exclusive furs and is therefore able to give a more or less unbiased opinion on the general fur trade says that there are too many retailers going into the fur business without carrying a sufficiently large stock to satisfy their possible customers. In Toronto, for example, he says that 42 stores opened up in the past year. In one month only 400 fur coats were sold in these stores, meaning an average of fewer than 10 coats for each store. He says that many of the merchants have complained about business but that they cannot expect to do better with the stock they carry.

In a city or town which has one or more large and well-known fur houses, he believes that a merchant should not, for his own good, add furs unless he stocks fairly well and gives them regular publicity. Women have been trained into thinking that they need much trying-on of different types, before buying and retailers might as well make up their minds to do it.

He thinks also, that this will be a season of fur-trimmed coats, remodelling work and separate furs and substantiates his statement with these reasons. From 1915 until 1920, it was the working-class who bought most furs. Last year and for the first few months of this year, people of wealth or prominence who had done without extravagant furs for many years, were almost forced into replenishing their wardrobes. This year they are fairly well equipped and the working-class are holding to the policy of economy.

This does not mean that the fur business will be poor. There will be so much of it used in hats, on velvet suits and on gowns that furs are still uppermost in the minds of the public. If the furrier will only follow the fur trend instead of trying to push those lines which



sold in other years, he will do a fairly brisk business all through the winter.

### Average Length Coats Selling

New York says that only the very long coats will be good. Our designers are trying to encourage the longer ones to keep pace with the long skirts, which have certainly taken a firm hold on Toronto. Still the demand keeps up, however, for coats not very different from the longest ones of last year. The Canadian woman is a little hard to change from her accustomed habits.

This applies more to seal, coon and muskrat than to the elaborate furs. Most of the wrap type, especially in mole, squirrel and mink are quite long, reaching to the hem of the skirt or below it. At the Woodbine races where very beautiful furs were seen this year, all of those who wore fur wraps had them at least 45 inches long.

There is a decided preference for the unbelted model, which is at least a change from the last few seasons. Plain seal coats are being shown even more than the models with skunk trimming. Squirrel is good on seal despite its proven poor wearing qualities.

### Caracul Coming Strong

Probably this fur will not be very prominent in Canada this Winter, but certainly early Spring business will be good in it. Most of the American fur centres are selling this as the next best fur to seal. In coat and cape models it is trimmed with kolinsky, fox or mink. It comes in the following shades: black, beige, platinum and chocolate brown.

There seems to be a larger variety of furs in the collections shown in Toronto, than was seen last year. Some of the skins which have been come into prominence are, civet cat, broadtail, monkey chinchilla and the caracul mentioned above.

Very short sports coats are being featured by several New York houses and there are many women here who like them. Those who have more than one invariably choose the short model for walking.

Nutria is still favored by some manufacturers and dyed rabbit of the very fine qualities is becoming more prominent. For trimming Persian lamb coats, skunk and fox are very good although there are a great many plain lamb coats selling as well. It is said that some of the furs which have been added to the list of trimmers, owe their prominence to velvet and duvetyn, the season's choice in cloth suits and coats.

### September Neckpiece Month

Every stylish woman in Toronto had a fur piece of some kind last month. These were seen long before the fur-trimmed suits appeared. This Fall, only a light gown was required in the daytime, for sometimes the heat was really intense but every woman felt the need of something about her neck to make her feel properly clothed during the day and warm during the cool evenings.

In regard to scarfs, most furriers report almost as good business in chokers as in the fox. Although platinum colored fox is by all means best at the moment, one manufacturer, at least, is looking for business in blue and brown as the season advances. All of the marten family are very strong in chokers, and Russian and Hudson Bay sables are selling.

### The Silhouette

The silhouette as applied to fur coats, both wrappy and tailored, falls into two classes; the line which moulds the figure and the straight-line tightened just above the hips, producing a bloused effect. Many models are roomy in the upper part, with big collars and huge sleeves. Moyenage cuffs are shown on the dressy models.

For ordinary seal and lamb coats, many furriers are making the collars smaller than last year. The chin-chin type is selling fairly well also.

Linings are worthy of note. Canton crepe is very good with some furs. Plain linings are shown especially in the bright shades, while the patterned ones are more inclined to color combinations which will stand the winter's wear, rather than the delicate hues as in some seasons.

# Fashionable Furs Worn in Paris

## Season Has Reached Its Height a Month in Advance on Account of Cool Summer—Everything Natural or Dyed in Brown or Grey the Most Popular—Grey Monkey Replacing Black—Furs for the High and Poorer Classes of Parisians

DEAR Mr. Editor,

This letter, as announced, previously, will be devoted to one of the most important items of dressing at this time of the year, viz., FURS.

Nowadays one can hardly say that there is a season for furs as these are worn all the year round, especially when Summer happens to be only mild, as it has been this year. On account of this the fur business has become very brisk long before the usual time, and now it is at its height, about a month in advance.

Every kind of fur is in demand, but most particularly everything, natural or dyed, which is either brown or grey. You will remember what I wrote you last month about all shades of yellow to black being favored, consequently the Winter trimmings to match these colors must be either brown, white, grey or black. I will just mention the fact of white monkeys being dyed green, red, blue, which were used by one great couturier, mostly to make a merry note in the collection, for there are very few women who would dare wear these, unless on the stage or at a fancy ball.

### Grey Monkey

To be worn with black, still fashionable, as I wrote you formerly, we shall have black monkey in many instances, although I must say that the vogue of this fur is declining on account of the enormous quantity that has been used and the imitation made of black goat. It is replaced to a certain extent by grey monkey which is less dressy, but rather stylish, and of a rather pretty color, something like very dark squirrel but longer in the hair. Undoubtedly, for fancy purposes, this fur will be adopted in many instances.

There are two other fancy furs shown this season with some success. They are: Chinchilla rat, which looks very much like real Chinchilla but is coarser and not so fresh in color. Yet, when the quality is good, it will made some decent capes, or come in very useful as trimmings. In the latter case it will win favor. The same applies to the dormouse, which is even prettier in shade but very flat in the hair. As it is very supple and light of weight it might compete with moleskin to some extent. The latter, however, is sure to always come first as it has done for several years already whenever lightness, suppleness and a fine color is wanted. In every branch of the fur trade it has its place, whether capes, short coats, scarfs or muffs be required.

All furs are expensive, and, in order to provide the poorer class with that adornment which they need quite as much as others, Coneys are sacrificed largely. From South America also now comes a small lamb whose skin bears curled hairs which are sheared and dyed brown or grey and sometimes black to imitate Persian lamb. In the former colors it is rather nice and, once made into bands for trimmings or into coats and hats for children, ought not to be neglected. In black, however, I consider it lacks brilliance and cannot compare with the beautiful glossy color of Broadtail.

### Fashionable Broadtail

The latter is certainly one of the most favored furs amongst the high class of people. In spite of its high price and lack of solidity it is always as fashionable as can be. Now these skins are more easily procured than they were two or three years ago and the price has slightly gone down. The same applies to Persian skins, which are at present quite fashionable. One might think that such a serious fur cannot be adopted with the present way of dressing with nothing fitting, for everyone remembers the jackets worn twenty years ago with big sleeves and thin waistlines, frightfully old now. In many instances one has to fight against such reminiscences on the part of the customer, especially amongst the younger generations who want to be more than up-to-date. Matrons only care for the good strong fur that will last their whole life. Still, there is no doubt that this fur, which has already won favor again, will become one of the most staple articles (the bread and butter of the fur trade), for it is so supple now, and worked so artistically that, seen from a little distance, it does not look any heavier than the "matelassé" I mentioned in a previous letter.

Amongst the brown furs I must mention, for cheap lines, the marmot, dyed sable, to imitate mink. If the skins are good quality the result is not bad and some medium-price coats may be made and sold readily. Of course, one will prefer squirrel or Kolinsky, but then prices are a good deal higher. Mink is the fur for rich capes in place of Russian sables, which are very much neglected at present. Ermine and Chinchilla are also extensively demanded for the same purposes.

For travelling coats we shall have beaver, which is very fashionable this year, and nutrias, cheaper but not quite so nice, and "castorette," which is a very good imitation of beaver, to be used also very often as trimmings, collars and cuffs, and bands around a coat for grown-ups and for children too. All spotted furs such as leopard, wild cat, civet cat, etc., are also in demand, either for day cloaks or for travelling purposes. In many instances they are used as linings of capes with turned-up collar and cuffs.

Bands of fur are still very much used, of all widths and disposed indistinctly on the bottom, on the sides, or on the shoulders, sometimes across the back as belts, or to underline a particular cut. When such bands are narrow, mink tails are used very often. Otherwise you have any of the furs mentioned above and also Hudson seal, not so often used on whole garments on account of the price, and skunk, which is always the most staple article in that line, and in the scarfs and muffs department, together with skunk opossum, as a substitute.

In that line we have also all kinds of foxes, which are worn in Summer quite as much as in Winter. They are made into sets to wear with tailored suits or robes manteaux early in the season. The "ecossaise" shape is always preferred to others when the skin is naturalized, and otherwise we have straight scarfs made of skunk, opossum, mole in many cases, squirrel, dormouse, Chinchilla rats. The muff to match is a huge barrel one, very supple, with narrow holes, allowing only one hand to get in. The cuffs of the jacket are generally trimmed with the same fur, which continues the muff.

As written previously, we have practically nothing but capes, which are either made entirely of fur or of velvet trimmed with a band of fur all round (blue and slate foxes in wide bands) or they are entirely lined with fur. I have seen instances where a beautiful velvet cloak was completely lined with pure ermine, or Chinchilla, with only a large collar in fur outside.

The linings are almost always plain. I only saw one house where printed linings were used, and they were brown ground with black or other shades of brown designs. Otherwise they are plain velvet or lamé with chiffon linings gathered in fancy manners and with ribbon frilled to hide the stitches.

Waterproof coats of the latest style are long straight coats, very much like travelling coats, made of suede leather, tan or black, with a bonnet to match. Next month I will tell you about such hats and Winter millinery in general.

Yours truly,

Jeanne Gsell.

# Flesh Tints Shown in Fall Range

## Veilings Shown Include French Spots in the Flesh Shades Upon Darker Ground or Vice Versa—New Treatment on Glove Cuffs for Spring—New Effects in Handkerchiefs—Stand-up Neckwear in Original Designs

NEW VEILINGS are now being shown in profusion in the warehouse of a Montreal wholesaler, the outstanding features of which call for more than the usual comment. Flesh tints are now a strong feature of the Fall and Winter range in combination with pearl grey or black meshes, the prevailing preference being for French spots in the flesh shades upon the darker ground or vice versa. The outlook for veilings has shown a marked improvement in the last month, it was commented on in more than one wholesale house, and the demand at the present time is decidedly encouraging. It is assumed that well dressed women will adopt the veil for the coming Winter more generally than heretofore, and buyers are showing increased interest in novelty meshes which means that the plain hexagon may take second place for awhile in preference to novelties, in two color effects.

All sizes of spots are in demand, the tiniest pin dots vying with the large spot in border effect developed in silky chenille the size of a pea. Gray dots are particularly effective on black grounds set at inch intervals upon a fancy mesh. Much bright red has been in demand in dotted border novelty veilings, but at present the demand is slightly more in favor of the made veil in large fancy meshes. One such veil noticed by Dry Goods Review was formed of fine ribbonzene, woven together to form a very large open mesh by means of silk chain stitching in white. This type of veil forms the sole trimming upon small close fitting hats this autumn.

Owing to the definite lengthening of skirts, it is thought that veilings will be worn in draped, flowing effects rather than closely round the face. Both all-over and bordered veils are being largely used upon dress hats this season. Owing to the fact that bobbed hair is said to be gradually going out of style, veils are likely to be pressed into service by those who are endeavoring to camouflage their short locks. At any rate, veils are to be worn by very young women as well as their older sisters, the former showing a preference for the lacy, enveloping varieties which can be worn about the neck like a Bertha collar.

### New Cuff Treatments on Spring Gloves

A few lines of gloves for Spring have already made their appearance in Montreal sample ranges this month. In particular, the new styles in fabric and silk gloves are of interest, showing the trend of fashion in the more practical lines. Gauntlets will as usual retain the lead in popularity, with emphasis upon a slightly longer cuff. Strap wrists will be retained also in many numbers, but the newest style features will be the variations upon the turn-back cuff theme. One pair of silk gloves showed a Van Dyked cuff, cut into sharp points, the cuff being of brown upon a sand colored glove. Many such color combinations are included in this manufacturer's range, including navy, black, sand, brown, grey, etc., all with white or a deeper shade of self color for the contrasting cuff. Upon a pair of navy blue silk gloves with the usual style of gauntlet cuff, a checkerboard effect developed in a simulated chain stitching was used as the embroidery motif upon each cuff. Vertical, unstitched folds formed the unique cuff treatment of another pair of sand colored silk gauntlets, the cuff section being turned up to the usual depth. Fluted edges, of simulating ruffles, are another edge finish upon flaring cuff gauntlets of the silk.

The same firm is having considerable success with a line of fine capeskin gloves in lengths suitable for evening wear. In pure white as well as in darker colors, the quality of these gloves is well adapted for formal wear and possesses the requisite softness to wrinkle on the arm. Short length gloves of the same capeskin are now featured with black embroidery and hems upon white. Chamois gauntlets in strap effect in the natural shade are again included in the Spring range. Although prices have not shown any change as yet for Spring, one manufacturer told Dry Goods Review that with the increased cost of price on most glove leathers, an upward tendency is looked for in the not distant future in regard to glove prices.



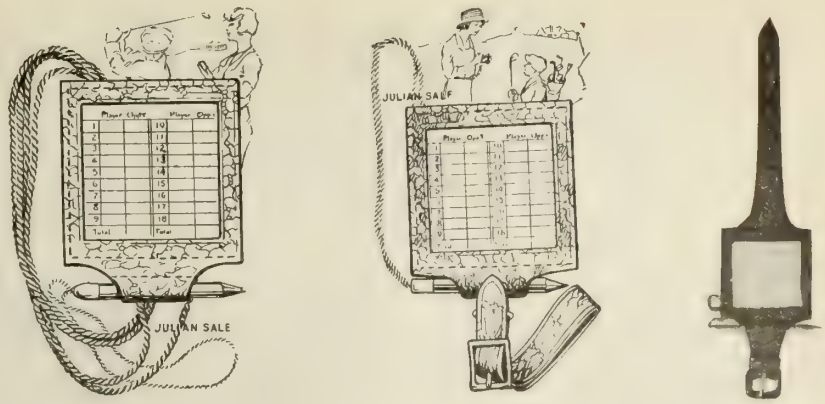


*Left—The Avenue Envelope bag is one of the biggest features in handbags this Fall. This one is of ribbed patent leather and is 6½ in. x 6 in. in size. It is fitted with change purse and mirror. Right—A vanity box of ribbed patent with mirror full size of lid. It has a silk moire lining and enamelled fittings (3 pieces). The change purse is attached with a fine silver chain. This box is 7 in. x 5 in. but it can also be obtained in size 8 in. x 6 in. Shown by Canadian Leather Products, Limited, Toronto.*

### "Cross Span" Embroidery On Handkerchiefs

A Montreal handkerchief manufacturer looks for even greater demand for all colored novelty handkerchiefs for the Christmas and next Easter seasons, to judge by the orders booked up to the present. Apparently there is no need to fear the end of popularity of colored novelty lines for some months to come, as every color is in demand. Colored embroideries or initials upon colored grounds are leading still, the former being of the type known as "Cross Span," which fills the entire corner running up either side to a depth of two or three inches. This style of embroidery seems to have superseded the single motif effect pointing inward on the handkerchief. The favorite designs put out by this manufacturer this Fall are the parrot, blue bird and flower motif, each of which designs are embroidered in several natural colors harmonizing with the ground of the handkerchiefs the latter being usually in old rose, mauve, green, yellow, pink and Cambridge blue. An assortment of these high grade novelty handkerchiefs put up in dozens of assorted colors are being offered to the trade this Fall at the low price of $1.10 a dozen.

With the Christmas season in the offing, some rather unique handkerchiefs have been imported with a view to being sold for gift purposes, including a new net handkerchief with a tiny frill also of net all round, developed in all white, all black or a black ruffle on a white centre. The ruffle may be either of plain net or of dotted point d'esprit. Another charming novelty is an all white handkerchief edged with narrow Val lace and embroidered in one corner with a quaint little colored bouquet about which is sewed a minute frill of lace, sewed along one edge only, so as to stand up about the bouquet. The range of novelty handkerchiefs which show colored threads drawn through in fine check effects is larger than ever this season.




*A Christmas gift for the golfing man or woman. These pads mounted in leather are very convenient in marking the score. One is made to hang about the neck, another is to be carried on the watch-chain and one is for the wrist. Shown by Julian Sale Leather Goods Company, Ltd., Toronto.*

**Boxed Goods Appeal to Holiday Shoppers**

Boxed handkerchiefs will go with more strength than ever for the coming season, it is said, and three to a box will be a popular line to feature in all handkerchief departments. The holiday boxes put out by a leading Montreal manufacturer are altogether fascinating this year, showing most artistic color work. The value of atractive gift boxes cannot be sufficiently estimated in planning a successful Christmas display.

**New Neckwear In "Stand Up" Effects**

Following closely upon the heels of the widely popular Bertha collar, comes a newer effect characterized as the "stand-up" style, which may or may not set close to the neck and is usually developed in white organdy or some other crisp or sheer material, such as batiste or net. Many of these collars are mounted upon a kind of bib extension that slips under the neckline of the dress, requiring no stitching to hold the collar in place.

Owing to the fact that the Bertha collar is not suitable for older faces, quite a number of dainty net and lace guimpes in vestee effect are being shown for the older women. One such model shows a side frill of lace down the front of the vestee, while the collar is of the front V variety, falling in soft ruffles, rather than in the severe tuxedo style.



*This is the crockery and cut glass department of the McLaren Company, Limited, of St. Catharines*

# Bertha Collar is Popular Favorite

## In New York it Reaches Waist Line in Front and Back—Bramley Still Strong and New Importation From Switzerland Has Attractive Features—Bigger Sales of White Handkerchiefs—Longer Skirts Help Braids and Fringes

TORONTO stores are becoming quite enthusiastic over the Bertha collar, which has been the craze in New York for the last seven weeks. Dress manufacturers are also promoting it on some of their best gowns. The outside trade has been a little slow in undertaking the sale of it but the few stores which have, have met with good results. The Bertha as worn in New York, comes almost to the waistline at both front and back but here it has been greatly modified. Those lines from 6 to 10 inches deep have been taken up first and in colors white and ecru, are strong. Very recently though, brown, navy and black Berthas have appeared. Especially in the pleated models, these are more practical for ordinary use.

The famous Bramley is still the best seller of all the older models. Then there is a circular collar imported from Switzerland which is showing promise. It comes in white and ecru and is embroidered in self or in the new Persian colors. This model is only about 2½ inches wide and makes a nice finish for gowns.

### Other Models

The bib collar, which is nothing but a square which hangs from the shoulders is receiving a certain amount of attention in neckwear stores. Some models have the bib at both back and front and coming to the waist. This is a collar which transforms a dress to a surprising extent.

Several manufacturers are looking for business in the surplice collar within the next few months. New York women are wearing it now although not to the detriment of the Bertha which is expected to outlast the winter.

Metal is good in the most expensive collars and metal combined with Bulgarian and oriental designs and colors, is shown. Collar and cuffs sets are selling in the well-known lines but the very new ones are not featuring them.

### White Handerkerchief Appearing

Colored and white handkerchiefs are selling in about equal proportions this month, according to reports from importers and merchants. This reversion to the white handkerchief came as a surprise to many stores and some of them were hardly prepared for it. The tendency is toward white with colored borders rather than all-white or the all-colored ones.

For Christmas, it it expected that hand-embroidered linen handkerchiefs will have more prominence than last year. Hand-rolled hems are now the rival of the hemstitched type which everyone was beginning to look upon as a staple.



*Parisian women are carrying parasols with attractive national designs on handle and ferrule. These five parasols are a Canadian product modelled on the French idea. The first four are known as 'The Sheik,' 'Little Miss Japan,' 'The Hollanders,' and 'The Swedish Girl.' They are made with a white deposit on amber. The fifth parasol has a handle of carved amber. Points and ferrules carry the same designs. Shown by the Brophey Umbrella Company, Limited, Toronto.*

### Again the Wide Ribbon

Ribbon is in splendid demand this season; moreover, wide ribbons are good again. This is partly due to the larger hats of this Fall and to the long skirts which can stand them better than those of last year. Moires, tinsels, satins and failles are all selling while cire is still mentioned in some circles.

In colors, the following are about the best: gold and silver, brocades, Dresdens, black, almond green, Persians, velvet in all the high shades and tinsels.

The girdle novelties have been of some assistance to ribbons. Many of them look best against a ground of ribbon. Hat cocades, pompoms of cut ribbons and buckles of beads, rhinestones and pearl are used with ribbons very extensively.

Braid trimmings and fringes are being promoted as another result of the lengthened skirts. Soutache is selling and some of the fancy braids come mixed with metal. Flat ornaments of twisted braid and cord ropes are particularly good. Braid makers are looking forward to a good season in plain braids this Winter, because ankle-length skirts will require binding at the hem to prevent fraying.

Umbrella manufacturers are showing a splendid range of parasols for the holiday trade. One line worthy of mention is a direct adaptation of a Paris fad. In that city women are carrying huge parasols which, when folded, are very bulky. These have handles with charming designs typical of national characteristics. Our designers have made parasols with handles of this order but not of the size of the French ones. Designs are beautifully carried out on bakelite or amber and in contrasting shades. Carved handles are a pleasant relief from the plain ones of last year and silver deposit on every type of handle is shown in the most expensive parasols.

The Snappon is selling in the stores which made a specialty of this parasol. It requires demonstration not only when called upon but as a regular feature on a part of every day. Those stores which were willing to put a salesperson on the work report brisk business in the Snappon, while those which carried it only in the regular way have been a little disappointed.

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After spending a quarter of a century in their store at the corner of Notre Dame and McGill streets the C. A. Workman Co., Ltd., Montreal, is moving to new premises on St. Catherine street. Increase of business, a desire to follow the times and to keep in touch with their family-trade clientele has caused the move, according to Mr. Workman.

# New Imported French Perfumes

**Alluring Names Help Sales—Fancy Containers an Added Attraction**

Perfumes cannot be excelled as Christmas gifts, and the imported French varieties constitute a very wide range this season. According to a Montreal importer the demand is tending more and more to the better grade perfumes, which are no longer known by such common-place names as "Rose," "Lily of the Valley," etc., but conceal their true identity under some tantalizing title as "L'Heure Bleue" or "L'Or" which convey no idea whatever of their character. Hence, the selling of perfumes has become a matter of individuality and owing to the fact that no two women are alike in the matter of selecting scents, no rules can be laid down to aid the sales clerk.

During the holiday season, special attention should be given to promote the sales of fancy containers of perfume rather than the same scent by the ounce. The new flasks and bottles are lovely beyond words and not unduly costly when it is remembered that they form a permanent ornament for the dressing table and can be refilled when empty.

The best grade French perfumes are being put up this season in tall, graceful bottles, with flat cut glass stoppers, the sole ornamentation being a small gilt medallion in the form of label indicating the name of the scent. Thin and rather oblong shaped bottles seem to be preferred to round shapes, and are liked almost as well as tall upright flasks.

The sale of any one perfume is becoming a matter of fashion, it appears, and one scent will be in great demand for six months or so, only to be quickly supplanted in popular favour by another, for no apparent reason. Owing to the fact that many high grade perfumes by various makers have fantastic names appealing to the imagination, it is likely that the name influences the choice in many cases. This is especially true of the scent known as "Chypre" which is enjoying an enormous vogue at the present. Other intriguing titles are "Un Jour Viendra" which means "A Day is Coming" and "Quelques Fleurs," meaning "Some Flowers," both of which are the fad of the hour in smart shops.

**Cosmetics As Christmas Gifts**

Face powders are in vogue as Christmas gifts also, it is pointed out, especially in the more ornate effects, costing above $1.50 retail. The new metallic compacts are likely to occupy a leading place on gift lists as well. According to a Montreal store buyer, the biggest item last year in the toilet goods department was the "set" priced about $5 including face powder, toilet water, talcum and soap, all in the same perfume and boxed in an artistic container. Imported bath salts provide that touch of luxury which is in keeping with Christmas giving, without having too much of the practical about it. Perfume containers for the handbag, retailing about $1.50, are most attractive while various little powder puff cases, diminutive in size, are also charming for inexpensive gifts.

If toilet goods are attractively boxed and displayed during the holiday season a considerable volume of business can be done in these lines which would otherwise seem too prosaic and personal to be suitable for gift purposes.



*The Tukaway is the name of this new folding umbrella for the desk-drawer, the auto side-pocket, the grip or the school-bag. It takes only two operations to open and to close it. Neither handle nor ferrule are removed in either case, and there are no sliding parts on the ribs to tear the fabric. It is claimed that the smallest child can open it. Shown by the Brophey Umbrella Co., Toronto and Montreal.*



*Left—The Princess Mary is the name of this charming little bag in tapestry leather. It is in a rich dark red shade and contains a mirror, powder puff and change pockets.*

*Right—An afternoon bag in a combination of patent calf and elephant grain leather. It has change purse, large mirror and celluloid memorandum pad.*

*Shown by Western Leather Goods Company, Limited, Toronto.*

### WILLS PROBATED

J. Henry Peters, prominent Toronto manufacturer, who died at sea on August 3rd, left an estate valued at $600,353. An interesting point in the will is that it was written in longhand by the deceased. He makes provision for the payment of salaries to his sons for industry in business, the salaries being small because he "does not think it wise for a young man to have too large an income."

By a will executed on November 23, 1915, James McGowan, formerly a manager of the T. Eaton Co., who died on July 11, bequeathed an estate probated at $120,913 to his wife, Minnie McGowan.

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### ST. THOMAS, ONT. CELEBRATES

The fifth anniversary sale of J. H. Gould, Limited, was held in September, in a most auspicious manner, the big departmental store being fairly ablaze with wonderful bargains. The celebration closed with a birthday party and the cutting of a huge cake, containing four two and one-half dollar gold pieces.

The birthday cake was cut by one of the old employees of the company on Friday, September 29, and a piece given to each person making a purchase at the soda fountain counter on Saturday, September 30.

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### AROUND TORONTO

The sale of patent leather handbags is a remarkable feature in Toronto shops and department stores. Every style of bag from the shopper to the vanity is good either in all-patent or in patent trimmed.

There is less demand for high-priced bags than in former years, salesmen saying that women want lines at from $5.00 to $7.50. They like the large mirror and the cases which include file, button-hook and cuticle knife.

Small afternoon bags are selling as well as the vanity beauty boxes. Cord handles are very plentiful particularly with dainty tassels.



*The cord handle is the correct note in handbags according to our Paris correspondent. This bag is of velvet and comes in the shades which are most prominent in velvet dresses and suits this year. Shown by Julian Sale Leather Goods Company, Limited, Toronto.*



*FROM PARIS TO TORONTO*

*has come a beautiful selection of Spanish shawls. They are in black and designed for wear with dinner and evening gowns. Most of the Fashion Shows featured them this fall. They are in various widths and lengths. The one shown here is very effective as a long panel with the short skirt. (which, despite everything, the very young lady persists in wearing.) In attractive boxes these shawls are splendid gifts.*

*Imported by the Canadian Veiling Company, Toronto.*

The A. J. Frieman Company, Ottawa, Ont., had for their 22nd birthday anniversary, a cake which was said to be the largest in the world. It weighed 1,000 pounds.

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Some of the Toronto firms which have been of assistance to the sufferers in the Northern Ontario fire were: The T. Eaton Company, which sent two cars of clothing and food, the Canadian Feather and Mattress Company, which provided mattresses and pillows, and F. Longdon and Company, which shipped a supply of chamois vests and chest protectors. Employees of the Murray-Kay Company sent 200 suits of women's underwear.

## Autumn Fashion Shows

Some of the Autumn Fashion Shows which attracted particular attention throughout Canadian Fashiondom were:

The Robert Simpson Company, at Regent Theatre, Toronto, Ont.

A. J. Friedman, Limited, Ottawa, Ont.

Smallman & Ingram Company, London, Ont.

London Advertiser's Fashion Show, at Grand Opera House, London, Ont.

Mills Bros., Sarnia, Ont.

Ritz Fashion Shops, Ottawa, Ont.

Fairweather's Limited, Toronto, Ont.

Hudson's Bay Company, Home Products Building and Capitol Theatre, Victoria, B. C.

Holt, Renfrew's Limited, Toronto, Ont.

Bryson-Graham Company, Ottawa, Ont.

Mary Grant Society, at residence of Alderman Keyser, Windsor, Ont.

Hudson's Bay Company, Saskatoon, Sask.

R. Sharpe & Co., Weyburn, Sask.

A. Murray & Co., Fredericton, N. B.

Liberty Company at Pantages Theatre, Hamilton, Ont.

Hudson's Bay Company, at New Empire Theatre, Edmonton, Alta.

F. R. MacMillan Limited, Saskatoon, Sask.

Hudson's Bay Company, Calgary, Alta.

McGowan & Co., Saskatoon, Sask.

Most of these displays were carried on with living models to the accompaniment of music. Several had special dances and playlets as added features.

### NEW STORES OPENED

A. Wanamaker, Niagara Falls, Ont.

The Style Shoppe, Oxford St., Tillsonburg, Ont.

K. A. Sweetman, 1169 Eglinton Ave., at Dufferin St., Toronto.

John Sinkiewicz, 14 Eighth St., Prince Albert, Sask.

Thompson's, Limited, 2062 Danforth Ave., Toronto.

The Classique, 749 King St. East, Hamilton, Ont.

E. Rive, 2282 Bloor St. West, Toronto.

Thistle Dry Goods Store, Sandwich St., Sandwich, Ont.

W. L. Wylie, 56 Vaughan Road, Toronto.

Edgeware Store, Mimico, Ont.

Kingsbury and Dempsey, 1458 Queen St. West, Toronto.

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- Top Handle Purses
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- Velvet Bags
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- Ladies' Belts
- Music Rolls
- Writing Folios
- Collar Boxes
- Bill Folds, etc.



ENVELOPE AVENUE BAG
Beaver Grain, Silk Lined.
Black, Brown, Grey, Navy.
3075—Cord Handle.
3069—Leather Handle.
**$18.00 dozen.**



ENGLISH AVENUE BAG
Beaver Grain, Silk Lined.
Black, Brown, Grey, Navy.
3064—**$30.00 dozen.**

**Our prices are the lowest quoted in Canada for perfect workmanship. This fact is proved by the continued patronage we obtain from practically all large firms handling leather goods from coast to coast.**

**Patent Leather (ribbed)**—Envelope Bags, $27.00 to $60.00.
Vanity Boxes, $36.00 to $54.00.

**CANADIAN LEATHER PRODUCTS**
**LIMITED**
**144 FRONT STREET WEST** · OPPOSITE UNION STATION · **TORONTO**
**BUY DIRECT FROM THE MAKER**

DENT'S D GLOVES

# Your Glove Sales

are bound to be larger if you stock a line that is widely known and highly esteemed. Sales resistance is less, turnover more rapid.

## Dent's Gloves

(kid, suede, cape, etc.) have won and held the confidence of the buying public. Prepare to fill their needs by placing your order at once for early delivery.

## Dent's Ultra-Super
### Double Tipped Silk Gloves

are of the standard that has made the Dent Organization famous as glove makers. The exquisite beauty of texture, quality, style and finish make Dent Griffin Silk Gloves popular wherever shown.

Travellers are now submitting our complete range of samples.

**Timely Advertising to the public keeps Reminding them of Dent's.**

## DENT, ALLCROFT & CO.
(Canada) LTD.

**Montreal - Canada**

DG

# BUSINESS FOR TO-DAY and TO-MORROW

**is secured**

## By Having The Goods

THE HOUSE OF STYLE & SERVICE

*THE SEAL OF SUPERIOR SERVICE*

***Bramley Bandings in Lace or Embroidery.***

are leading sellers to-day. Are you interested? If so a post card will bring a sample assortment.

NICELY BOXED FOR QUICK SELLING

**ORDER NOW**

*Laces*
*Veils*
*Veilings*
*Handkerchiefs*
*Embroideries*
*Children's Dresses*
*Infants' Wool Goods*

**ORDER NOW**

*MAIL ORDERS GIVEN SPECIAL ATTENTION*

***We Have the Goods***

## WESTLAKE BROTHERS LIMITED

**24 Wellington St. W., - - TORONTO**

# Preparing for Christmas

Our salesmen who are on the road constantly, are carrying at this season a most complete range of Novelties for your inspection. It is not too early to begin planning. Make your store the centre of attraction by displaying early seasonable lines of wanted goods.

Kimonas Hosiery
Linens Handkerchiefs

*Order from our salesman or write to-day*

# Novelties Limited

"The House of Surprises"

MONTREAL TORONTO WINNIPEG

# New Developments in Negligees

## Improvement in the Quality of Fabrics Used—The Use of Wool Embroidery on Simple Kimonas and Wrappers—Growing Popularity of Breakfast Coat—Descriptions of Some of the New Developments

RICHNESS of color, in all fabrics possible to utilize in designing those garments worn by Miladi in her hours of ease, whether the informal kimona or the ultra elaborate negligee, is a notable characteristic of the fall range of samples shown by a Montreal manufacturer this month. Delicate pastels or warm, vivid tones naturally have required a studied simplicity of line lest the garments appear too ornate, but no hint of over elaboration is suggested in any of the models.

Beginning with the informal little dressing sacque of box loom cloth, there is noticeable a distinct improvement over corresponding styles of a season or two ago, for the quality of this fabric has improved greatly and is now guaranteed perfectly washable retaining its lovely crepy finish. Hangers are placed in the necks of all kimonas or negligees now, since it is realized by the designer that such garments lose their attractiveness when the collars or neckline are crushed by being hung up on a hook.

### Wool Embroidery on Kimonas

The principal type of elaboration on the simpler kimonas and wrappers is the use of wool embroidery, usually done in black and white in conventional motifs. Wool embroidery is especially well adapted for use on cotton crepe fabrics and washes perfectly, hence should prove popular with women this season.

A lavender slip-over of sheer crepe de chine had hemstitched edges of maize color and featured the uneven hemline at the lower edge. A trailing vine of satin ribbon flowers was posed slantwise across the front of the negligee and repeated upon the skirt in the same manner but upon the opposite side.

### Two-Toned Effects are Popular

A truly magnificent model developed in misty blue and palest lavender georgette was practically nothing but a straight slip, but the two layers of georgette were laid together and attached by hemstitching at the edges in a manner which brought out the delicate color harmony of the garment bearing all the hall marks of its Parisian origin. A girdle of loosely knotted two-toned satin ribbon was threaded in and out of slots and the long flowing sleeves were draped to fall away from the arm. Another lovely model of palest blue georgette was lined with crepe de chine for the upper portion, while the skirt was formed of a deep breadth of lace flouncing ruffled with blue georgette. A girdle of pink ribbon finished the waistline.



Simplicity Stamps the New Tea Gowns

*designed for next winter. This exquisite model combines a straight line underslip of box pleated crepe de chine with a quaint little coat of sheerest georgette combined with creamy lace. The colors featured in this model were orchid and peach, the slip being made of the latter shade. Graceful ribbon ornaments and ball drops add a French touch to this becoming model which also embodies the new neckline and the draped sleeve effect. Shown by courtesy of the Kassab Kimona Company of Montreal.*

Even the bed sacque has been developed in fine quality crepe de chine, elaborately trimmed with embroidery of coarse silks and clusters of fine tucking. This type of wrap has no seams but conforms to the body by reason of its cut, having its side portions so designed that they fall softly in the manner of sleeves. Among the newest colors for negligees of this sort are French lavender and robin's egg blue.

Blanket stitching in white wool is also a favorite mode of finishing sleeve, neck and hem edges on these garments or again self ruffles not above an inch in width are effectively used to outline the neck as well as to trim the cuffs and pockets. Open front effects are still the most preferred finish but the number of slip-over kimonas is larger than was shown last year. The major-

(Continued on page 99)

# Lingerie a Popular Christmas Gift

## Some New Items in Step-in Combinations, Costume or Princess Slips, Pyjamas and Other Types of Sets—New Ideas in Camisoles, Bloomers, Nightgowns and Underskirts—Retailer Can Promote This Department With Profit to Himself

THE approaching Christmas season offers a promising opportunity in connection with the merchandising of negligees and silk underwear, the Fall and Winter samples of which are now in the hands of travelers and are designed to cover all the wants of the Canadian woman from the standpoint of style and price.

Commenting upon the current demand from the retail trade in lingerie, a Montreal manufacturer told Dry Goods Review that he believed that the average buyer is laboring under a misapprehension regarding the type of underwear desired by women this season. The attitude of the buyer is that only the cheapest lines have any chance of selling, and the greater part of the buying public is no longer interested in quality as such, but in the price ticket on the garment. He maintains that this attitude is likely to work untold harm if no definite steps are taken to trade up during the coming season. If buyers persist in calling for the cheaper grades of pongees, wash satins or Jap silks in lingerie, it will not take long for the public to discover that it is sheer waste of money to buy these inferior qualities and there will be a reversion to home-made underwear in the endeavour to get the quality desired.

In order to keep the cost of the various lines of lingerie down to a minimum, one Montreal firm has concentrated upon a limited range of fabrics, out of which have been designed a wide variety of undergarments showing the simplest effects, both in cut and finish. The result has been that even in the most inexpensive types of camisoles, nightgowns or chemises, good taste and unusual style have been attained. The choice of colors chosen to include in the range of samples furthermore, is more interesting than usual, and it is evident that no pains have been spared to select new and unusual shades in familiar materials such as crepes and Kongouri silks.

The new items in this Fall range which have not been shown previously are step-in combinations, costume or princess slips, pyjamas and various types of sets including three or four pieces as desired. In the usual undergarments such as camisoles, bloomers, nightgowns and underskirts there are a number of novel ideas introduced which vary the range range considerably and provide sufficient change to make the entire showing one of exceptional interest.

According to this firm, the camisole will be in great demand for the Christmas trade in several new effects. Quite the daintiest finish noticed in this range was the use of sheer embroidered Swiss medallions of organdy inset upon panels of ecru filet lace in the form of elongated panels upon the front of the camisole. Another new finish was the use of contrasting color bindings on the straight edges of the camisole instead of the overdone hemstitched finish or lace edge. On a pale flesh camisole, for example, a quarter inch binding of mauve was used, and the shoulder straps in almost every case were of self material rather than ribbons, which are never durable even in the best qualities. Some camisoles show the new built-up shoulder which runs up into points held together by extremely narrow strips of the material finished in a ladderlike effect. The usual decorative note is added by the use of handmade flowers of ribbon tinted in natural effects and finished with green ribbon foliage.

Where lace is employed upon underwear it is invariably creamy in tint and of the variety known as net lace. A straight banding of this lace around the top of a camisole, threaded with palest blue satin ribbon and mounted upon a flesh colored crepe de chine camisole is a representative style which is charmingly dainty as well as exceedingly inexpensive.

### Call For Bloomers In Durable Fabrics

The demand for bloomers is already assuming notable proportions, according to this firm, especially in materials which have a silky finish but are more durable. Striped Albion cloth is found to provide the maximum of wear with a smart effect and is made up into pantalette style bloomers with the deep, double elastic-run cuff. Shantung silk bloomers are very much in demand also and are featured in a heavy quality at $2 a dozen in a style which utilizes the full width of the material. Knee length bloomers of silk are also shown, finished with especial care in the fit, more particularly as regards the front and back which are carefully shaped.

### Sets Will Continue In Vogue

Sets of vest and step-ins are being shown in very fine quality crepe de chine, in a range of pastel colors daintily elaborated by inset Swiss embroidered motifs upon filet lace. One set was finished with a French hand-made Cluny lace top and threaded with a quantity of reversible satin ribbons in blue and orchid, the body of the set being of flesh crepe de chine. Newer than the set idea however, is the step-in combination which can be obtained in such sheer materials as georgette, and made according to a French design utilizing two straight lengths relieved by the use of fine net lace in ivory color upon the deep lavender tone of the georgette. A new style of envelope chemise without any fullness is also shown featuring a dropped waist line effect with side gathers at the hip only. This model was developed in flesh Kongouri silk with mauve bindings. A set comprising camisole, chemise and nightgown or pyjamas of finest quality Shantung silk was daintily elaborated by the use of French knots in three colors entwined about a lover's knot motif done in hemstitching. The chemise of this set is particularly effective and is priced at $27 a dozen.

For the popular priced trade an attractive range of samples made up in Jap silks are also featured, the chief trimmings being fine pin tucking, net lace and bindings.

### New Sleeve Treatment In Gowns

Nightgowns show a decided tendency to return to the use of sleeves of some form or other, or else an angel's wing drapery showing a slash up the outer edge to give a glimpse of the arm. Simulated puff or cap sleeves are also frequently seen, the sleeve being kimona in shape but slightly gathered into a narrow banding about half way between elbow and shoulder. Square, oval and shield shaped neck lines are about equally represented and many of the square outlines are finished with stoles of net lace which is particularly rich when used with wash satin for the body of the gown. A Shantung nightgown showed shirred sections at the underarm seams and a shield shaped neckline bound with self material. The sleeves were slightly fulled into a tiny cuff, while the front showed the French knot decoration described above.

Orchid color is frequently noted as the color for nightgowns in this display, one notable example being of simple cotton crepe in a modified empire style. Tiny yellow rose buds were used to give the artistic touch. Most elaborate gowns of sheer crepe de chine showed inset portions of tucked blue georgette and lace, the wing sleeves being slashed and finished with picot edging. A wash satin gown showed trimmings of inset Swiss medallions embroidered in black which formed an unusual color contrast upon the flesh tone of the gown. Few entirely sleeveless gowns were included in this collection.

Pyjamas come this season in both elastic run and plain ankle effects in two

(Continued on page 99)

# Corset Specialty Shop in St. John

## Operated by Mrs. Percy Gunn Who Has Built Up Large Business in Four Years—Superintends All Fittings—Uses the Card System so That She Can Keep Track of All Sales and Customers—Frequent Change in Displays

CORSETRY is a profitable and successful career for any woman who possesses the necessary qualifications according to Mrs. Percy Gunn of St. John, N. B., who has succeeded in building up a large following in that province in the short space of four years.

Mrs. Gunn is considered as one of the leading corsetieres in Eastern Canada and her personal success she attributes to the fact that she had an incentive worth all the exertion and effort could bring to bear on her work. Left a widow some few years ago, Mrs. Gunn found herself faced with the necessity of supporting four young sons as well as herself, and so she turned to the profession of corsetry in order to supplement her income and give each of her sons the best education that was possible.

Her shop is known as the "Corset Specialty Shop" and is well located on King Square, the most frequented thoroughfare of the city and adjacent to the leading theatres, hotels and business district. The store interior is comparatively tiny, but is equipped with a fitting room at one side as well as two silent salesmen and innumerable shelves for stock. It is in all probability the smallest corset and brassiere shop in Canada yet the volume of business done ranks along with that of the largest stores. Originally Mrs. Gunn commenced business with a line of silk underwear and blouses in addition to corsets and brassieres, but has abandoned the first two owing to the increase in business where corsets are concerned. She confines her sales to two well known lines and asserts that it only pays to sell nationally advertised lines of corsets in a specialty shop.

### Prefers to Fit all Corsets

To Dry Goods Review Mrs. Gunn said, "I am simply catering to the public mind in selling corsets and believe I have done missionary work in St. John in the way of fittings. I do not sell corsets over the counter unless in an emergency and prefer to superintend all fittings myself. I keep a cotton slip in readiness in the fitting room for customers to put on in place of their own underwear and I find this plan more sanitary."

A record of all corsets sold, and customers' names and measurements, is consistently maintained by Mrs. Gunn on a card filing system, thus enabling her to follow up all sales intelligently.

### Orders Corset Stock Often

Brassieres are sold on the same principles as corsets, and Mrs. Gunn is careful to keep her stock up to requirements constantly, preferring to order often in small quantities.

In Mrs. Gunn's case, personality has had much to do with her unique success. No matter how inexpensive the corset may be, it is not sold until Mrs. Gunn is perfectly satisfied that it is correct for the wearer. Her patience is remarkable and she brings an unusual amount of intelligence and interest to bear on her work, thus creating a reputation as a specialist for herself.

### Windows Are Changed Twice Weekly

One assistant aids Mrs. Gunn in managing the little shop, and the proprietress herself handles the window displays which are changed two or three times each week, and are always dainty and attractive, emphasizing quality and smartness first of all.

Although Mrs. Gunn has taken several courses in scientific corsetry she does not feel as though she knew the last word upon the subject but keeps in constant touch with every change in styles or fitting methods through frequent trips to the upper Canadian provinces or the United States.


# Did You Ever Stop to Think

**THAT if your city is in need of more mercantile establishments of any kind—ADVERTISE!**

**THAT if you want any more farmers or homeseekers to locate in your community—ADVERTISE!**

**THAT if you can offer any special advantages as a desirable location for factories, branch plants, etc.,—ADVERTISE.**

**THAT your section will attract greater attention today than ever before if you ADVERTISE!**

**THAT your vast resources will receive the consideration their importance has long entitled them to, if you tell the world.—ADVERTISE!**

**THAT the directing heads of manufactures, investors seeking profitable outlets for their capital, as well as those on the outlook for good farms and homes, are reading the papers every day looking for opportunities. ADVERTISE!**

**THAT the best results from any kind of advertising are obtained by "KEEPING EVERLASTINGLY AT IT."—ADVERTISE.**

**THAT no matter what you have to sell, the columns of the newspapers will fill your needs in the surest and most economical way.—ADVERTISE.**

**THAT if you want increased business, ADVERTISE.**

**THAT most newspaper readers are boosters. They pass on everything good, whether found in editorial or advertising pages.**

**THAT if business is falling off, you should step right out of the rut and increase it by the right kind of ADVERTISING.**

**That getting the business is not always a selfish proposition. Modern business entails a certain amount of service that is of as much interest to the buyer as to the seller.**

**THAT you will find in the stores of your city, the obliging clerks, the ones who greet you with a smile, who wait on you courteously, solicitous of your every wish, who answer your questions politely, who are willing to take the trouble to supply any information wanted, they help to make better business.**

**THAT "mail order" houses succeed because they advertise. You can beat them at their own game by advertising in your local papers.**

**THAT many citizens would be pleasantly surprised if they were to investigate the various kinds and classes of merchandise obtainable in their city. With this knowledge, they could spend all their money at home. A DOLLAR SPENT IN YOUR OWN CITY HELPS YOUR CITY. A DOLLAR SPENT IN SOME OTHER CITY, HELPS THAT CITY. BUY AT HOME.**

**THAT your city is the best city in which to live. Don't hesitate to tell the world about it.**

### NEW DEVELOPMENTS IN NEGLIGEES

(Continued from page 96)

ity of open front styles, however, are cleverly designed to conceal the opening, doing away with the awkwardness of the old style which tended to gape apart.

#### New Fabrics For Breakfast Coats

The breakfast coat is becoming more and more popular with Canadian women, according to this manufacturer whose range includes models developed in everything from cotton crepe to Albion cloth, Jap silk, French delaine, corduroy velvet, tussa silk and reversible two-toned taffeta in the newest metallic effects. Such coats are extremely simple in design and are cut short enough to give a youthful, jaunty style. The girdles are placed lower this season on the hips and there is considerable use made of silk tubing entwined into the form of flowers used as trimming at neck, pockets, etc.

Where really elaborate effects are concerned this Montreal manufacturer's range includes some most effective creations developed in lustrous satins, pastel tinted crepe de chines, etc., and beautifully elaborated with handwork. To enumerate one or two is sufficient to give an idea of the improvement which has taken place in Canadian lines, many of which are scarcely recognizable from the Parisian models from which they were copied.

A straight falling robe of palest blue silk showed long flowing sleeves of the "handkerchief point" variety caught at the shoulders to display the bare arm nearly all its length by means of clever draped effects. A tangerine crepe de chine negligee owed its distinction to a simulated yoke of hand embroidery together with delicate sprays of the same handiwork on sleeves. A perfectly plain quilted coat of lavender crepe de chine was lined throughout with white Jap silk—forming a charmingly smart but practical garment with little or no weight. This style is procurable in all colors in addition to lavender. A stunning coat of royal purple and emerald shot taffeta showed flying panels of the same silk caught with hand-made flowers of silk tubing. A Bertha collar of the silk was used to finish the slightly oval neck and the sash encircling the waistline was placed very low on the hips. A rose and silver shot satin coat had its shawl collar and cuffs made of quilted crepe de chine as well as its two pockets.

Tussa silk formed the fabric of several charming negligees of the less elaborate type, one of which developed in rich tones of green and purple had bindings of the purple on the edges. Rich oriental patterns were noticed on other models.

#### Printed Corduroys are Guaranteed

English printed corduroy velvets, in effective oriental designs featuring a combination of colors are smartly tailored in coat style and lined with silk throughout. These velvets are guaranteed not to fade and are thus serviceable and practical.

The exaggerated mandarin sleeve is extremely graceful when it forms part of a blue satin negligee, embroidered in silk upon the fronts. This type of sleeve falls in long pouch-like ends almost to the floor. A "slip over the head" model made of salmon-colored crepe de chine had as its only relief a spray of flowers tinted in natural colors and outlined with silk. A ribbon sash was threaded through slots at the waistline. Another type of slip-over negligee was developed in deep rose colored silk bound with blue, the sleeves being weighted down with long chenille tassels, while the shoulder seams were buttoned over the silk-covered buttons.

#### Dolman Style in Negligees

What is known as a "Burnous" effect in negligees was cleverly developed in flesh crepe de chine trimmed with the new fagoting braid which simulates the hand-worked fagoting. This negligee was a dolman type with the becoming looseness familiar in wraps for outdoor wear. It fastened with one invisible fastener.

The use of one color upon another in sheer fabrics was effectively illustrated in a negligee made of blue and cerise crepe de chine in slip over effect with draped, flowing sleeves finished with picot edging. Cut work was the sole trimming used on this garment, short slashes being finished with picot so that one color could be seen through the other. A straight robe of box pleated crepe de chine in a soft maize color was veiled with a coat of lavender georgette elaborated by bandings of Paris-tinted lace. Festoons of heavy satin ribbon finished the front and under arms portions of this superb hostess gown.

### LINGERIE A POPULAR CHRISTMAS GIFT

(Continued from page 97)

piece sets, comprising a Mandarin slip-over coat and trousers developed in silks or crepe de chine. One French model set of crepe de chine had a two-inch contrasting color facing hemstitched all round the straight edges and the sleeves were merely flowing draperies caught into ball drops while a tinted hand made ribbon spray formed the sole trimming.

#### Variety In Costume Slips

Two styles of costume slips are offered this season, developed in all wanted materials, both silks and cottons. One style has a deep shadow-proof hem carried up nearly to the hip line while the other has the regulation hem. Either a built-up round neckline or the camisole top can be obtained. All colors can be had, also in these styles which feature the lowered waist line with a slight fullness at each side to impart the lines of the present season's silhouette. Some of these slips are elaborate enough to be worn as skirts beneath one of the new types of over-the-skirt blouse.

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## Big Cotton Boom In Australia

#### Trade Commissioner in Australia States Land is Being Prepared for Planting

Of more than passing interest to Candian cotton spinners and to those associated with the distribution of cotton goods is a recent communication received at the Department of Trade and Commerce, Ottawa, from Trade Commissioner D. H. Ross, of Melbourne, Australia. He states that at the moment a veritable cotton boom is being experienced in Australia, and that the preparation of land for cotton planting, particularly in the state of Queensland, is being carried out rapidly under the guaranteed minimum price of 11 cents per pound for seed cotton of any variety delivered at the nearest railway station.

Mr. Ross further states that the Australian Cotton Growing Association, with which several of the largest British cotton spinners are identified, is chiefly responsible for the practical results so far achieved. Ginneries and warehouses have been established in Brisbane and Rockhampton and it is anticipated that over 75,000 acres of land will be seeded before the next crop—in 1923. It is claimed by Australian associations that the average yield in Queensland is, so far, from 100 to 300 pounds per acre greater than the average in the United States, and that Queensland cotton picked last year was assessed by the British Cotton Growers' Association at from twenty-five to fifty per cent. higher than "middling American" cotton—the world's standard.

In the fiscal year ended March 31, 1922, Canada imported 95,385,978 pounds of raw cotton to the value of $16,321,317, and cotton yarn and thread to the value of $4,325,300. Excluding yarn and thread to the value of $1,784,827 from the United Kingdom, practically all the imports were from the United States. In the same period the importation of cotton textiles into Canada greatly exceeded the value of raw cotton and yarn. Mr. Ross concludes his communication in the following words:

"With the probability that increased domestic requirements will decrease the quantity of raw cotton available for export from the United States, the development of the cotton industry in a sister Dominion will likely interest Canadian cotton spinners."

# One Third of YOUR Customers—

who enter your Corset Department are in the "heavy figure" class. A large proportion of these women want a medium priced corset between $4.00 and $6.50.

## Warner's Rust-Proof Corsets—

### Made in Canada

are designed to care for every figure type. Our stout models are made to give longer service and are reinforced where the greatest strain comes. Particular attention is given to the correct control of the figure to ensure pleasing lines to the wearer.

We recommend the following styles which have proven themselves popular with the trade. Samples will be sent to you upon request.




**STYLE 197**

Extra long skirt, well boned and all rubber top. Double skirt and graduated clasp. Soft finish pink coutil. Sizes 22-36. Price, $30.00 per dozen.




**STYLE 314**

A very heavily boned corset for stout figures. It has a medium high bust with bust gore, reinforced front and graduated clasp. Made of pink or white soft finish coutil. Sizes 24-36. Price, $30.00 per dozen.




**STYLE 345**

For the full heavy figure. Medium high bust, full skirt and a rubber gore in front of skirt. Graduated clasp. Pink coutil. Sizes 22-36. Price, $42.00 per dozen.

**Other Stout Figure Models up to $48.00 Per Dozen**

## The Warner Brothers Company

**356 St. Antoine Street, - Montreal**

# GOSSARD
# TYPE CORSETRY

***means better profits for you and greater satisfaction for your customers***

## *From a Dealer:—*

" ," Alta.

**H. W. Gossard Company,**
**Toronto.**

Dear Sirs:—

We have bought the business of . . . . . of . . . . . Alta., and have put the entire stock of corsets on the bargain tables. As we have had so much satisfaction with the Gossard at . . . . Sask., we will cut out all other lines and stock only the Gossard. Enclosed please find a small order as a start. If you have a traveller on this line we would like to have him call and give us a demonstration. Please rush this order, also selling helps and order blanks.

Yours truly,

(Name on Request.)

## *From a Wearer:—*

**Montreal, August 26th, 1922.**

**Miss Jane Hill,**
**Canadian H. W. Gossard Co.,**
**Toronto.**

Dear Miss Hill:—

Please forward to my address your little book "You," which I will be so pleased to receive. My three daughters and myself have worn Gossard Corsets for years and they are everything you say—comfort and fit and durability. In fact, I am a grandmother and have been questioned by many as to how I preserve my figure, and my answer is, I wear Gossard Corsets, and they feel so comfortable and make me feel so good.

When I read your ad. in the Standard I said I must have one of those little books, so here is my name and address:—

(Name on Request.)

Both the letters reproduced above were received by us recently and the originals are on file in our office. These will be shown to any merchant who calls with a desire to see them, or the names and addresses of the writers will be mailed on request.

## *Fewer Lines--Less Investment*
## *The Same or Larger Turnover*

With the Gossard line in stock you are able to meet practically all corset demands, and to meet those demands with absolute satisfaction from every standpoint. This enables you to do the same—and even a larger—corset business, with a smaller investment of capital and with no risk of having dead stock on your hands at any time. Write us for full particulars of the Gossard proposition. It will pay you to do so.

## The Canadian H. W. Gossard Company, Limited

**366-378 Adelaide St. West, Toronto**

**New York London Toronto Sydney Buenos Aires**



*Model 1530*

# GOSSARD *Longerlyne* BRASSIERES



*Model 2436*



*Model 827*

BECAUSE these new models offer so many women what they have so long wished for and never been able to find, they are selling with a rapidity that makes generous profits. They are especially designed to meet the needs of those hundreds of customers who require special shaping to properly support and flatten the diaphragm and who need added length to prevent their brassieres from slipping up over the low tops of the modern corsets. Don't lose this profitable business. Complete samples will be sent upon request.

*The* CANADIAN H. W. GOSSARD COMPANY, LIMITED

366-378 West Adelaide St., Toronto

New York London Toronto Sydney Buenos Aires



*Model 848*

The "*Frenchmaide*" Line Makes Business "*Fine*"

Frenchmaide KIMONAS AND UNDERGARMENTS TRADE MARK

## *SEE OUR NEW ACHIEVEMENTS*

You are invited to inspect our Fall line of Undergarments, Negligees, Kimonas and Bathrobes in silk and cotton—original designs and quality of manufacture have won the unqualified favor and continued business of the country's leading merchants. The reason of this remarkable showing manifests itself at a glance.

***"Most smart shops feature Frenchmaide Undies"***

*Showrooms at*

**Vancouver, B.C.**
319 Pender St. West
John Ogilvy, Rep.

**Winnipeg, Man.**
124-124A Phoenix Block
Geo. Smith, Rep.

## The Lingerie Company

Manufacturers

80-82 Wellington St. W., Toronto

*Showroom at*

**Montreal, Que.**
23 Merchants Bank Bldg.,
364 University St.
E. Scroggie, Rep.



## Corsets That Really Sell Themselves

The coast to coast advertising that is at present being done for P.C.'s is teaching the women of Canada the special qualities of P.C.'s. In addition to this, every P.C. is so built that it practically sells itself. When a woman comes into your store, notes the styles, feels the material and learns the price she invariably buys.

**Parisian Corset Manufacturing Co. Limited**

Montreal QUEBEC Toronto

14

GYK

# "P.C." Corsets

RUST PROOF

GUARANTEED

# For Sports Wear



*La Déesse* 917

**This full elastic girdle is an ideal corset for sports wear. It has been designed to give the wearer the maximum amount of freedom of action without sacrificing comfort, style or support.**

**No Corset Department is complete without it. Order now.**

***La Déesse are friend making Corsets***

**E.T. CORSET CO.**
**LIMITED**

*General Sales Office :*
**St. Hyacinthe, Que.**

**Montreal : Coronation Bldg.**
**TORONTO, York Bldg. WINNIPEG, Canada Bldg.**



# October—

***is not too soon to plan for the Christmas Trade.***

Last Christmas season Men's Wear Review planned for it by collecting from all over the Dominion the best ideas and the most unusual methods that were successful in building a bigger sales average than ever in the most enterprising stores.

Several articles on the best methods of merchandising will appear in Men's Wear Review October issue. Several unusual "stunts" will also be written up and there will also be a large number of window displays and counter exhibits photographed from the leading men's wear stores.

All of this idea-building information is very carefully chosen—nothing will be presented that could not be adapted to your own store and locality and so be of benefit to **you.**

The display manager who is planning to draw customers to his store through his unique windows and advertising should be receiving Men's Wear Review.

The price is reasonable—$2.00 a year. Send for a sample copy to-day—or better still, send a money order or a cheque pinned to your letterhead and you will receive copies for the next twelve months.

**Men's Wear Review**
**143-153 University Ave., Toronto**

# Now in Demand

New French Metal Laces



Metal Laces on Net

also

**Metal Cloth in Gold, Silver, Steel, Antique**
**New Veils and Veilings**
**Spanish, Radium and Wool Laces**
**in Allovers, Bandings, Flouncings**
**Real Spanish Lace Scarves,**
**Baby Veils**

*Now Showing For Spring:*
Laces, Veilings, Wash Goods, Malines

*—Samples?—*

*We handle only the Best*
*Always did* *Always will*

## CANADA VEILING CO., LIMITED

84-86 Wellington Street West, Toronto



MR. WM. MACKIE,
Manager, "Dept. D."



MR. GEO. OUIMET,
Manager, "Dept. E."



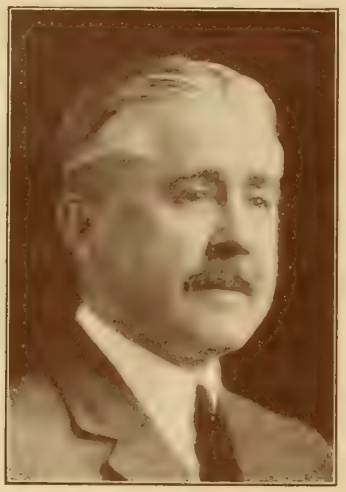
MR. J. M. O. GAGNON,
Manager, "Dept. G."



MR. L. C. ROBITAILLE,
Manager "Dept. H."



MR. J. A. ROBERTSON,
Manager "Dept. C."



MR. N. PAULET,
Merchandise Manager.



MR. J. A. BOUCHER,
Manager "Dept. B."



MR. D. R. CAMPBELL,
Director and General Sales Manager.



MR. JAS. MITCHELL,
Manager, "Dept. A."

# 1922



MR. ALPHONSE RACINE,
President.

# The Administration

## *Alphonse Racine Limited*

**60-68 ST. PAUL STREET WEST, MONTREAL**

Manufacturers and Wholesale Distributors of Dry Goods

FACTORIES: Beaubien St., Montreal

St. Denis, Que.; St. Hyacinthe, Que.

18 PERMANENT SALES OFFICES



MR. E. A. DAVIDSON.
Manager, "Dept. J."



MR. Z. BOLDUC.
Manager, Dept. K.



MR. A. ARMAND.
Manager, "Depts. F. & I."



MR. P. S. HARDY.
Manager, "Depts. L. & M."

# 1923



MR. HECTOR H. RACINE.
Vice-President and General Manager.

# & Sales Management



MR. E. MONDAY.
City Sales Manager.



MR. P. E. BISSONNETTE.
Director.



MR. J. BREBNER.
Production Manager.



MR. WM. STRAIN.
Supt. Factory.



MR. J. S. BISSETT.
Floor Service.

## Alphonse Racine Limited

60-68 ST. PAUL STREET WEST, MONTREAL

Manufacturers and Wholesale Distributors of Dry Goods

FACTORIES: Beaubien St., Montreal;
St. Denis, Que.; St. Hyacinthe, Que.

18 PERMANENT SALES OFFICES

# Fall Fashions in Neckwear



*Representatives covering all Territories*

**Large range to choose from. Sample orders promptly filled.**

## Dress Essentials Ltd.

*Originators and Manufacturers*
*Bertha Pleatings, Neckwear and Blouses*

Toronto - - 14 Breadalbane Street

# *WHAT THE PUBLIC WANTS TO-DAY*

## Quality Goods at Moderate Prices



10/226

**New Pouch Style**

Made in One Piece Chiffon Velvets—Assorted Colors—Filigree Gold Finish Frame

| | |
|---|---|
| Avenue Bags | Bill Folds |
| Lucille Bags | Collar Boxes |
| Shopping Bags | Music Cases |
| Beauty Boxes | Letter Cases |
| Toilet Cases | Ladies' Belts |
| Frame Purses | Manicure Cases |
| Combination Purses | Photo Cases |
| Card Cases | Military Brush Cases |

*Let us send you a few up-to-date samples*



16/928

**English Avenue Bag**

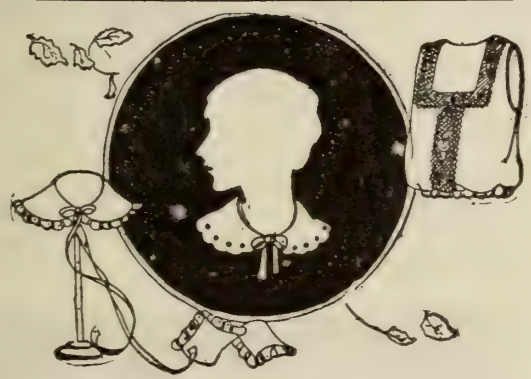
Made in Morocco—Velvet Calf—Beaver Calf—Moire Silk Lined

**WINNETT & WELLINGER, LIMITED**

MANUFACTURERS OF HIGH GRADE FANCY LEATHER GOODS

348-350 Sorauren Avenue, TORONTO

ESTABLISHED 1905



# FINNIE'S
## Novelty Neckwear

The Right Neckwear at the Right Price —that is Finnie Neckwear.

Be sure and see our Fall showing of Collar and Cuff sets, Vestees, and Guimpes in the newest materials—Ratine, Linen, Gingham, Organdie, etc. You'll be interested in the many smart effects.

**Specially Boxed for Christmas Selling.**

## A. B. Finnie & Co.

421 Union Avenue

**MONTREAL**

*Your requirements for the*

INFANTS' DEPARTMENT

*can be supplied through*

OUR COMPLETE STOCK OF NOVELTIES

*HAND and MACHINE MADE HOODS, TOQUES, MITTENS, JACKETS, OVERALLS, VEILS, RATTLES, DIAPERS, BIBS, BLANKETS, SILK SHOES, KID SHOES, PRAM COVERS.*

WE ALSO STOCK FANCY WOOLS IN ALL COLORS

ANGORA WOOL
White, Grey, Black

## Hambly & Wilson Limited

11 Wellington St. W., Toronto

# "Good Buys" For Christmas Trade

## Montreal Warehouses Contain Bewildering Array for the Buyer —Good Range of Papeteries—Demand for Toilet Sets Continues —Manicure Rolls a New Novelty—New Shapes in Imported Hand Bags—New Artificial Flowers

BEWILDERING selection of "good buys" awaits the retailer in search of attractive Christmas novelties with which to sweeten the fancy goods department in the near future. Wholesale show rooms in Montreal are overflowing with a comprehensive range of all the wanted items in papeteries, leather goods, toilet sets, baskets, etc., for the most part priced at lower figures than for a long time past.

From a representative collection viewed by Dry Goods Review this month the following items are taken, as illustrative of the gift merchandise offered by the Montreal market for the Christmas trade.

Manufacturers of papeteries have put out an exceptionally effective range of fancy boxes and containers this season, including cabinets with drawers, fitted with metal handles, finished in cretonne or fancy paper effects. A new style of envelope is offered for the first time, namely, a medium sized oblong with the flaps placed across the sides instead of top and bottom. This paper is finely ribbed and comes in white, pink, blue, etc. Another large cabinet of paper in assorted colors has the paper arranged in a rainbow effect by curving the sheets inward around a crescent shaped support. Although colored papeteries are decidedly prominent in the new Christmas range, yet it is said that all white is considered the smartest choice and heavy quality, deckle edged styles are given first place. Correspondence cards are not nearly so much seen as last year, except in some plain white styles, or in mourning edge effects. Small sized note paper is said to have replaced the correspondence card. Nursery rhymes and other colored pictorial novelty papeteries are offered for the kiddies this season, and are priced most attractively. The price range quoted generally on writing papers is from $1.25 a dozen boxes to $25 wholesale.

### Hand-Painted French Ivory

Toilet sets continue to be in great demand as Christmas gifts, not only in French ivory but in tortoise shell and ebony. French ivory sets are offered in both plain and DuBarry patterns at prices ranging from $11.50 to $25 a set. A feature of the new sets shown for this season is the addition of a large size powder holder and hair container to match any style of ivory, these two pieces having been found indispensable on every dressing table. Several new designs in de luxe ivory are shown, including a hand-painted rose bud pattern and a blue bird design. The latter set is particularly effective owing to being boxed in a handsome brocade cabinet lined with blue satin, against which the 13-piece white ivory set shows up to advantage.

Tortoise shell sets are growing in demand but have not by any means supplanted French ivory in favor. Real ebony sets with silver shields are priced this year from $10.50 a dozen for the small sets up to $20 a set for the largest.

### Manicure Sets in Rolls

Manicure rolls are the leading novelty among toilet sets, however, and come in an almost endless range of styles, including French ivory, tortoise shell, mother of pearl, etc. The rolls are handsomely lined with satin or velvet in vivid colors and the outside is of real leather in most cases or else of a good imitation. These are all English goods of superior quality, the various manicure pieces comprising all the wanted articles. Prices run from $1 to $10 a set and the rolls contain varying numbers of pieces, the largest ones including every possible need for the dressing table, or for travelling use.

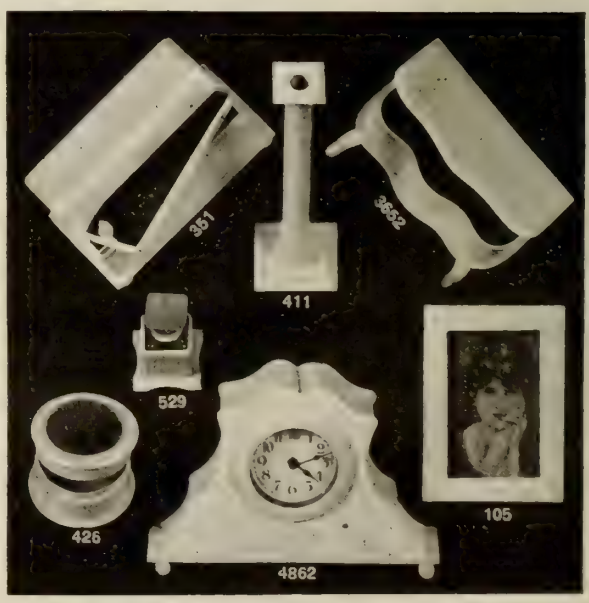
### Plated Ware is Gold Finished

Silver plated ware is expected to be one of the most popular of gift lines this year, partly because prices are particularly advantageous and also for the reason that new items are being shown which are decidedly novel. For example, cream and sugars are now shown in gold finish which is durable and artistic, yet can be retailed at only $3 a set. Salts and peppers, etc., are also obtainable in this new gold finish at equally low prices which should be an incentive to early holiday shopping. A combination set of nut picks and crackers, silver plated, is priced to retail at 50 cents leaving a good margin of profit. Silver plated clocks are another novelty just brought out, and come in upright or flat shapes and are suitable for use in any room of the home.

Photo frames are still another perennial favorite in gift merchandise, and in this range there is an interesting assortment of Canadian made mahogany frames in single, double and triple effects, priced from $1.10 upward. These frames are artistic and come in a variety of sizes. The new idea of three frames swinging upon two cross sections of mahogany is new and very attractive.

Fitted English work baskets are again offered in wide variety of leather, wood or wicker, with different assortment of fittings. The "housewife" or roll-up work basket is a new idea just introduced and is carried out precisely as the manicure sets above described. Leather cases, satin lined, are fitted with needles, threads, thimbles, scissors, emery, silks, mendings, etc. In some cases, embroidery outfits are included. Japanese work boxes of lacquer are also nicely fitted up, although with a cheaper

*Ivory goods are becoming every year more in favor for gifts. This is due to the better prices at which they are now offered. In the accompanying illustration these four articles are made to retail at $1.00 with a very substantial profit; bud vase, (411). perfume holder, (529) jewel box with pincushion top, (426), and photo frame, (105). The other three, jewel box with tray, clock and piano jewel box, are lines which are very strong and sell at medium prices. Shown by the Pugh Specialty Co. Limited, Toronto.*





*APRONS AND CAPS ARE THE CRY THIS SEASON.*

*The trade and even the public are showing an early interest in gift lines. The fancy-work apron on the standing figure is of white voile and Valenciennes lace. There is a row of hemstitching which joins waist and skirt. Lovely taffeta ribbon is used for ties and to make a little imitation pocket.*
*The centre figure is wearing a boudoir cap of pale pink wash-satin trimmed with cream lace. The ribbon is two-toned ending in a bow with knotted ends. In the front of the cap there are three dainty designs of twisted ribbon and hand-made flowers. The inset drawing is another view of the same cap from the back.*
*The figure on the right is wearing and holding caps made of georgette crepe and white radium lace. They are wired in Dutch effect. Ribbon in the new golden glow shade encircles the head and is caught with roses. Shown by H. P. Ritchie and Company, Toronto.*

line of accessories for fancy work. Beads are included in the fittings as being especially liked by the children. These Jap boxes are much in demand for candy containers.

### Artificial Flowers Are Realistic

For decorating the Christmas table there is offered a wonderfully realistic imitation carnation, priced at $1.50 a dozen, made of a material exactly reproducing the natural appearance of the flower. These are heavily scented and are finished with just enough realistic looking foliage to complete the illusion of reality.

Baskets of all sorts and shapes and sizes are certain to be popular as gifts. Some varieties from China are finished with strings of glass beads and Chinese coins and are highly varnished. Others having covers come in sets of three of graduated sizes and make ideal baskets. Enamelled wicker jardinieres are obtainable in assorted colors, and sweet hay serving trays with ring handles come in large sizes. Baskets are now sold for such a variety of purposes that it is hardly possible now to designate any variety as being suited to a particular purpose.

### English Hand Bags In New Shapes

Leather goods as usual offer a wide variety to choose from. Handbags are for the most part of the flap over, envelope shape in popular priced goods, while in the more expensive and exclusive lines, a soft antelope or suede is shown in pouch shape, fulled on an ivory frame, lined with shirred moiré antique silk in silver grey and fitted with ivory mirror and silk change purse. These bags are priced at $25 wholesale and are remarkable for their exquisite workmanship, being the products of leading English makers.

A very smart little bag was made of dull blue suede leather in square shape, opening down one side to show the usual mirror. Below however, was another section in which a pair of opera glasses was tucked away. Some of the English bags showed rhinestone settings in the frames, or else gold and black encrustations carried out along the top of the frame. None of this embellishment is conspicuous but greatly enhances the appearance of the bag.

# Store With the Stock Does Business

## Novelty Stamped Lines Are Selling Well—Big Run on Aprons for Needlework—New Uses Being Made of Factory Cotton—Vanity Sets Grow in Favor in Canada—Fancy Goods Lines That Are Selling Well

"WOMEN of Western Canada are great needleworkers," says the head of a Toronto fancy goods house. "The larger cities of the West —Winnipeg, Calgary, Vancouver and Victoria—buy more stamped materials, embroidery, threads and wools than any of the cities of Ontario or Eastern Canada. In the east there are some cities which do a remarkable amount of fancy work while others are rather quiet. Brantford, London and Moncton are good fancy work centres.

"We find that the stores which stock novelty stamped lines do the best business these days. Women are often afraid to attempt working centrepieces but they will undertake little things for the children and aprons and dress accessories for themselves."

### Silverware Holders in Demand

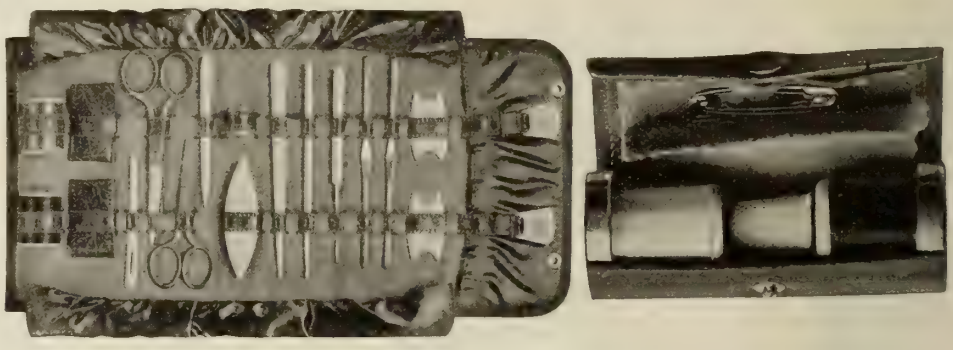
Our informant says there is an increasing call for flannel and chamois holders for knives, forks and spoons. Carver cases and serviette envelopes are very good, too. These are not designed for embroidery but they seem to have a special attraction for women who frequent fancy-work counters.

Aprons for needlework are having the biggest run they have ever had. One or two lines which go to the trade for $6.50 a dozen are particularly strong. These come in white and natural and require several shades of embroidery thread to make them effective.

Appliqued work is holding its own. The publicity which dress manufacturers and other firms not interested in fancy needlework, have given it is said to have helped considerably. One or two of the musical comedies which have been in Toronto lately, have even carried curtains with flowers and other motifs appliqued on them in gay colorings. Pillowslips are mentioned as one of the best applique items. One style is worked in a rose or blue-bird design, is hemstitched and has a picot edge. These cost $18.00 a dozen.

### Factory Cotton Featured

Counterpanes of factory cotton in both white and unbleached shades are gaining in favor with Canadian women. They do not cost nearly as much as a good bedspread of the manufactured kind and are very much more attractive. These are stamped with blue-bird and basket designs for either embroidery or applique work. The natural ones are $2.75 each and the white $3.50. Fringe is usually sold with them. It is about three inches deep and costs 20c a yard. Runners for dressers have been made to match these counterpanes and those of the trade who have seen them, say the set sells well.



*Two types of needle cases which the Julian Sale Leather Goods Company, Ltd., Toronto, have ready for Christmas business.*

The vanity sets which have been good in the United States for more than a year, are beginning to draw attention in this country. They consist of three pieces, one fairly large and two small centres for a dressing table. Some have the picot edge, others have hand-crocheted lace borders, a few are plain and all are stamped for embroidery or applique. They range in price from $2.90 to $8.00 a set.

### Novelties

Among the lines which are shown for Christmas trade are the children's feeding aprons of repp. The pieces for the appliqued part are of blue denim. Pussies and bunnies are favored as designs. These little aprons slide over the head without any other adjustment. They cost $4.50 a dozen stamped.

Pot-lifters in tan crash with pads inside are good. They are $6.00 a dozen stamped with clever quotations. Vanity powder puff holders and needle cases were spoken of as two favorites among needlework buyers.

An importer of notions and fancies reports having obtained the agency for a line of English face-cloths which are considered better than many lines now on the market because they do not shrink and are woven of the best grade Terry cloth. They are plainer than most wash-cloths, although they have pink and blue borders.

### Boudoir Caps Better Than Ever

A manufacturer of fancy cotton lines in Toronto, tells our representative that never since he began the making of lace and ribbon caps has business been so good in them. In one line which goes to the trade at 35c each, he has actually disposed of 3,000 dozen in the last two months. It is not only the smaller towns which are selling them this year, but the biggest cities, especially Toronto, are featuring them. Many stores are offering regular sales and the public seem to like them but whether the buyers use them themselves or pass them on as gifts, no one seems to know because the general impression is that very few women wear them.

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### ASSETS OF FUR FIRM SOLD

The goodwill and assets of A. and E. Pierce & Co., Canadian raw fur dealers, owned for the past few years by the Canadian Fur Auction Sales Co. Ltd., have been purchased by Dan Meehan, formerly associated in the management of the New York business of this firm.

Mr. Meehan says he will keep open only the Montreal and New York offices of the firm. For the time being he is sole owner of the business, but declares that he may associate some others with him at a later date.

---

**Travellers Are Now Out with Complete Lines**

French Ivory.
Greeting Cards and Post Cards for every Season and occasion.
[illegible] Novelties for Christmas, Hallowe'en, St. Valentine and Easter.
Pennants, Cushions, etc.
Tags, Seals and Cards. Toy Books.
Souvenir Novelties (Biggest Range in Canada).
Conservo Lunch and Bib Sets.
Christmas Stockings.
Celebration Goods. Powder Puffs.
THE PRODUCT OF FIVE FACTORIES WE OWN OR CONTROL.
We are the Canadian Representatives of S. Langsdorf & Co., New York City, makers of the best popular priced line of French Ivory Toilet Lines, Toilet Sets and Manicure Sets in the United States.
We have a Christmas catalogue worth having. Your name on a post card brings it.

PUGH SPECIALTY CO., LTD.,
38 to 42 Clifford St., Toronto, Canada.

# Many Novelties for Christmas Trade

## Cheap and Useful Articles Aplenty to Adorn the Christmas Tree —Many Prices and Qualities Come Near to Pre-War—Radio Leaves Its Stamp Upon Toys—Ten Cent Mouth Organ—Many of the New Things Described

CHRISTMAS trees this year should no longer have to depend for their brilliance upon home-made strings of popcorn or gilded pine cones, for an interesting announcement is made by the wholesale trade that all kinds of novelties will be cheaper and more plentiful than for many years past. The five cent glass ball and the five cent string of glass beads for tree trimming will once again be on hand to keep cash registers tinkling. Qualities and colorings are better than ever, say the wholesalers, who emphasize the fact that all types of tree trimmings are back to pre-war quality. The newest novelty for tree adornment is termed "iced effect" and consists of a shiny coating upon all sorts of realistic fruits and toys which closely resembles hoar-frost but under certain lights have an iridescent and rainbow-like finish. Luscious apples or pears, etc., are finished with this "icing" and can be hung from bough to bough, while amusing little houses or carts, etc., are likewise available. Glass icicles, fully four or five inches long with realistic points, are likewise provided to give the wintry touch to the tree. Candles of all sorts are said to be lower in price and feature many attractive new ideas, especially in the more elaborate effects for decorative purposes.

In connection with the Christmas trade, the wholesale trade point out the fact that dolls are now cheaper and can be had with real kid bodies instead of the glazed oilcloth which masqueraded as genuine kid heretofore. Japanese dolls, especially, are both attractive and strong, and show a marked improvement over the stock which was imported last year. For the cheaper trade, requiring a doll to retail under a dollar, the unbreakable Canadian-made doll still gives the best satisfaction.

### Radio Influences Toys

Prices on mechanical toys are a little lower also, and there are some amusing new additions to the usual range shown, including some radio novelties which are actually genuine and not trick toys. One such is called "Radio Rex" and consists of a ferocious dog in his kennel who emits barks by means of an electrical connection invisible from the front. Any kind of set which has any connection with radio is proving popular with retail buyers.

As far as games are concerned, the report is made that the old time favorites are just as much in demand as ever. There is, however, a really marked revival of table tennis, formerly known as Ping Pong and it is reported that practically all available sets are sold as soon as received. This craze is attributed to the fact that outdoor tennis has become a national pastime and many players miss playing during the winter months and turn to some form of indoor tennis to take its place.

The jig saw puzzle continues to sell consistently, especially as the makers have been wise enough to bring out most artistic pictures which are a delight to look at. For the same reason, possibly, picture blocks and painting books are selling better than ever, especially those which depict well-known fairy tales in vividly colored pictures done by famous artists. The sale for crude, inartistic pictures on toys of any kind is practically nil.

### Domestic Toys for Small Girls

Little girls seem to be inclined more than ever to the domestic arts, to judge by the sale of such toys as cook stoves, laundry and baking sets, sewing machines, etc., and the range of each line shows fully half a dozen sizes in all these popular novelties. Dolls' houses and toy shops are called for as usual and even "apartments" can be had, consisting of one room, large enough to put up as a miniature flat, with appropriate furniture.

The demand for dolls' carriages is entirely for the more expensive kinds, and although there is a wide range varying from the inexpensive little wicker carriage, the leather go-cart, up to the luxurious wicker perambulator, the bulk of selling is confined to the latter.

The ten-cent mouth-organ is once again on the market and will gladden the hearts of many youngsters who delight to make music of a sort. A toy saxaphone is also introduced and makes quite a tuneful sound.

Turning from toys to more general fancy goods, the outstanding feature is the amount of fine glass ware now shown at prices showing a marked drop over last year's figures. Some particularly beautiful iridescent effects in novelty shapes such as rose bowls, vases, etc., were noticed in one show room which came from Czecho-Slovakia. The glass is more delicate in texture than has been used in glassware of this character and although inexpensive is certain to prove popular for gift purposes.

### Victory Pattern in China

A new style of English dinner ware is also shown for the first time, the principal feature of which is the new "Victory" shape which characterizes the large pieces of the set. This shape features a convex effect which gives the regular surface of vegetable dishes, cream and sugars, etc., a pleasing irregularity. French dinner ware in such well known makes as Limoges are now to be had from $75 upwards while Japanese china is rapidly coming to the forefront as a popular choice. Japanese tea sets in plain solid colors, imitating the finer porcelains from England or France, are especially good because they possess egg-shell thinness and delicate colorings, and can be retailed at $1 apiece for the separate pieces, thus satisfying a widespread demand.

Perforated pottery is steadily becoming an accepted part of all novelty goods departments, and is shown in a wide range of little jugs, pots and bowls. Some stores are recommending these goods as receptacles for "pot-pourri" and providing directions for making the same from rose petals.

Beads of every sort and description, continue to sell well, it was said, especially in the quite expensive chains costing as much as $5 a chain. Some very lovely novelties in black beads, hand-colored in tiny sprays, were seen at this price in one show room. The five cent string is once again possible to obtain and is both pretty and durable, featuring transparent beads of graduated shape.

### Tin Boxes are Works of Art

Tin boxes of different sizes are another craze with art and gift departments which call for all the fabric effects as well as plain black and colored enamel, which are sold as candy containers, work boxes and so on. These art boxes should receive much attention from buyers for the coming Christmas trade.

Electric light shades in a wide range of lovely effects are included in the showings of fancy goods for next season, and are priced very reasonably. One effective globe for indirect lighting purposes which formerly sold at $3.50 can now be had for 75 cents, owing to the tremendous strides in manufacture which have been recently effected. Lovely cretonne effects are shown in glass, which are not painted or printed but are embodied in the glass itself. The designs of the globes either for large or small lights are more artistic than those of other years, showing that the makers have recognized the demand for simple, harmonious effects and are endeavoring to satisfy it.



# *Handkerchiefs for Christmas Selling*

The ready gift packages for Christmas selling are becoming more popular each season. Have you an assortment on hand to meet the demand.

## *We have a special line of—*

**Ladies' Swiss Lawn Handkerchiefs** embroidered in white and colors.

**Crepe de Chine Handkerchiefs** assorted white with new printed patterns, also solid colors.

**Pongee Handkerchiefs**, natural shade, with rolled crossed-stitched border in contrasting colors, also corner patterns with colored thread inserted in attractive designs.

**Men's Pongee Handkerchiefs**, solid colored borders.

Also full range of **Men's Plain and Twilled Silk.**

## *Anticipate your requirements and buy early.*

G. R. Gregg & Co.
Limited
50-52 York St. Toronto
Warehouses also at Winnipeg and Vancouver

# The "JULIAN SALE" Book
## *WRITE FOR ONE TODAY*





# CATALOGUE
# No. 43

The "Julian Sale" Catalogue Number Forty-three is "off the press" and ready for mailing—*write for your copy of it today*—It is the most useful and comprehensive buying guide that we have ever issued, and should be in the hands of every last man in the Trade who appreciates these four points in buying such merchandise:—quality, novelty, assortments, variety—possibility of splendid profits in "*Made in Canada*" goods—"No. 43" contains 56 pages—over 400 illustrations made from direct photographs of the articles themselves—the descriptions, leathers and other materials—colors, shades, and other information are given in detail. You cannot afford to be without "No. 43"—it will speak for itself.

**All goods represented are in stock today—Write, phone or wire. Your order will have prompt and careful attention.**

## The Julian Sale Leather Goods Company
**LIMITED**

600 King St. West - Toronto

# Lace Goods Co., Limited

"THE HANDKERCHIEF HOUSE OF CANADA"

# *HANDKERCHIEFS*

## *For Christmas Selling*



We have them in fancy boxes or in open stock. The boxed line is in a great variety of fancy folds and are attractively put up in either one, two or three to a box, and is real merchandise.

The Lace Goods Company's line is a range that sell themselves and its prices are just as attractive as the stock.

*The ready gift package is popular for Christmas. Have you a good assortment?*

**LADIES**—Plain Linens, Lawns and Fancy Embroidered and Initials.

**GENTLEMEN**—Plain Lawn and Colored Borders and Initials.

**CHILDREN**—Fancy Picture and Corded Borders.

*See our range if you need Handkerchiefs.*

**Specialists in**
**Laces**
**Embroideries**
**Plain Voile**
**Fancy Voiles**
**Organdies**
**and**
**Handkerchiefs**

## Lace Goods Co., Limited

"THE HANDKERCHIEF HOUSE OF CANADA"

99 Wellington St. W., Toronto

**Specialists in**
**Curtain Nets**
**Madras**
**Casements**
**Shadows**
**Velours**
**and**
**Handkerchiefs**





# Goods? Certainly! But

## Your Prime Interest is Turnover

You're not primarily interested in what you buy but what your customers buy.

Descriptions, prices, etc., interest you only as they help you to determine how much and how often you can resell. Turnover.

See what your customers will think of our

## *Christmas Leather Goods*

We have developed a number of useful articles in the leather goods line and a card from you will bring samples with prices that will ensure quick turnover. Our salesmen are showing the best range we have ever had. A range your salespeople will be proud of.

A complete line of Purses and Bags, including the popular

**Sports** and **Avenue Bags** as illustrated in a variety of leathers. Also **Music Rolls, Collar Boxes** for laundered and soft collars, **Card Cases, Letter Cases, Beauty Boxes, Vanity Cases, Strap Purses, Belts, Writing Cases, Playing Card Sets, Bridge Sets, Military Brush Sets, Golf Score Pads.**

### Prizes for Bridge and Card Parties

A display of leather goods for above purposes will help your customers decide.

## The Western Leather Goods Co., Ltd.

***255-257 Richmond St. W.*** ***Toronto***



## Perfumed Pottery Assortment

Sold only in case lots containing 72 pieces as follows:—

| | | |
|---|---|---|
| 4 dozen, 3 inch, at $3.60 | $14.40 | |
| 1 doz. 4 inch at $6.25 | $6.25 | |
| 1 dozen 6 inch, at $8.40 | $8.40 | |
| | $29.05 | |
| Case | | $00.75 |
| | Net | $29.80 |

Each piece decorated with the new authorized Canadian Coat of Arms in the original colors and gilt and impregnated with a sweet and lasting perfume, assorted finishes; not two alike. Suitable for Gifts and Souvenirs.

**Per Assortment $29.80 Net**

**NERLICH & CO., 146-148 Front St. W., TORONTO**

## A. BRADSHAW

**42 St. Mary's Gate,**

**NOTTINGHAM, ENGLAND**

MANUFACTURER OF
**Veilings, Complete Veils, Latest in Radium Silk Laces, Flouncings and Allover Nets, Cotton Allover Nets, etc.**

*(Wholesale Only)*

Enquiries from responsible selling agents will be favourably considered.

IMPORTERS *and* MANUFACTURERS

**Art Needlework *and* Fancy Goods**

"Peri-Lusta" *Mercerized Cottons*

"Crystal" *Artificial Silk*

*Embroidery Materials*

***Fancy Linens and Piece Goods***

MADEIRA HAND EMBROIDERED LINENS *and* HANDKERCHIEFS

**Campbell, Metzger & Jacobson**

932-938 Broadway New York Cor. 22nd St.

*Canadian Showroom and Factory:*

Bay and Wellington Sts., - Toronto, Canada



*Christmas Novelties*

including a range of

Fancy

**Tablecloths**

*and*

**Kimonas**

**Japanese Goods**

that will be in demand shortly.

Check over your stock today and write us about this important department.

*We have the Goods.*

**The Mikado Company**

Japanese Goods

TORONTO
33 Melinda St.

MONTREAL
248 St. James St.



# NERLICH'S CATALOGUE
## *of*
# CHRISTMAS GOODS

**WILL BE SENT ON REQUEST TO RETAIL DEALERS IN THE TRADE**

OUR new Catalogue is now ready for distribution. It contains nearly 300 pages with approximately 5,000 illustrations of

**Toys, Games, Dolls, Fancy Goods,**
**China and Glassware, Electric Fixtures,**
**Leather Goods, Druggists' and Tobacconists' Sundries.**

**Prices Greatly Reduced.**

***WRITE TO-DAY FOR CATALOGUE 53R***

# NERLICH & CO.

**146-148 Front St. W. - Toronto**

# "The Foundation of Our Business"

## Manager in Department Store Says That Notions Occupy This Important Place in Store Life—Advocates a Weekly Sale—Price and Quality of Merchandise Two Main Factors in Sale—Improvement in Notions Business

"WE LOOK upon notions as the foundation of our business," says the manager of this branch of one of Toronto's department stores. "I know this seems a surprising statement in the face of other huge departments which seem so important to the general public but the management of this house has always looked upon the day-in and day-out business done in notions as one of its steadiest sources of income.

"Of course there are many merchants and trade journals to-day bemoaning the lack of business brought in by notions but I believe this condition exists because they do not stress them as they do other departments. For example, how many stores have weekly sales of notions to bring them before the public? I speak with a certain amount of assurance when I say that probably not fifteen per cent. of them do. As manager of notions departments in several Canadian towns, I have watched this line very closely. I find that advertisements which do feature notions, rarely have attractive cuts. We illustrate every article, using exact drawings or photos of even the smallest things. The public want to see these just as much as they do hats or furniture."

### Travellers Could Help

This notions manager believes that the fault lies as much with the travelling salesman as with the merchant. He gives the following reasons: The traveller for the large wholesale house carrying almost every line which the dry goods man needs, goes into each store with a fairly definite idea of the amount of business he will do there. Now it takes a rather large order of notions to amount to a tidy sum. So he goes to the other departments first. He leaves the notions to make up any shortage of the sum he needs. Naturally, he will not push these lines as hard as if he had to get business from them alone. He gets into the habit of expecting to sell nothing novel and of course he pushes only the regulation lines. Both the merchant and the salesman think only of replenishing this stock, not of brightening it. In other words, they are like the tidy housekeeper who wants all her cupboards filled with the necessities of life but never realizes that her family need a change of food.

### Two Requirements for Notions Sales

There are only two points to remember in putting on notions sales, according to our informant. One is that there must be a fairly big reduction on regular prices, for people do not come to these counters as they do to others simply because they are sales. The woman who is interested in notions usually understands values. The other factor in the success of a sale is the offering of good merchandise. By this he means standard brands. Thread is an interesting example. The manufacturer may buy cheap thread because costs must be kept to a minimum, but the dressmaker or the home sewer wants from the counter, the best she can obtain. It is always better in stocking notions to buy only those things which the merchant and the public know are the best grade obtainable. This method builds for the future.



In the matter of display, the manager believes that notions need as good stands as any other lines. His department consists of twelve counter display stands, each about twenty feet in length. He has dispensed with the counter of solid wood which carries goods only on top. Every one of the twelve is of glass with mahogany tops. In each there are tiers (four or five as required) the lowest one being the deepest and the top one narrowest as are the steps of stairs.

Each tier is divided into box compartments measuring approximately 12in. x 7in. One box contains a single size or style of one line. These may be slipped out from the back by the saleswoman when required.

Besides the counter display, this store has at least one table of notions in every aisle of the department. These are changed almost every day because they are there as suggestions for those people who cannot be induced to look at the display stands, lighted though they are all the time. Things which fill everyday requirements were spoken of as best for these tables particularly for those standing near the doors. Wash-cloths and coat-hangers are two which draw hundreds of unexpected buyers.

### Scope of Notions Huge

The merchant need not sigh for a return of the days when ready-to-wear clothing was almost unheard of, days when women used dozens of hooks and eyes not to mention interlinings and bindings to make an ordinary dress. With the manufactured garment has come hundreds of notions articles where formerly there were only a dozen.

Dress and waist linings are a line which this store has done a surprising business in, in the last six months. American stores have been boosting them for nearly two years but Canadians did not take them seriously until very lately. As these range at regular prices from 59c to 75c, there is a much larger total of business done now in the department. At sales the 59c ones are offered for 39c—on these days it is hard to supply the demand. After all, according to this manager, is it not better to sell 39c. worth at one fell swoop than the same amount from several counters? In the olden days, of which so many like to think, four saleswomen at least would be required in selling the things needed for the dress lining made at home. Moreover, only three of these lines came from the notions (the hooks and eyes, the belting and the neck-braiding); the cotton or silk was obtained from the dress goods.

### Sanitary Goods Draw Business

Do many dry goods stores leave their sanitary lines to drug stores? This merchant believes they do. He says that business in his store has increased one hundred per cent. in this branch in the last five years. Women are becoming educated to them. They want them for themselves and for their children. In rubber pullovers for infants, he estimated that between the notions and the children's department, a thousand are disposed of in one sale day.

### Other Big Lines

Cashmere feet, especially for men and children, are selling well. People are economizing and these are valuable helps in doing so.

Hair pins are coming back very fast, now that fashion has turned her back on bobbed hair. These need special display attention. Every woman thinks she needs hair-pins whenever she sees them.

Fancy combs sell to women who would never think of going to the hair-goods department.

Hose-stretchers are given a special table here, along with the dainty baby coat-hangers. Both of these things are

(Continued on page 155)

# Manufacturing the Humble Pin

## Montreal is Important Centre in This Industry—Process Described From Large Spools of Wire to the Finished Article—First Pins Were Made of Brass—Industry Started in England in 1626—Early History

OF ALL the miscellaneous array of smallwares to be found on the notion counter perhaps none possesses so great a degree of interest as does the humble pin. It is the oldest known type of fastener and possesses a historic pedigree which can be traced back to earliest antiquity, while at the same time the process of manufacture of ordinary straight pins is one of the most interesting to be found among the various types of dry goods merchandise.

It is not generally known that a large percentage of the common brass and steel pins used in Canada are made in the city of Montreal where a large factory is busily engaged the year round producing tons of pins of all sorts and descriptions as well as snap fasteners, hooks and eyes, and safety pins, etc. During a visit to this factory, a staff member of Dry Goods Review was shown the various interesting processes in connection with the making of pins from the stage where the wire from which they are made is fed into the machinery until the finished pins are placed in papers by another machine almost human in its ingenuity.

### First Step in Producing Pins

On entering the huge plant where machinery revolves with an ear-splitting noise and sprays of sparks fly off where the pin points are sharpened against rapidly turning wheels, it scarcely seems possible that all this complicated mechanism is required to turn out a pin, scarcely more than an inch long. Large spools of wire are placed on each machine from which the thin filament is fed into jaws which cut off the wire into the suitable length. Next, a head is formed on one end of the shank by compressing the metal into shape as soon as the head is formed, the pin being dropped into a slit which is just wide enough for the shank to drop through but does not let the head pass. Thus the pins travel along passing over several emery wheels which file the points to the required sharpness, and finally they are dropped into a receptacle down below in readiness to be polished.

Quantities of pins are then placed in large copper pans in layers with perforated sheets of tin placed between each layer. A chemical solution composed of nitric acid is poured over all and the solution is boiled some hours. After a time the pins are removed, when each is found to be plated with a thin coating of tin for prevention of rust.

After the plating process the pins are thoroughly polished by putting them into a drum or barrel along with a quantity of sawdust or bran. The drum or barrel revolves, keeping the pins moving through the mass of sawdust, until the pins are bright and shiny in appearance. They are then removed and sent to the room where still other machines are installed for inserting pins into their papers. These machines, by the way, are considered to be among the most important improvements in the manufacture of pins, for until a few years back, the loose pins were taken by families living in the neighborhood of pin factories and fixed in their papers by women and children at home. This proved to be an inconvenient and wasteful method and not easily handled on a large scale. Now, by means of improved machinery, twenty pins are stuck into a row with one manipulation by the girl in charge. The pins are fed into a hollow cylinder which revolves on rollers and are taken up into its compartments by means of longitudinal ribs extending along its inner surface. From these ribs they drop down upon an inclined plate, and sliding along are caught in the links of an endless chain which passes along the lower edge of the plate. Each link is notched for as many pins as make a row, and each notch receives its pin hanging on it by the head. The whole row is then left together in the paper while the link is carried forward to the proper position for the next row. The number of pins inserted in a paper depends upon size and quality.

### Early History of the Industry

The first pins manufactured were of brass and were made in France until the year 1626 when the industry was introduced into England by a man called John Tilsby. His business flourished so well that he ultimately employed some 1,500 persons and the locality—Stroud—became famous for its pins due to the successful enterprise of the first pin manufacturer. Later on the industry became centralized at Bristol and Birmingham where it is still located.

Pins were not always of their present type, the old form being made up of a shank with a separate head of fine wire twisted round it. This fine wire was first wound tightly on spools to form spirals when unwound and two complete turns of the spiral was sufficient to form a head. The tiny bits of curled wire were softened to permit the shanks being thrust into them, and a man called a "header" then compressed both parts together. Many other steps such as straightening the wire, cutting, pointing, etc., had to be separately performed, all of which processes were slow, complicated and inefficient. With the introduction of a machine to make a pin in one piece the industry received its first real impetus, about the year 1838. This machine was successfully used by an Englishman of Birmingham called Daniel Foote-Taylor, who is probably the pioneer as far as modern methods of manufacture are concerned.

Black pins which are used so much nowadays are made in the same manner except that instead of being plated they are japanned with black enamel and then dried in an oven to produce an even, glossy finish.

### Snap Fasteners Also Made in Pin Factory

In most factories a considerable number of different kinds of pins are manufactured, including snap fasteners, paper clips, hair curlers, and so on. Formerly the bulk of snap fasteners used in this country were of German origin but now it is possible to produce an equally good article in Canada. Four sizes of snaps are turned out by the machines and these in the form of brass tape, are stamped with five applications of a heavy die which cuts out the tiny discs and forms the perforations through which the needle passes when they are sewed on a garment. The tiny springs which give the requisite snap are next added, being fed into one part of the machine and the finished part being returned without the human hand having to adjust its position.

BEADS
for all purposes
LARGE VARIETY, IMMEDIATE DELIVERY.
Bead Necklaces — Girdles, Earrings—Bar Pins—Combs and Hair Ornaments.
Mail orders have our prompt attention
THE BEAD HOUSE
R. A. PHILLIPS
77 York St. PHILIPPA Pearls Toronto



## WM. E. WRIGHT SAYS:

"We saw months ago that there was a real need for a line of staple colors in fine taffeta silk so we prepared to have it ready for the trade this Fall.

"Silk is taking the place of cotton and linen to a considerable extent for women's lingerie. Infants' clothing is more plainly made but enlivened with a touch of color; in decorative work there are innumerable new uses for silk bindings and the labor of dressmaking is greatly decreased by ready-made bindings and folds which are now used so profusely. There is no sign of a diminishing vogue for bound styles; they are increasing in popularity for both women's and children's clothing.

"The new taffeta line contains 6 colors as follows: Pink, Light Blue, Bright Green, Bright Red, Brown, Navy. Packed 6 6-yard pieces of a width and color in a box; or in cabinets containing 12 6-yard pieces of a width in assorted colors and can be had in widths No. 4 (7/16 in.), No. 5 (½ in.), No. 6 (9/16 in.). White and black come in 8 widths from ¼ in. to 11/16 in. with a full assortment of widths in a 12-piece cabinet.

"For many purposes these bindings are vastly superior to ribbon as they can be handled more satisfactorily and are more economical than ribbon of equally good quality."

***The Bias Tape with the Greatest Elasticity.***

**"It's in the Making"**

**Send for Color Card of**

# WRIGHT'S BIAS FOLD TAPE

**showing our full line of fast colored percales in 13 plain colors, 7 colors checked and 6 colors striped, with full description of widths and materials for reference.**

WM. E. WRIGHT & SONS COMPANY

*Manufacturers*

350-370 Scotland Road
Orange, N.J.







# —Pure Irish Linen Thread—

**Fountain Brand**

*For all Merchandise requiring Linen Threads*

*Manufactured by*
ISLAND SPINNING CO., LTD.
Lisburn, Ireland




**FOUNTAIN BRAND**

has become a "buy-word" among discriminating manufacturers of clothing and leather goods as it is made to an unvarying standard of excellence, thereby giving unvarying satisfaction. No snarling, no broken ends. We stock it. A trial order will convince you.

*Sales Agents for Canada.*

**Walter Williams & Co., Limited**

MONTREAL 508 Read Building
TORONTO 20 Wellington St. W.
QUEBEC 553 St. Valier St.
VANCOUVER, 217 Crown Building.

# Have you renewed your subscription to Dry Goods Review ?

Take a minute to drop us your cheque now—it may save you the annoyance of missing the very copy you want most.

*A NEW WAY Equipped Ladies' Ready-to-Wear Store that won Success right from the start*



*An inexpensively equipped Store made possible by the application of NEW WAY Units and Wardrobes*

# *Before You Order the Interior Equipment you've got to plan your store; If you're going to win you've got to plan it right.*

IN PLANNING successful Ladies' Ready-to-Wear stores, besides many other things, the following all require intelligent consideration and wise decision; proper grade of fixtures for the location—the right type of fixtures to store and display merchandise to best advantage—the utilizing of every inch of available space—the proper relation of various departments to each other—the possibility of re-arrangement and expansion—the correct position of fitting rooms, office, and work-rooms—the heating and lighting problem and the harmonious effect of the store in general.

All these things are intelligently treated and carefully considered by our staff of architects. In fact, it's one of the important features of the *NEW WAY Service*. Our designers stand ready to give you the benefit of our ideas—to work with you in planning your store, and this without the slightest cost or obligation on your part.

*The above store is an example of NEW WAY methods. This order was placed with us in open competition solely on account of the superior layout of our planning and designing over numerous competitors.*

**Let us help you with your problems.**

## JONES BROS. & CO. LIMITED

*Western Branch :*
102 Bannatyne Ave
WINNIPEG.

29-31 Adelaide St. West
TORONTO

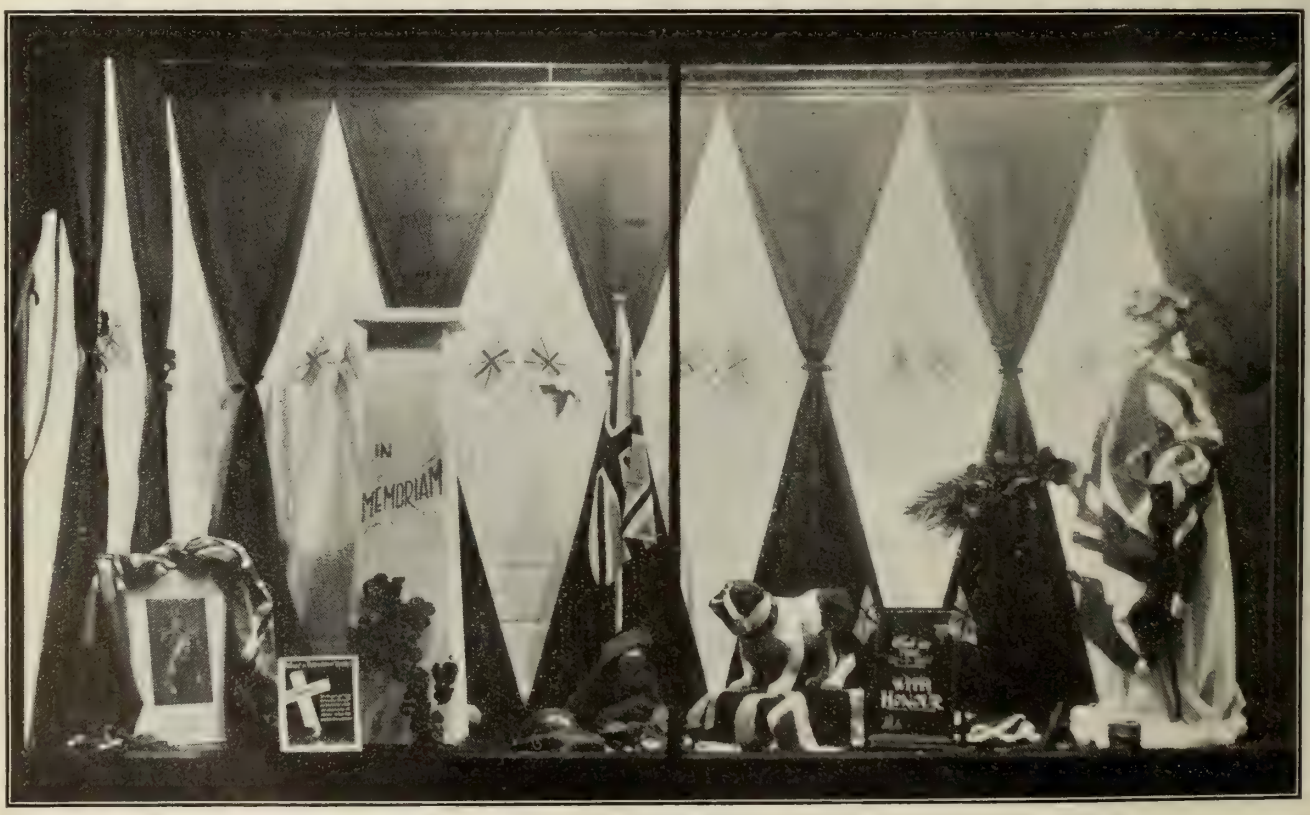
*Eastern Branch :*
71 Bleury Street
MONTREAL, P.Q.



*"LEST WE FORGET"*

*There is a danger that the tremendous sacrifices made by England and her Allies and sister dominions across the seas during the Great War may too soon be forgotten. While the arm of England's justice is "long as the winter's night" it is sometimes charged that her memory is short for those over whose graves kings have climbed to eminence.*

*In the upper picture Fred Ashfield, of Bryson-Graham's of Ottawa, has given an admirable balance and setting in his memorial window commemorating Armistice Day, 1921. The entire absence of any selling suggestion lends strength and dignity to the display. In the lower picture Mr. Bustin, Display Manager of Macaulay Brothers, Ltd., of St. John, N. B., has effectively used the red, white and blue to carry out his idea of victory with honor to those whose "last full measure of devotion" brought victory to a hard-fought cause.*



# Supreme Test of Lighting System

**November is Test Month—Faulty Light Hinders Sales Promotion**

November is the month of all others when the store's lighting system is put to the supreme test. Dull, sunless days close in early and often the afternoons are darker than a summer's evening. Good illumination means no inconsiderable stimulus to selling for the reason that it relieves customers of any strain and indecision and gives a store an atmosphere of cheeriness and brightness.

Many a time a customer can be seen to pause in front of a counter on which merchandise is displayed and linger there in a manner implying decided interest, yet in all probability she is not at all certain that she wants to buy. A case in question comes to mind in connection with the trimming department of a Montreal store. In this section were displayed all sorts of attractive metallic bandings and braids but although these were of the newest design they did not seem to attract the amount of business warranted by the quality of the goods. In another store, the very same merchandise sold almost as soon as shown, and the explanation for the contrast in the two cases lay simply in the difference between the lighting system used in the two stores. In the one case, the goods were not lit up by an individual counter light, and depended upon the ordinary overhead indirect globe for the necessary illumination. In the second case, a very powerful bulb attached to a cord and socket was placed in the midst of the display of counter merchandise which sparkled and shone as though of pure gold. The bulb was coated with a thin veneer of blue, with a light filtering effect, which dimmed the brilliance of the light so as to save eye strain, yet did not waste or absorb too much electricity. Merchandise which is shown under poor light has a flat, dull appearance which in no way tempts purchasers.

The lighting system of the dry goods store should show up the merchandise in the fullest detail, especially during the holiday season, when time is precious and customers are not inclined to waste moments in deciding whether colors match, etc. No customer wants the inconvenience of taking merchandise to the windows or door to ascertain the different shades, nor does the store want the trouble of exchanging the goods afterwards when it is found that the color is different than first thought.

In addition to having an effect on the presentation of merchandise, the lighting system influences the customer and the salespeople. If the lights are such that they irritate the customer's eyes it is natural that she will get through her shopping and hurry out of the store as quickly as possible. Likewise, if the lights are trying to the sales people's eyes they are less attentive to their work and seem tired and indifferent. Eye strain is a common defect among employees in large stores and should be investigated before blame is wrongly attached.

There are many kinds of merchandise which will sell in any kind of light, but they are rarely found in the dry goods store. And even if the merchandise itself requires no special illumination, the store nevertheless, should be so lit up that customers will be drawn into it by the hospitable brilliance shed out of doors.

Often a lighting system is criticised when in reality the trouble is due solely to the color scheme and surroundings, which to a great extent determine the efficiency of any lighting system. Pure white is the best reflecting color as it gives off fully 70 per cent. of the light falling on it. Next to white comes chrome yellow which reflects 62 per cent. and natural wood which gives off 45 per cent.

No matter what color is used, it should be in a flat finish. If the finish is glossy it will reflect images and the result will be a glare, injurious to the eyes and nervous system.

---

The firm of McIntosh Bros., well-known merchants of Belleville, have purchased the block, stock and fixtures of W. E. Carnahan, one of the oldest dry goods establishments in Campbellford, Ont. This is one of the biggest real estate deals transacted in Campbellford in years.

## NEW FORMS FOR NEW FASHIONS

"Don't try to show the new gowns on last year's forms," a display man for a Toronto house tells the trade. "The long skirts do not look well on forms designed for the flapper clothes. The same thing happened to our models some years ago when there was another style revolution. I remember when the correct wax model had a bust measure of 38, a waistline of 21 and hips 42. For the last two years they have been made with a bust 36, a waist as large as 38 and hips only an inch larger than the waist. Though we are not going back to the 21 waist, we certainly require a fairly small line for the new corseted lady this Fall. This means smaller hips and nothing to my mind looks worse than an old model which exaggerates the hips wearing one of this season's draped gowns. As long as women can change their figures to suit the prevailing fashion, merchants will have to do the same."

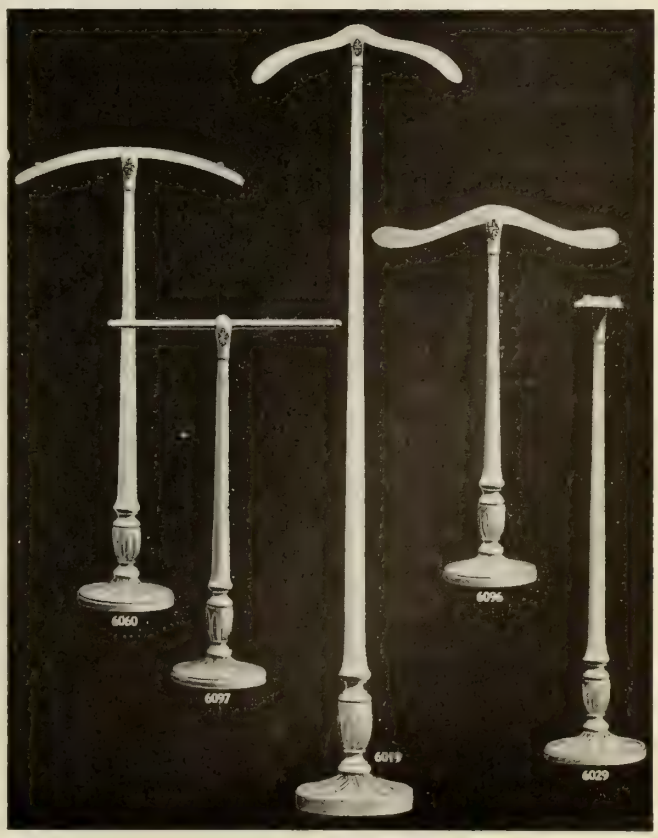
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C. J. Connelly is in the dry goods business at 184 Ottawa St., Hamilton, Ont.

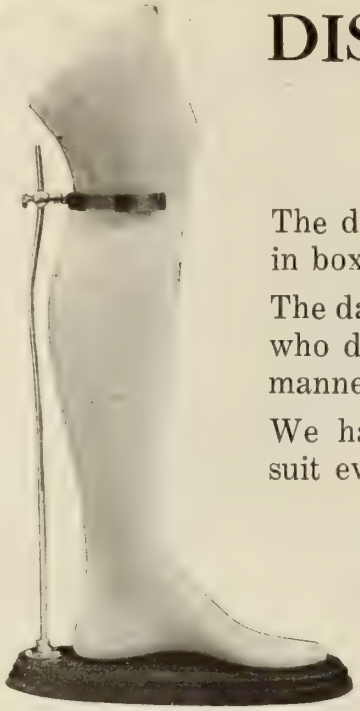
### KENT-McCLAIN AGAIN

**G. T. Smith, Toronto**

Mr. G. T. Smith, of Bloor St., Toronto, has recently opened a branch store on St. Clair Avenue. Mahogany finished "INTER-PLACE-ABLE" Unit Wall fixtures together with "Dresden" silent salesmen, give to the shop a very business-like appearance and provide for the display, under glass, of practically every line. These fixtures were designed and built by Kent-McClain, Limited, (Toronto Show Case Co.)




*Five new fixtures ready for the trade. 6060 is for blouses. 6097 is a general purpose T-stand. 6019 for gowns and coats, 6096 is a camisole stand, and 6029 is for millinery. Note the simple yet artistic design. They are finished in the following colors: Old ivory, old gold, Roman gold, white, grey, rose and antique bronze. Shown by Dale Wax Figure Company, Limited, Toronto.*



No. 97

# DISPLAY....

## an important factor in merchandising to-day.

The day for placing your goods on shelves in boxes and parcels is past.

The day of display is here and the Merchant who displays his goods in the most artistic manner is the merchant who gets the trade.

We have Fixtures and Display Forms to suit every requirement.

**MADE IN CANADA**

## Dale Wax Figure Co., Limited

*Canada's Leading Manufacturers of Display Forms and Fixtures of all kinds.*

**86 York Street - Toronto**



No. 19 A

***Agents :*** **MONTREAL—P. R. Munro,** New Birks Bldg. **WINNIPEG—O'Brien, Allen & Co.,** Phoenix Block. **VANCOUVER—E. R. Bollert & Son,** 501 Mercantile Bldg.

## HIGHER STANDARDS

It means improving the character of your goods—putting higher standards of quality into your merchandise.

The best way to render your goods saleable is to display them, but display them properly.

## DELFOSSE FIXTURES

render these improvements which are practical and command the attention of the consumer.

A line from you and we will send you immediately our recent catalogue showing the newest in bust forms, fixtures and also a recent set of photographs showing wax figures.

**Delfosse & Company**
**247-249 Craig Street West**
**MONTREAL**



1163 — Dress Form, narrow shoulders for advance style on Louis XVI Base.

*Palmenberg Inc.*



**One of our latest wax figures to display children's wear —Write for prices, etc.**

**J. R. PALMENBERG'S SONS, Inc.**
**63-65 West 36th Street - New York**

**Boston** 26 Kingston St.
**Chicago** 204 W. Jackson Boulevard.
**Baltimore** 122 W. Baltimore St.



# First installation proves value of new Lamson automatic cable desk

THE results that merchants are getting from the new Lamson automatic cable desk show it to be one of the most important recent improvements in store service systems.

The first installation, in the store of the Howard R. Ware Corporation, New Rochelle, N.Y., is proving a great success. Mr. Knapp of the Ware Company says of the system:—

"In our new desk, our cashiers are handling more transactions with greater ease. For example an hour's record recently for one cashier was 248 transactions—1369 for the day, and the service was uniformly fast.

"Charges come direct to the authorizer. The relaying process is done away with and as a consequence we can give as quick service on charges as on cash."

It will pay you to investigate this new system. Our representative will show you how it will serve your needs.

## THE LAMSON COMPANY

**Toronto : 126 Wellington St. W.** **Vancouver : 104 Empire Bldg.**

**Lamson** Speed Protection **IMPROVED** Flexibility Economy **Service**



*Crockery Department of McLaren & Company, Limited, St. Catharines, showing 36 in. Wall Case for Cut Glass and Crockery on East Wall also Display Centre Floor Counters.*

**Show Cases, Wall Cases, Counters, Tables and Shelving—to order for all purposes.**
**Send Floor Plan with measurement and your ideas—we will work out plan and quote you.**

## THE WALKER BIN & STORE FIXTURE CO., LTD.
KITCHENER, ONTARIO

## "Canada's Oldest Fixture House"
## A. S. Richardson Co., Limited
BELLEVILLE, ONTARIO

Let us figure your Display Fixture wants.

Papier-mache forms, wood and metal fixtures, hangers and silent salesmen.

AGENCIES—Halifax, Montreal, Ottawa, Toronto, Windsor, Winnipeg, Regina, Calgary, Vancouver.




Ask for Catalog.

**Make Your Show Windows Pay Your Rent**

A Chest Full of Interchangeable

**Window Display Fixtures**

For Displaying All Kinds of Merchandise
That Will Give 10 Years Service at Little Cost.
Enough Good Oak Fixtures to Fill Your Windows.

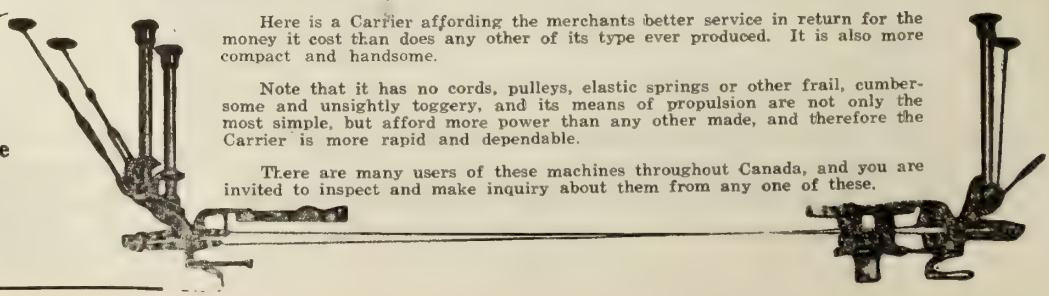
Shipped Thru Jobber or Direct from Hamilton, Patented and Made in Canada

**The Oscar Onken Co.** 3851 4th St. **Cincinnati, O.**

Further information for the asking. All kinds of wire cash and parcel carriers and pneumatic tubes.

**Gipe-Hazard Store Service Co., Limited**

**113 Sumach St., Toronto, Ont.**
**Also 318 Homer St., Vancouver, B.C.**



Here is a Carrier affording the merchants better service in return for the money it cost than does any other of its type ever produced. It is also more compact and handsome.

Note that it has no cords, pulleys, elastic springs or other frail, cumbersome and unsightly toggery, and its means of propulsion are not only the most simple, but afford more power than any other made, and therefore the Carrier is more rapid and dependable.

There are many users of these machines throughout Canada, and you are invited to inspect and make inquiry about them from any one of these.

KENWOOD
WOOL PRODUCTS

# KENWOOD

PURE WOOL



# BED BLANKET

## This Blanket Pleases the Customer and Profits the Dealer because of the following

# FEATURES

LONG WOOL. The Nap is an integral part of the blanket—does not brush or wash away.

PRE-SHRUNK. To hold shape and size in washing, blanket is woven 100 inches wide and pre-shrunk at the mill to 72 inches in width.

CONVENIENT SIZE. ONE, easily handled, 72 x 84 inch blanket equals in warmth an ordinary PAIR.

FAST COLORS. Permanent dyes, boiled into the wool permeating the fibres uniformly.

DESIRED PATTERNS. Approved designs in solid tones, checks and Kenwood three color creations.

*Write for further particulars and folder "How The Manufacture of Paper Created the Kenwood Blanket."*

## KENWOOD MILLS LTD., Arnprior, Ontario

# Shows Housekeeping Made Easy

## Electrical Co-operative Association of Quebec Equips Small Home With All the Latest Developments in Electrical Labor-Saving Devices for Demonstration Purposes—Estimated Over 10,000 People Saw it the First Week

A MODEL home, completely furnished with everything that makes a house comfortable and modern, was thrown open to the people of Montreal for three weeks this month by courtesy of the Elctrical Co-Operative Association of Quebec in conjunction with various Montreal furniture, florists and picture firms. All these organizations combined to undertake a campaign to educate the public in regard to modern improvements in household equipment.

The "electrical home" as it was called, was built in one of the outlying districts of Montreal and embodied all the most modern ideas in home comfort, chief of which was the uique system of electrical wiring installed, much of which was in the form of electrified furniture, the first of the kind made in Canada. So interesting and informative was this demonstration that during the first week of the exhibit over 10,000 people visited the model home and studied its manifold conveniences with an eye to improving their own dwellings.

The outstanding feature about this type of demonstration was the fact that it was purely an educational campaign and no makes or prices were visible in any part of the home except in connection with the furniture and decorations, which were most artistically arranged and resulted in splendid business for the stores loaning the various articles.

### Home Like Setting Sells Goods

A staff member of Dry Goods Review was conducted through the home in order to see how the many new ideas in home comforts look when placed in a natural setting, away from the store atmosphere.

"The main reason why salesmanship is difficult in this particular department is because the housewife is uncertain as to the suitability of the merchandise for her individual home. She fears that the furniture may be too large or that the color of the draperies will not look well under artificial light, or that the rug has too pronounced a pattern, etc. Let her see the goods as they actually look in her own home and all these superficial problems will vanish. This year also, furniture prices have dropped to a most satisfactory level and many housewives express astonishment that such splendid merchandise can be obtained for so little money. Housefurnishing stores have been driving these prices home in their advertising for months past, but somehow the printed statement has not so convincing an effect as this actual demonstration of chairs, tables, curtains and rugs arranged in a new and artistic home background."

The principle involved in this type of demonstration is the old adage, "Seeing is believing," for four-fifths of the visitors to the home are overheard to exclaim with incredulity over the scientific and simplified housekeeping made possible by labor saving devices. The home itself was small but charmingly cosy and was decorated with soft tan wall papers, creamy white enamel, hard wood floors and in conspicuous wilton rugs downstairs, while on the floor above the usual pretty pastel colors were effectively employed.

### Demonstration Sells Electrical Goods

Taking the various rooms one by one, quite a number of suggestions for improved salesmanship come to mind. Beginning with the polished hardwood flooring of the entrance floor over which some 1,500 people walked every day, the representative in charge pointed out that with an electrical waxer and polisher, it was possible to keep the floors in perfect condition no matter how much traffic passed over them. By means of electricity in various forms the entire home could be cleaned and dusted in little over an hour.

Entering the living room, one saw visitors comfortably seated upon a luxurious velvet Chesterfield listening to music from a cabinet phonograph run by electricity. Close by, a warm fire burned in the electric grate, while overhead a soft light was shed by means of shaded electric candles attached to sockets in the mantle piece, which could be removed in a second to any part of the house.

Through the folding doors a glimpse was seen of the diningroom furnished with electrified furniture, including table, sideboard, serving table and china cabinet. Here the housewife can serve coffee, toast, boiled eggs, waffles, etc., all cooked at the table by means of electric conveniences. The furniture was of the fashionable period effect in solid walnut and was plainly priced so that visitors could appreciate the values obtainable in high grade furniture today. Another Montreal firm arranged the window draperies throughout the house and many interested comments were made by visitors regarding the treatment of casements and other unusual windows. An invitation was extended to any visitor to call on this firm and explain their window drapery problems.

The kitchen embodied all the newest ideas in time and labor saving devices, and was equipped with a dish washer, electric stove, vacuum cleaner and a general utility motor which will whip cream, beat eggs, polish knives and other minor jobs usually requiring effort. Downstairs in a well ventilated and frost proof cellar was a large play room for kiddies equipped with electrically run trains on tracks and other toys all of which were demonstrated.

Ascending to the second floor, visitors were shown the pretty little nursery painted in cream with black stencils depicting fairy tale characters, and painted furniture stencilled in blue. An oilcloth rug was laid on the floor. Here an electric milk warmer and a bed warmer were supplied as well.

In one of the bed rooms an unusual type of reading lamp was hung over the head of a bed by means of a weighted strap. This little lamp can be worn over a person's shoulder for reading and sheds a soft light on a book while protecting the eyes from any glare.

### Children Also Interested

Summing up the advantages of such a demonstration as this from the point of view of the stores and electrical firms interested, their representative pointed out the fact that statistics gathered by the Dominion Government show that domestic servants have decreased in number by 22 per cent. during the past year or two, while the use of all sorts of labor savers is steadily mounting. Canada is far ahead of the United States in regard to the amount of electric wiring to be found in homes. A significant point noted in reference to the attendance at the home was the fact

### *A CORRECTION*

*Through an error in our September issue, the Old Bleach Linen Co., Ltd., advertisement was printed with an obsolete trade mark cut, giving an old address and the name of a former manager.*

*We wish to correct this by informing our readers that Mr. Gerard M. F. Irvine is the manager of the American offices of the Old Bleach Linen Co., Ltd., which are now located at 44-46 East 25th Street, New York City.*

*Canadian buyers are, however, referred to Mr. W. H. Steley, 22 West Wellington Street, Toronto, Ont.*

that classes of children as well as college students have been brought to study the appointments, while business men have also comprised a large proportion of the visitors every day during the visiting hours from 2 to 10 p.m.

The type of enquiry received from visitors has shown those in charge of the demonstration that there is still a great lack of information on the part of the public regarding the various kinds of improved home comforts and a widespread misapprehension regarding the cost of intalling and maintaining the same. Some of the questions put regarding estimates for installing various items have shown plainly the need there is for educating the public in the matter of making homes more livable as well as providing more leisure for the housewife. With every explanation regarding the furnishings displayed, the representatives in charge took care to give plenty of useful information on how to save electricity, how to choose papers and hangings which will reflect the most light, what sort of fixtures to choose to harmonize with certain styles of furniture, and how to place the "outlets" or electric sockets so as to permit the most artistic arrangement of furniture, etc.

**Avoided Costly Effects**

By means of such a demonstration as this, all the co-ordinating parts of a home are given equal emphasis, the matter of personal convenience and comfort, is placed above everything else and the question of price automatically becomes a secondary consideration. The decorative effects of the model home, incidentally, were selected with a view to appeal to the family of moderate means, and in future this idea will be again kept in mind, since the object of an educational demonstration of this sort is completely frustrated when costly and elaborate furnishings are featured. It is the average family, on a moderate income who are mainly interested in improving the comfort of their home and who are anxious to be told about modern methods..

This idea is to be tried out again next Spring under the same auspices, but this time, actual housekeeping is to be done in the model home, and housewives will be invited to see how dishes are washed, clothes are ironed, toast is made or cooking done—all by electricity, while at the same time, Montreal stores will have another opportunity to decorate and furnish the home in the latest effects, advertising their stocks of linens, draperies, chinaware or kitchen utensils.

The progress made by the Quebec Electrical Association in co-operation with retail stores is worthy of emulation in other parts of Canada, the results to participants being more satisfactory than by any other mode of publicity yet tried.



*SHEER MARQUISETTE NOVELTY CURTAIN*

*Designed for the coming season, featuring treatment of antique lace motifs and insertion of Levers lace in motif effect, surmounted by imitation Cluny lace. The combination of these laces is new and especially attractive in almost any room of the home. Designed and shown by courtesy of Daly & Morin Company of Montreal.*

# Revising Tariff on Madras

**Importer Says He Will Be Willing To Share Expense in Having Views Presented**

My attention has been drawn to the letters appearing in your September issue of the Dry Goods Review, relative to the customs duty on imported British Madras muslins.

Speaking as one of the largest importers of this curtain material into Canada, it has always been inexplicable to me why we should have to pay 25% on bleached, unbleached and dyed cotton muslins, whilst the duty on gray cotton fabrics and fabrics of flax, unbleached, not otherwise provided for, enters Canada, since May of this year, at 12½%.

Customs duties are levied for two purposes, the principal reason being to legitimately protect domestic industries, and secondly as a source of national revenue.

There being no domestic manufacturers of Madras muslins, there is obviously no need for protection, and the Federal Government should be satisfied with the pre-war tariff, namely: 15% on natural, and 17½% on white and colored Madras.

Speaking for the firm of Alexander Jamieson & Company, I would be agreeable with other importers of Madras, to share the expense of the services of a professional man who would be capable of presenting our just claim for a tariff reduction to the Minister of Customs at Ottawa.

Madras is a popular curtain fabric and is British made; let us get a square deal on the tariff, and give the Old Country the benefit of increased trade, which would inevitably result.

Yours Failthfully,
Archibald McCaig, General Manager,
Alexander Jamieson & Company,
Toronto.

# New Articles for the Housekeeper

## A New Cotton Filled Puff Covered With New Type of Art Satin or Chintz—Quilt and Pillow Shams Combined in New Type of Marcel—Every Third Year Sees Good Blanket Season—Some Cotton Advances—A New Lintless Cotton Damask

THOSE buyers of house furnishings who are looking for worthwhile bargains in the many lines which go to make up the various comforts of the modern home will be interested in hearing of several new items introduced this month by a Montreal wholesale firm. These items have been brought out as a result of a continuous demand from the retail trade all over Canada for merechandise which combines quality with low price, and consequently there is now procurable a range of Canadian-made, cotton-filled puffs, covered with an entirely new type of art satin or chintz, finished with all the care and artistry that characterizes imported down puffs including much elaborate stitching and panel designs, and these new puffs can be had for as little as $3.50 apiece in the usual sizes. This line should be especially popular for Christmas business as the appearance alone would make a noteworthy display in any department. All the popular colors, including rose, blue, old gold, mauve, etc., are procurable in either art chintz or real satin, the latter costing only two dollars more.

The reason for this remarkable reduction in price is partly due to the fact that the firm which has introduced these puffs has succeeded in converting a new type of drapery fabric which possesses a firm texture, lovely designs on the order of period effects, and a choice of 5 colors, all this to be had for the low price of 20 cents a yard, although the fabric is fully 37 inches in width. By concentrating upon a limited range of designs this firm is able to place this fabric on the market at the lower price.

### Marcel "Combination Quilt"

Another novelty just received by this wholesale house is a new type of Marcel quilt which combines quilt and pillow shams in one by a simple adjustment of the covering. The quilt comes with a handsome design featuring a circular motif in the centre, an extension at one end of the quilt being emphasized by means of a border inset about a yard from the edge, which is intended to be folded in to simulate the usual appearance of a bed coverlet, while the sham effect is attained by the extra extension. A bed made up with a new style quilt such as this, presents a neater appearance than one made in the ordinary way with separate shams or fancy pillow cases, because with the new style all the under coverings are completely concealed from view. In size 80 x 106 the price is only $9 to $9.25 for a particularly fine quality, with rich mercerized finish.

It is predicted that printed bed coverings in colors will be very much in demand for next summer; already orders are coming in for both single and double sizes in these goods. Rose color is said to be especially strong since it harmonizes so well with the average cretonne pattern such as is used for bedroom hangings. Orchid tones are also favored.

Crepe coverlets are much liked for spring and summer sales, it is said, but there is little falling off in the demand for the staple crochet quilt.

### Blanket Sales are Brisk

There has been a heavy demand for all wool blankets this month and from present indications, the demand is growing heavier as winter approaches. According to this firm, every third year is a good one for blankets, and this fall sees the prediction proving accurate once more. The manufacturers have endeavored to perfect the finish and appearance of Canadian made blankets to such a degree that fewer are imported from abroad than ever before. Practically the entire sales done by this Montreal wholesale house are on Canadian made blankets, it was said.

Prices prevailing for blankets most in demand vary between $5 to $12 a pair, the average price being about $1 to $1.25 a pound. Practically all retail buyers call for colored blankets bound with silk ribbon and there is an appreciable increase in demand for checked blankets which can also be used as bed throws. Montreal stores have been holding blanket sales all through the current month with unprecedented success, it was reported, and consequently it is likely that the demand will continue right up to Christmas at least, particularly in heavy six and eight pound double blankets.

### Slight Advance in Cottons

An advance of 5 to 10 per cent. has just been announced by a Montreal wholesale firm in connection with all staple cottons, both greys and white, in-



*EMPIRE DESIGN IN ART SILKOLINE*

*for covering quilts and spreads as well as all general purposes where a lightweight drapery fabric is called for. This new period pattern comes in a range of five colors, including gold, blue, rose, green and pink and has a satin finish and comes in 38 inch widths. It is converted in Montreal and shown by courtesy of Greenshields Limited.*



*RAMBLER ROSE DESIGN*

*in Canadian converted cretonne printed in a range of eight colors. This new drapery fabric has been brought out to satisfy the demand for an artistic fabric at an inexpensive price, and is copied from the finest English chintz in a 37 inch width. For all general purposes where a cretonne can be used, this design is admirable. Shown by courtesy of Greenshields, Limited, Montreal.*

cluding sheetings, ducks, etc. Demand is exceptionally heavy for this class of goods at present owing to the approach of the January white sales which are in no danger of losing their popularity with the consumer, if reports are to be credited.

In connection with household linens, it it announced that the supply of fine Irish and Scotch linen damasks is now better than for many years, and it is possible to procure the purest linens in a new range of patterns at most moderate prices. For example, a pure linen table cloth which sold a year or so back around $7 or $8 can now be got for as little as $3.50 to $4 and the finest quality napkins to match are repriced around $4 a dozen. Sales of table cloths greatly exceed that of yardage damask still, the reason given being that by purchasing the former, a merchant is enabled to show greater variety of designs than if he confines his buying to yardage lengths. Although the round dining room table has become popular with many householders yet sales of circular table cloths have not shown a corresponding increase in demand, due in part to the fact that they are difficult to launder properly without stretching.

**Lintless Cotton Damask is New**

This season the demand for popular-priced table linens has assumed larger proportions than ever before, despite the fact that real linens can be got for so much less than before. Wholesale buyers attribute this to the attitude of some stores in catering to the widespread demand for merchandise at a price rather than of good quality. Much inferior imitation linen goods are being offered which can only give dissatisfaction in the end and the pendulum of demand is certain to swing around again in the other direction before long. One way of overcoming the demand for cheap goods has been found by a wholesale firm who are preparing to feature a new kind of table linen manufactured by an English firm after some years of experiment. This new type of napery is described as a lintless cotton damask. The process of making took years to perfect and even yet, a full range of napery is not as yet placed on the market but is to be ready shortly. Prices will be moderate, napkins in the 22 inch size, for example being quoted at $4 a dozen.

Pure linen towels with a damask border at $4.50 a dozen are the leaders this month in high-grade goods, it was announced by another Montreal firm which has recently received shipments from the other side in various ranges of towels. Terry towels are most wanted in colored bordered effects with space for embroidering initials if desired, and small guest sizes with hemstitched edges are also selling quickly at present. Very artistic and heavy quality bath mats have just come to hand in new colors including henna and unusual blues, etc., which show a single floral motif in white instead of the somewhat unnecessary wording "Bath Mat." These are English importations for the most part and are reasonably priced around $3 wholesale.

Irish embroidered household linens such as pillowcases, towels, etc., are in much better demand than for some time, and it is likely that January white sales will give much prominence to this line.

# Takes Issue With Statement

**Manufacturer Claims That Some Protection is Due Investors of Large Amounts**

The Dry Goods Review,
MacLean Publishing Co. Ltd.
Toronto, Ont.

Dear Sirs:

We notice on page 113 of your September number an item on the importation of madras, and the suggestion that the duty be lowered.

We take exception to the last paragraph of this statement which reads as follows:

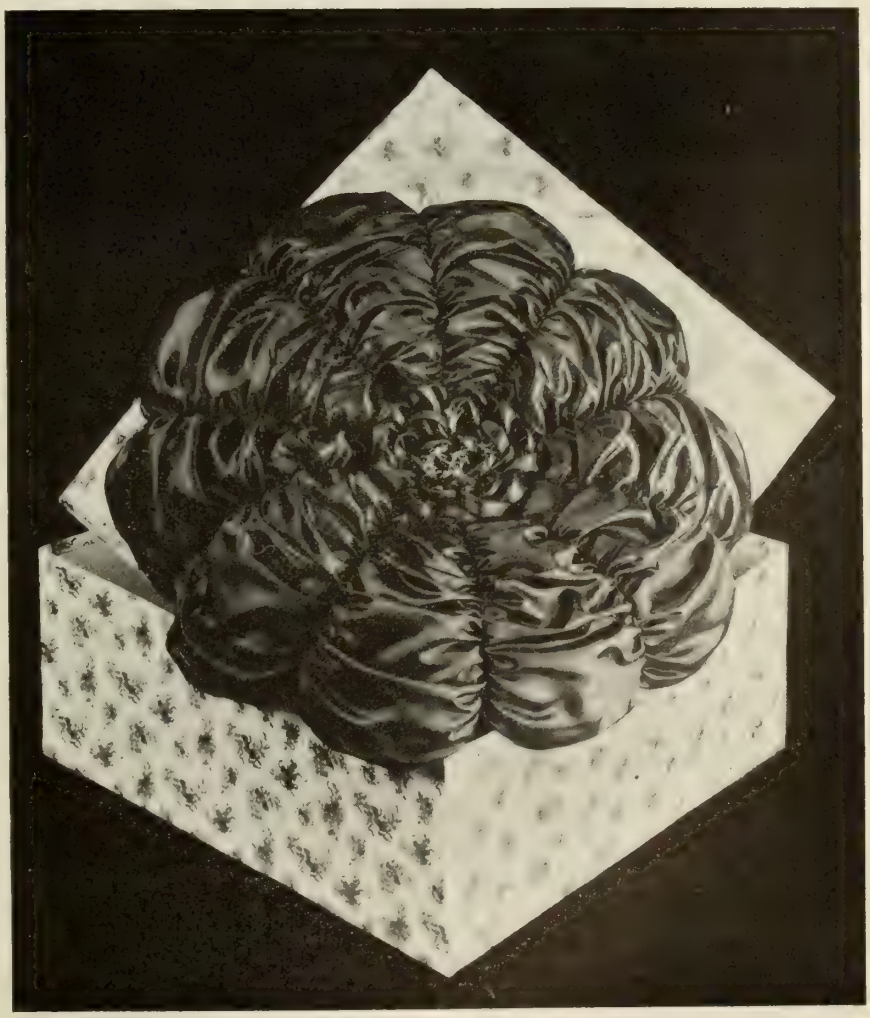
"Then from a patriotic point of view some relief should be given, as ecru and white madras are among the few British lines, not manufactured in Canada, which can successfully resist the invasion of cheap low priced lines of scrims and marquisettes, pouring in from the States."

Scrim and marquisette, both plain and figured have been manufactured in Canada for some time past and we ourselves have handled thousands of pieces of Canadian-made scrims and marquisettes and we might say we obtain our whole supply for our manufacturing dept. in Canada and as manufacturers, think we should have some adequate protection as we have large investments in plant.

Yours very truly,
GEO. HEES SON & CO. LIMITED.
D. E. WRIGHT,
Director and Sales Manager.

* * * *

Editor's Note:—The item referred to in the above communication was contained in the letter which reached us from J. B. Henderson & Co., Limited.



*THE IDEAL GIFT!*
*This beautiful Chesterfield cushion goes to the merchant in a holly box tied with satin ribbon and bearing a Christmas tag. The cushion itself is like a lovely flower with petals of crushed satin and a centre of contrasting shade. It is one of a range of new cushions carried (boxed) by the Toronto Feather and Down Company, Limited, Toronto.*

# CURTAINS AND CURTAIN NETS

**Now in stock in Montreal in an endless variety and at prices which will mean sales and profits for you. Call on us if in Montreal or send for samples. Selling direct, Manufacturer to Merchant.**

## T. I. BIRKIN & CO.

**of Nottingham, England**

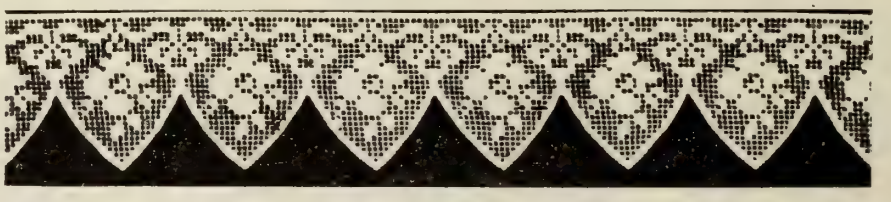
## 275 CRAIG ST. W., MONTREAL

(around the corner from Victoria Square)

**C. W. WILLIAMS, Manager for Canada**

## Below

**Cut of Filet Crochet Vandyke Edge, matching our 12 and 18 in. Borders for Curtains, Panels, Bed Spreads, etc.**



# KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."



SOLD BY ALL LEADING WINDOWSHADE JOBBERS

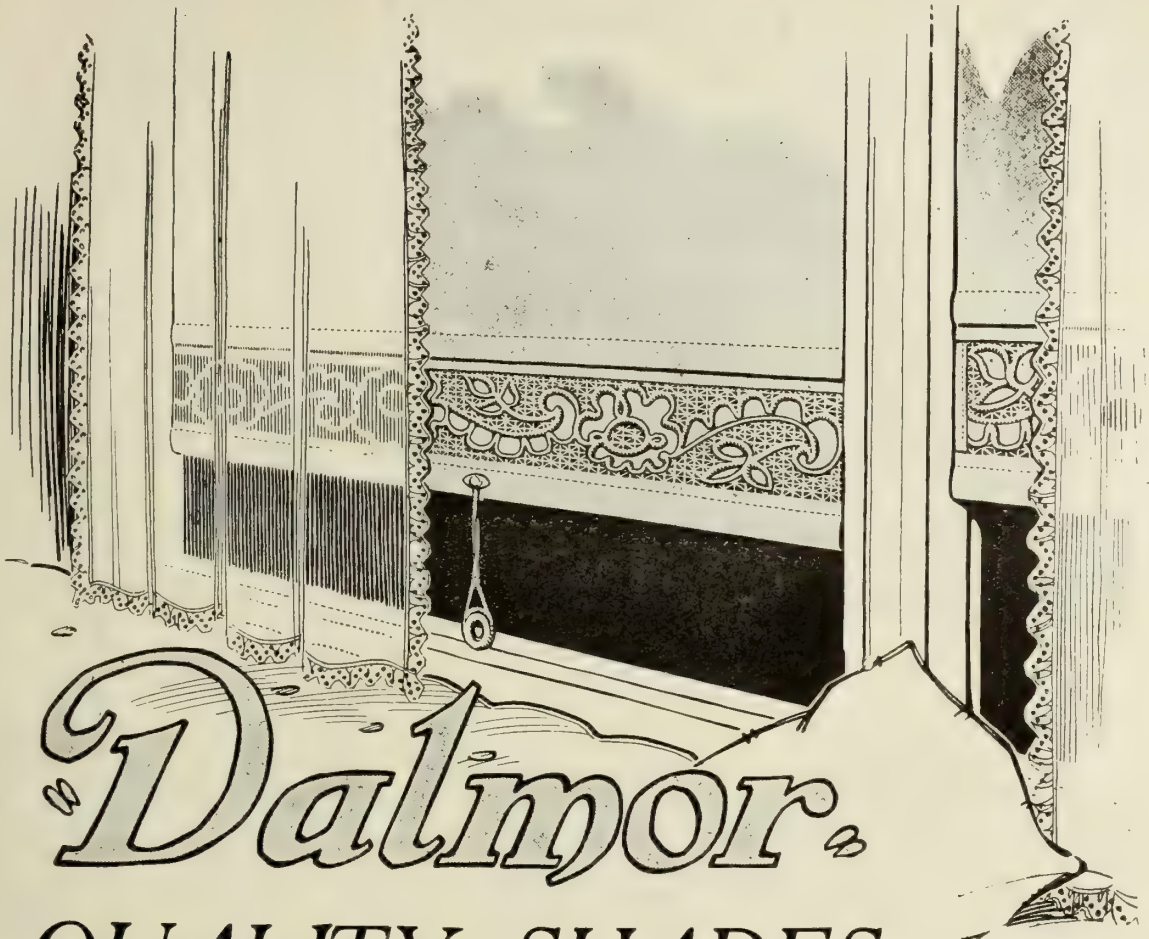
Made by

## JOHN KING & SON

GLASGOW, SCOTLAND

**Established 1775**

Canadian Representatives : CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO



# Dalmor

## QUALITY SHADES FOR EVERY PURPOSE

**PROMPTNESS:** Right now is the time to order Shades and we can make prompt deliveries if you will let us know what you want and when you must have them.

**ARROWS**—Untrimmed edge, water colors.
**DOMINIONS**—Trimmed edge, water colors.
**REGALS**—Machine made, oil opaque.
**EUREKAS**—Hand made, oil opaque.
**PEERLESS**—Best hand made, oil opaque.
**DE LUXE**—Hand made, oil tints.

## DALY & MORIN, LIMITED

LACHINE - - MONTREAL

# And Now for 1922-1923

## Are you in step with your customers' requirements?

You are, if your stock includes the Henderson line. Our Motto is Service. Many of our numbers are on the looms now, so **direct** orders can be filled from the mills on time for your **Spring requirements.**

## *DRAPERY MATERIALS*

*WHITE AND ECRU MADRAS, 36" to 72".*
*AURORA CASEMENT CLOTH (FLIMSY GAUZE) 50".*
*GRENADINES 36" and 50".*
*FINE NOTTINGHAM CURTAINS.*
*CRETONNES.*
*INVERORAS 36", 45", 50". (SELF COLOR MADRAS)*
*MUSLINS (SPOT AND FANCY ASSORTED WIDTHS AND PRICES).*
*42" FLAT EDGE MADRAS.*
*TAPESTRIES.*

*MARQUISETTES. 50" MERC. REPPS (PLAIN AND FIGURED) NETS. JOHN KING & SON'S IMPORTED SCOTCH HOLLANDS. STOCKED IN WHITE, CREAM AND IVY, 30" TO 60".*

***They will well repay your inspection.***

## J. B. HENDERSON & COMPANY, LTD.

***Established 40 years***

80 Bay Street -:- Toronto

***Agents for:***

WM. STRANG & SON
Glasgow, Scotland

HOOD, MORTON & CO.
Newmilns, Scotland

STIRLING-AULD & CO.
Darvel, Scotland



# LION CREST FABRICS




## CASEMENTS

We keep up our large variety in 27in., 30in., and 50in. casements. Best value on the market.

## CRETONNES

Extensive range in 30in. Domestic and Sateens.

Specially in 50in. Reversible and 50in. Taffeta Duplex High class and latest styles.

**Through Wholesale and Shipping Only.**

## JAUFFRED & GARIEL

Manchester, England.

CANADIAN REPRESENTATIVES

George H. Napier, 417, Coristine Building, MONTREAL
Andrew Wilson - - - 91, Albert Street, WINNIPEG


Buy From Stock
See our representative on the road, or write us at 55 Bay Street, Toronto, for samples.
We manufacture what we sell — Lace Curtains in Novelty and Anglo-Swiss, Allover Lace Nets, Sectional Panels, White, Cream and Colored Madras, Spot Muslins, Lappets, Lace Bed Spreads and Shams, Cretonnes, Casement Cloth, Poplin Reps, Damasks and Printed Linens.
Alexander Jamieson & Company
55 Bay Street, Toronto
Adelaide 861
Works at Darvel, Scotland.
Branches all over the World.
The Jamieson Line of SCOTCH DRAPERY FABRICS

# *Kingfisher Linens*

Kingfisher Embroidery Linens are stocked in all the principal widths and carry our name on the selvedge—a guarantee of quality.

***Ask for our "372" Full Bleached and "658" Natural Shade .....***

Madeira Goods in exclusive patterns—Embroidered Swiss and Irish Handkerchiefs, specially boxed for Xmas trade—Fine Huck-a-back Towels and Linen Sets, etc., etc.

*"Snowcrest"* Lawns, Nainsooks and Madapolams.

MARK FISHER SONS & COMPANY
28 VICTORIA SQUARE MONTREAL

## When buying MADRAS you want the Very Best Material, and We Supply It.

There are generations of experience behind our work, both with employers and employees, and we stake our reputation on every piece that leaves our factories. Our specialized knowledge is at your service.

## Superfine Material Best Finish Artistic Coloring and WE GUARANTEE

every color against fading through exposure or washing.

Send for particulars and prices to

**Messrs. Morton Bros. Ltd.,**
Madras Manufacturers
Darvel, Scotland

Gabriel S. Young
303, Southam Buildings,
128, Bleury Street,
Montreal



# CONTRASTS!

There is a way to help your trade preserve general good humour, rather than discord, by keeping linoleum and its many advantages before them.

The day when hard, back-breaking labor in laying heavy rugs and carpets was essential, is past. Modern homes are either supplied already with genuine linoleum floors, or the owners thereof are excellent prospects.

## "DOMINION LINOLEUM AND LINOLEUM RUGS

### For Every Customer"

That ought to be your objective, Mr. Merchant. And we are learning, from week to week, that many are planning along these lines. With a little planning on your part you can easily

## DOUBLE YOUR SALES

*Send for window-trimming material; it's free, and we deliver it right to your door with instructions for use.*

Your Jobber will Gladly Supply You

## DOMINION OILCLOTH & LINOLEUM CO.

LIMITED

MONTREAL

# A Lovely Gift, Boxed, Ready to Deliver!



We will supply an attractive Holly Christmas Gift Box in which any of our Torfeaco Comforters may be had. Each Comforter is beautifully folded and tied into place with a rich Satin Ribbon. And a Christmas tag is enclosed for your customer's convenience. This makes the package complete and ready for delivery!

Attractive! Indeed, they are just irresistible! Our Comforters have always been popular gifts, but many folks have refrained from buying them because they have been so awkward to make into a nice, attractive Christmas package.

You will need some of these special Torfeaco Comforters in gift boxes. Our supply of boxes will be limited, so we urge placing your order at once to avoid disappointment. There will be a minimum charge for the box only; packing comforter, ribbon, tag, etc., will be our service to you.

***Write for further particulars***
***or ask your wholesaler***

## THE TORONTO FEATHER & DOWN CO. LIMITED.

**2154-6-8 DUNDAS STREET WEST, TORONTO, ONT.**

# *The Season's Leading Fabric*

# Vel-Ette

MADE IN CANADA

## *"Individual Class"*

as a buyer said when he was shown this new Knitted Fabric, with its lustre and fineness.

Vel-Ette is uncrushable and comes in a full range of wanted colors, beautifully lustrous, with a pile that shimmers like gleaming gold or shining silver. If you have not seen Vel-Ette we will send samples by return mail.

You need Vel-Ette this season.

*Your jobber will supply you.*

## ONTARIO SILKNIT LIMITED

*Manufacturers*

**665 King St. West, Toronto**




A SUCCESSFUL DISPLAY OF WABASSO COTTONS IN THE JOHN MURPHY CO., LTD., DEPARTMENTAL STORE, MONTREAL

**Increase your sales by carrying a full range of these cottons.**




"WABASSO"
Trade Mark Reg'd.

| | |
|---|---|
| Lawns | Cambrics, Longcloths |
| Nainsooks | Circular Pillow Cottons |
| Madapolams | Sheetings |
| Bridal-Cloths | Sheets and Slips |
| Voiles, Organdies | Plain and Hemstitched |
| Middy Twills, Piques | |

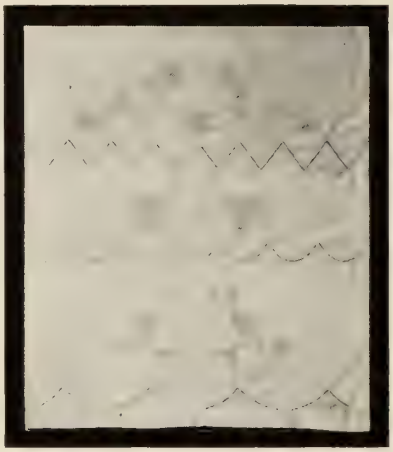
# WHITE AS SNOW

# THE WABASSO COTTON COMPANY, LIMITED

## THREE RIVERS - QUE.

# *Some Special Values from Our* Art Needlework Department

*Note the Uniformity*



*of the Hemstitching*

Pillow Cases of best quality Cotton, 42 inch. Stamped and hemstitched.

The most useful and acceptable Holiday Gift

***Price: $9.00 per dozen***



Child's Dress of Swiss Embroidered Lawn, assorted designs, made up ready to wear in individual holiday boxes. Sizes 1 to 4 years.

***Price: $15.00 per dozen***

We carry in stock a complete line of Needlework articles and accessories.

## WRINCH, McLAREN LIMITED

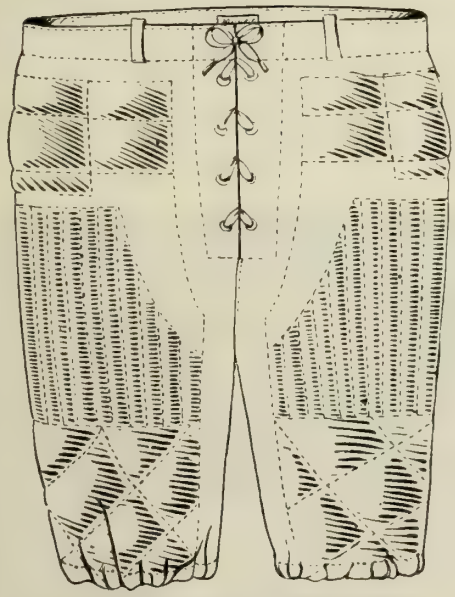
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# Send Us Your Orders NOW for

# HOCKEY

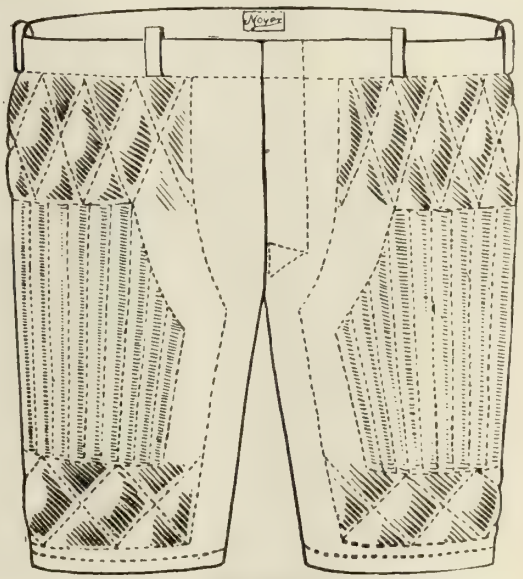
## PANTS-JERSEYS-STOCKINGS-CAPS



**Moyer-Made Full Padded Hockey Pants With Canes.**

The illustrations show our standard full padded and half-padded cane hockey pants. We also manufacture the same designs, uncaned. These are the designs that are favored by the best Canadian teams, both amateur and professional. The Moyer line of Hockey Pants, Jerseys, Caps and Stockings is most complete and comprehensive. We can supply you with any color combination desired on jerseys, caps and stockings and for a small extra charge will supply jerseys with any club crest or monogram.

It pays you to buy from specialty manufacturers, because you get the goods that will be satisfactory to your customers, and you get the closest prices and the promptest service.



**Moyer-Made Half Padded Hockey Pants With Canes.**

***SPECIAL NOTICE***

On November the first we shall remove to more commodious premises at **204-206 King Street East** to take care of our rapidly expanding business.

## We Sell To The Trade Only

We do not go after Hockey Team business direct, and when we get inquiries from teams we always endeavor to supply goods through a local merchant. Our aim is to play fair and square with our customers—still another good reason why you should place your orders for all athletic clothing with the House of Moyer.

# A. W. MOYER & CO.

***Manufacturers of Athletic Clothing***

124 KING STREET W. - - TORONTO

(Until November 1st—Afterwards 204-206 King Street East)

# Fashion Parades at the Woodbine

## Latest in the World of Fashion is Seen at This Style Centre—Many Retailers Send Their Experts Here to Get Ideas of Style Tendencies—Racing Event Stamps Its Approval of the Long Skirt—Furs and Accessories a Notable Feature

AMONG the many remarks which the inimitable Poiret is credited with during his recent visit to this continent, was one which suggested that American women were not devotees of the race-course. This, to the great designer, was an important weapon in his defense of Paris as the fashion centre of the world. Parisian fashions hinge on the races at Auteuil, Longschamp and other famous places, because at these, the designers launch their creations.

That Poiret knows little of the interest which Canadian women take in racing and that he has never been present at one of the Woodbine meets in Toronto, is certain. At no other event in Canada, can so large a crowd of well-dressed people, both men and women, be seen. In fact, during recent years, the leading retail houses are sending their buyers to the meets before Spring and Fall buying are done to any extent. Though manufacturers have lines ready weeks before these events, many retailers follow the policy of placing only small orders until they know which of the lines shown are really preferred by Canadians. The costumes worn by women of prominence at the races, are copied by thousands throughout the country, as soon as the descriptions appear in the daily press. The retailer who wants the best trade in his locality, must therefore, be able not only to buy but to speak intelligently of the prevailing modes as exemplified at the Woodbine.

### Long Skirt Controversy Settled

Whatever the critics, both men and women, may say of the refusal of our women to wear long skirts, the best dressed women at the Woodbine did wear their skirts very near their ankles. Those who had been abroad this Summer, wore, without exception, dresses which were several inches longer than in the Spring. There were many short skirts of course, but they were usually seen on the younger girls and none of these were noticeably short.

Draping was very much in evidence on those gowns which came from Paris. French modes were more prominent than they have been for several years, due, our representative was told, not only to the fact that Canadian women do much travelling, but because Canadian merchants are selling imported creations more than formerly. There is always a certain educative possibility in a Paris model for the buyer and for the designer, because every gown, wrap and hat that comes from Fance represents original creative and artistic work.

Cloudless days, some of them even hot in other spots than at the Woodbine track, favored as it is by Lake Ontario Autumn breezes, brought out more gowns and fewer wraps than usual. Suits were rather insignificant although



*The Long and the Short of it*

*A foundation of black was used by the woman on the left with an overdress of black net beautifully beaded in white. A white hat and white fur were used with it. The little ingenue on the right wore a grey crepe dress, grey hat, gloves and bag. A sable fur completed the charming outfit.*

on every day of the meet some well-dressed women were seen in smart tailored costumes. As to colors, every shade from the sombre blacks and browns to the very gay hues, appeared. There might have been a few more blues this year, if one considers the wonderful range of shades which are now called blue.

**Superb Furs Worn**

Probably the most interesting feature of the meet was the beautiful array of furs. There were not many fur coats because of the warm weather but those which did appear were very elaborate. Seal, was less in evidence than squirrel and kolinsky, and these were of three-quarter length and in wrap style for the most part.

But the remarkable fur showing was in separate pieces. No smart woman went without a choker or fur throw from her shoulders. All of the brown furs were worn, particularly sable and mink, and these were usually of the two-piece nominal length type. They were not clasped firmly about the throat but allowed to fall comfortably back from the neck.

Foxes were prominent, particularly cinnamon and taupe fox. These skins seemed particularly suited to the draped silhouette of the season.

There was a good deal of fur-trimming of every kind, on wraps, on suits and on dresses. Even a few hats were fur-trimmed or altogether of fur. Most of those women who chose costumes of pile fabrics had fur collors and cuffs. Even some of the light crepe de chine and canton capes were trimmed with fur. With the velvet suits, which, by the way, are the very last cry in tailored wear, grey lamb was very good, probably because most of the velvets were navy or black.

**Those Little Etceteras**

As ever with the woman who is particular, the infinite care with which the accessories were chosen is worthy of comment. Take gloves for example. There may not have been as many white ones as racing traditions called for in years gone by, but the elaborate workmanship used on most gloves more than made up for their quietness of color. Shoes and hose were much ornamented also. Some women had those slippers which Paris is featuring at the moment—high of heel and beautifully brocaded.

On the very warm days, lovely parasols were seen, most of them being in the quieter shades, however. Real flowers made their appearance on the bodices of many women again—a custom which disappeared with the many extravagances dealt a blow by the war.

The knitted dress was noted here and there, in fact much more than the knitted wrap. One young girl wore a New York gown of knitted silk in a muffin shade, which drew attention because of its tailored lines and general becomingness.

In the way of trimmings, many women favored beads of every shape and shade. Braidings and ornaments in Persian design and colorings were another type of trimming which appeared on gowns, wraps and even on hats.

**Hats Much Befeathered**

There may have been a difference of opinion among onlookers as to which predominated, large hats or small, but certainly all agreed that the best trim-

Cont. on page 150



*Three Well-Dressed Women*

*Left — A brocaded cloaky suit of leaf brown with tight fitting turban.*

*Centre — Long cloth coat with trimming of monkey fur on collar, cuffs and hem.*

*Right—Straight from Paris came this black satin cape with white hat and white fox. The coat was several inches longer than the dress.*

# Fall Opening Displays at Ottawa

## Merchants Co-operate in Simultaneous Openings From September 20 to 23—Claim That it is First Effort of its Kind in Canada —Fine Weather Lures Many Thousands to See Attractive Displays—Openings Described in Detail

THE first of its kind ever attempted in Canada, was the Fall opening fashion display carried out by the merchants of Ottawa, September 20th to 23rd. In spite of it being something new for Ottawa, it was an undisputed success. Merchants throughout the city co-operated wonderfully well in putting the simultaneous opening idea across and the general public showed the keenest of interest. It was an unsurpassed showing of new merchandise for men, women and children, gathered from the style centres of the world. Window dressers vied with each other in arranging displays which would attract the greatest amount of attention, and the result was little short of marvellous. It turned the main thoroughfares into a veritable pageant of fashion.

Fine balmy weather aided in stimulating action and interest and large crowds of people visited the various stores especially to witness the thrilling mannequin parades and to examine the many special presentations of Fall and Winter fashions in gowns, dresses, furs, footwear and other wearing apparel.

The new creations were a source of wonderment and pleasant surprise. Thrill followed thrill as successive shops were visited by large crowds of smartly dressed women, many of whom make it a point to keep in close touch with style developments. The new lengths of skirts, the circular effect of gowns, the amazing styles in furs, the new wide brimmed hats, the new shoes, delicate lingerie and various other lines of dainty and expressive wearing apparel also aroused interest and enthusiasm.

One point that was brought forcibly to the front was that Ottawa's stores were well to the fore in presenting the very latest styles in women's wear. It was shown that the local merchants were not one whit behind the times when it came to the attractive display of last minute creations in cloaks, gowns, furs, dresses and other lines. They were all to be seen just as the designers had announced that they would be seen for Fall. The new styles were revealed in all their glory in a manner that was every bit as attractive as in the leading fashion centres of the world.

Ottawa's merchants adopted various means of drawing attention to the displays this year. There was a mannequin parade at one of the local theatres which occupied about twenty minutes of the programme each evening for three nights and which drew large crowds of interested persons to the theatre. Other theatres also displayed slides announcing the Fall openings at the various stores, and the R. J. Devlin Company Limited, were responsible for the showing of moving pictures at one theatre, of the latest models, and it was a fact worth noting that the actual styles demonstrated coincided with the creations demonstrated in a film which was taken at a fashion display in a large city of the United States a short time ago. The local newspapers were used extensively by the leading merchants to call attention to their particular exhibits, and window cards of an attractive design were also used to announce the Fall openings in many of the stores.

### A. J. Freiman

With the aid of five graceful living models from New York, and the further assistance of a series of excellent display windows, A. J. Freiman, Limited, put on a most creditable fashion show in connection with the Fall opening displays in Ottawa this month. Each afternoon and evening for two days the live models paraded in the windows and thousands of people were drawn to the show. The models exhibited dresses, gowns, wraps and hats. These included smartly tailored suits, chic afternoon dresses, handsome gowns and richly modeled wraps.

There was a black velvet dinner gown of simple lines, entirely beaded in floral design of American Beauty rose shade. Lovely in its long lines was a gown of aluminum grey georgette artistically embroidered in cut steel beads and finished with a scalloped hem. Then there was



*Some of the live models used by Charles Ogilvy Co. of Ottawa in displaying their fall fashions at the recent fall openings at the Capital.*

a sapphire blue velvet gown of rich pile, the hem scallops outlined with nail-heads in steel, the entire surface of the velvet having a floral design embroidered in cut steel beads. A gorgeous geranium rose velvet was embroidered in crystal beads. This was of simple lines and had very short scalloped sleeves. An orchid georgette gown was sewn with cut steel beads and had a cascaded drapery to one side.

The display of coats caused much pleasure. The fashionable black was shown in heavy cloth, the wide sleeves trimmed with cire ribbon braid, and the collar being of grey Persian lamb. A taupe Bolivia cloth coat had large loose sleeves, silk stitchery and collars and cuffs of taupe fox. One that was modeled of French blue Bolivia was also on dolman lines, the sleeves embroidered effectively in grey Chenille, and the collar was of blue squirrel.

With every gown and wrap, a model hat was worn, some large with drooping brims, in panne velvet or smaller styles adorned with a chic mount, and the favourite colors were black and deep browns.

The window decorations were exceedingly striking and caused no end of favourable comment. A. J. Freiman, with the able assistance of Fred Asselin, manager of the mantle department, supervised the arrangements.

**Bryson-Graham**

No reference to the Fall opening fashion displays in Ottawa would be complete without mention of the windows of Bryson-Graham Limited. As usual these windows were dressed under the careful and able supervision of Mr. Fred Ashfield, who time and again has won deserved credit and honours for window displays. One of the most impressive of these exhibits faced on Sparks Street. It had a background of French grey colour curtains, Beaver board set piece painted in grey and stippled with blue, two shell with blue light on each end of set piece. There were two ceiling shades lined with blue silk, and the flooring also was of Beaver board squares, painted in grey and stippled in blue.

The lights were dipped in midnight blue and white frosting and the whole colour scheme was soft grey and blue. The central figures were two black costumes with hats to match and blouses also in black. A few silver grapes and a sprinkling of silver cloth completed the picture.

The window immediately adjoining had a background of French grey velour curtains with Beaver board set piece painted in grey and stippled with blue, large scenic placque, a flooring of Beaver board squares painted in grey and stenciled in blue.

The lights were dipped in midnight blue and white frosted, the entire colour scheme being soft blue grey. The showing was of top coats with hats to match and sand shade blouses. There was a large vase frosted in the centre, with a few flowers.

Of outstanding interest were a series of silk windows on the O'Connor street side of the building. Aided by particularly appropriate lighting arrangements these showed up to special advantage at night and attracted no little attention. One of these windows was made up of jade green of satin canton and crepe back charmeuse satin. The central figure was draped with sequin overdress; and touches of metallic silk and French chiffon velvet lent a most charming effect to the display. The same arrangement was carried out in browns, blues and greys in the other windows, and the entire exhibition was one which caused much favourable comment.

In addition to the windows, all the latest shades in silk were charmingly arranged in the store, under the expert guidance of W. H. Kalbfleisch, who has been in charge of this department for many years.

Hundreds of women visited the drapery department of Charles Oglivy Limited during two afternoons and evenings on which a fashion revue programme was presented, with the aid of visiting professional models. This department was transformed into a veritable salon of fashion and each day women spectators came early—long before the appointed hour—and remained until they saw the draperies of the last gown listed for exhibition behind the dressing room door.

Harmonious settings of soft and blue velvet hangings and blue rugs, freshest flowers, feathery ferns, all combined with delightful music by an excellent orchestra to fire the fancy of the fashion seeker.

Miss B. E. Woodbury of New York, was in charge, and associated with her were two young ladies from Montreal. One of these, Miss Marcelle Gauthier, was the winner of a prize in the recently conducted beauty competition at Atlantic City, she appearing under the name of Miss Montreal.

Included in this style revue were children's frocks, coats, caps and hats, each in color, material and model expressing the pretty whims for fall, of fashion junior. And the wee children, with ease and grace wore the little garments, which included a most pleasing showing from the serge suits and knitted wool dresses to the pretty party frocks of taffeta in black and bright tones.

Crepe in all its variations was assuredly the popular fabric in the afternoon, dinner and evening gowns. A strikingly smart design displayed by one of the models was a seal brown canton crepe dress with overskirt and Bertha collar of fan pleated georgette.

A straight-lined, long skirted gown of King's blue vylette, piped and trimmed with beige crepe de chine, and made with long side panels, was much admired among the many garments shown. Similar in design and material was another dress of crimson with black pipings. Both of these answered varied requirements and thus proved popular.

Tailored English coats of mannish

(Continued on page 50)



*A beautiful opening fall display by Bryson-Graham, Limited, of Ottawa.*



*This Woodbine Costume*

*Caused no end of comment because in every detail it harmonized with Dame Fashion's decrees for Fall. The suit was of broadtail cloth in a golden brown shade. It was bloused at the hipline. The French velvet hat was of the same shade and had a plume of glycerined ostrich which swept the shoulders.*



*The A. J. Freiman Co., Ltd., of Ottawa, used these live models in their fashion pageant held recently at the Capital.*

## FALL OPENING DISPLAYS AT OTTAWA

(Continued from page 149)

model were displayed in a variety of warm materials and tones.

Smartly designed suits, some fur trimmed, were of broadcloth, duvetyn and wool velours. Brown in all its tones seemed popular. Wintry model coats, mostly dolman sleeves, and some with long back panels, also fur trimmed, were exhibited. A revelation of beautiful design was a black georgette gown entirely beaded in cut steel, while another lovely work of art was combined of a long tunic heavily embroidered with French blue and jet sequins, the long side panels being of radium lace and the underskirt of black satin.

One of the departmental stores which attracted many visitors during the week was Murphy Gamble Limited. Gorgeous fabrics and delicate laces, jewelled ornaments and dashing millinery breathed of their Parisian origin in this store. While there was no fashion revue in one sense, a stroll through the store was a thrilling revelation of the new mode. Evening gowns, frocks for the street and the afternoon function were displayed in the many new variations of an especially attractive Fall season.

Hats received their full quota of admiration. Many paused in the drapery department for new ideas in decorating. Lingerie and children's garments met with enthusiastic praise. In the glove department, the new gauntlet glove was an object of much interest.

The windows were attractively arranged with ready-to-wear garments in the newest Fall styles. Mahogany backgrounds and brown felt floors gave these displays a rather rich appearance and were in pleasing tone with the brown, fawn and pheasant suitings shown. Floral decorations of an autumn tint completed one of the most fascinating exhibitions in the city and reflected much credit on the window dresser, Horace Westlake.

While the store of the R. J. Devlin Company was a world of interest, the real fashion exposition was staged at Loew's Theatre in a unique act on two evenings in the middle of the week. Twelve young Ottawa ladies posed as fashion mannequins and wore with unstudied grace the beautiful fur wraps, coats, hats and dresses.

The jacquette, which promises to be popular, was shown in grey lamb with a Cossack cap of fur to match. Another was of white fur. A Bernard evening wrap of green velvet with collars and cuffs of kit fox was a thing of beauty and joy in beholding. Sealed muskrat coats had the most gorgeous of linings.

A wonderful wrap of grey squirrel in circular effect and an evening wrap of ermine with Jenny sleeves and lined with embossed velvet were applauded for the sheer pleasure of seeing their exquisite loveliness.

Cloth wraps, too, were worthy of mention. One model of midnight blue was lined throughout with white caracul. A fawn coat with wonderful fur trimmings of fawn colored fur was unusual and extremely chic. The fur was dyed skunk.

The hats worn were mainly of black velvet, large and picturesque, with trimmings of monkey fur, chous of velvet and drooping plumes.

## FASHION PARADES AT THE WOODBINE

(Continued from page 147)

ming was the feather. Some hats had only tiny ospreys or inconspicuous little mounts, while others were fairly covered with feathers. The number or the type did not matter so long as the trimming was of the plumage variety.

In the matter of size, there seemed to be a preference for the larger hats by those women who wore elaborate gowns or wraps.

Notwithstanding all this talk of fussy millinery, there were a great many women who preferred tailored chapeaux of the sailor and turban class. Because of the many sports outfits, which some years ago would have been considered quite out of place at the Woodbine, these hats were most necessary, and after all, what could be more appropriate for the woman who goes about with program and pencil and even stands in line to place her wager, than the well-tailored sports costume? It survives the strain better



The above reproduction shows the stage on which Smallman & Ingram, Limited, of London, paraded their live models in their recent fashion show, and the models used may be seen in the picture as well. The show was put on by six models, one of them being a little girl of eight years of age. It will be seen that the arrangement makes it possible for every person in the room to get an excellent view of the models as they appear from behind the curtain, make their way across the stage, down the steps, along the elevated platform to the very end of the room, and back again. From the time the model makes her appearance till she makes her exit, every person in the room has been able to see her comfortably. They parade to orchestral music.

Two showings per day were given during the three days of the Fashion Show. Admittance was gained by tickets, which could be had on application, and every performance filled the room to overflowing.

A neat program was handed to each person as she came in the room, and it was so arranged that the different garments worn by the models could be followed with ease as to their style and price. Similar to the little indicator used in every vaudeville showing what act is in progress, Smallman & Ingram had a stand on the platform with neatly executed showcards that corresponded with the program. In case an "extra" appeared that was not provided for on the program, the showcard indicated "extra" and the audience knew that a new garment was being shown. The showcard, in such case, also gave the name and price of the garment.

The regular program used for this fashion show is as follows (with the prices omitted):—

1—Black Crepe Romaine Dress.
2—Black Canton, Blister Crepe Trimmed.
3—Brown Canton Crepe.
4—Navy Satin Back Canton.
5—Brown Canton Crepe.
6—Child's Dress.
7—Navy Tricotine Embroidered.
8—Navy Poiret Twill.
9—Navy Poiret Twill.
Coon Coat.
10—Hurlingham Coat.
11—Brown Llama Velour Suit, Persian Lamb Lining.
12—Child's Dress—Blouse, Skirt.
13—Brown Canton, Silk Faced.
Bolivia Cloth Coat, Opossum Collar.
14—Black Duve de Laine, Fox Trimmings.
15—Flame Brocade Dress.
Brown Marvellar, Lynx Trimmed.
16—Blue Panne Velvet, Metallic Lace Trimmed.
Hudson Seal Coat.
17—Black Canton and Coral Bead Trimming.
Blue Gerona Coat, Beaver Collar.
18—Child's Serge Dress; Coat.
19—Black Radium Lace and Crepe.
Navy Gerona Coat, Sable Collar.
20—Black Canton, Pumpkin Sleeves.
Mocha Pandora, Fox Collar.
21—White Metallic Dress.
22—Orchid Velvet.
Brown Chantilly Coat.
23—Radium Lace with Panne Velvet.
Hudson Seal Coat.
24—Maize Georgette.
25—Black Sequin.
26—Orchid Triumph Crepe, with Beaded Metallic.
27—Ruby Sequin Dress.
28—Sequin Dress, over Jade.
29—Iridescent Beaded Tunic, over Satin.
30—Radium Lace, over Silk.

# COMPARISON

Comparison is the one true test of value today, not alone comparison of price, but comparison of actual standards of workmanship, material values and special features,—*full-size seams that cannot rip, well made button holes, strong buttons.*

HAUGH GARMENTS will stand the most rigid comparison tests you may devise and will convince you of their superiority—Last but not least, the price is no higher.

DON'T BUY YOUR SPRING REQUIREMENTS UNTIL YOU SEE OUR NEW GARMENTS.



## The J. A. Haugh Mfg. Co., Ltd.

*Manufacturers and Originators of Utility Suits for Kiddies.*

Cor. Bathurst & College Sts. - TORONTO



### ADDRESSING MACHINE FOR SALE.

We have a complete Belknap Addressing Equipment for sale. This equipment is still in use in our Subscription Department and is in excellent working order. We have placed an attractive price on this outfit, and would advise manufacturers or merchants having a mailing list to let us tell you how it will save you money. We will give a guarantee as to the proper working condition of this equipment.

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We are specialists in our lines, manufacturing every article we sell in our own plant. Several styles in

**Rompers and Creepers**
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*Place your order now*
*"A better made Garment for less money"*
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## *For the Grocery Dept.*

***For your buying, consult the market reports and current prices listed in Canadian Grocer***

Did you play safe on sugar or were you caught with large stocks on hand when the market began to drop early in September. Much depends on your knowledge of the sugar market as to whether you make or lose money on this important food product.

On July 28 last, sugar on the Toronto market was $7.84. At the end of September it had gone down to $7.09, making a drop of 75c per cwt. On 100 sacks that would mean a loss of $75.00. Followers of Canadian Grocer market reports did not have this loss because they were kept in touch with conditions and were **warned in time.** Send for a sample copy to-day.

**Canadian Grocer**
143 University Ave. Toronto, Ont.



# "OLD BLEACH" DAMASKS

WE COULD write a scientific treatise telling how these damasks feed on the rays of the sun and give back its lustre during a generation of service.

We could talk with the delight of an antiquarian about the beauty of "Old Bleach" Designs.

We could chant poetry about "Old Bleach" Damasks.

But—in this age of the Dollar we will say that "Old Bleach" Damasks make profits—and linen departments.

## The OLD BLEACH LINEN Co. Ltd. of RANDALSTOWN IRELAND

Canadian Representative:
W. H. STELEY, 22 West Wellington Street,
Toronto, Ont.

44-46 East 25th Street, New York




MEMBER - IRISH LINEN SOCIETY

# Window Display and Competition

## Merchant Says Faulty Windows Arranged by Smaller Merchants Drive Business to Mail Order Firms—Some Displays Seen Show Carelessness and Uncleanliness

HOW many merchants in small towns have made a study of the mail order business? Are there still some who believe that the better prices offered by catalogue houses are alone responsible for their prosperity? These questions were suggested to Dry Goods Review by a merchant in a town in Western Ontario who had made a study of the best ways to compete with the mail order business. He admitted there was a time when buying by mail made serious inroads into his business and freely acknowledged that the fault was his alone. It had taken him nearly two years to discover the cause. It was because he had neglected window display. Since he has given this his attention, he says he looks upon the mail order trade as an ordinary competitor, nothing more.

This is the explanation he gives for the way in which merchants become tools in the hands of mail order houses when they neglect their windows. The catalogue arrives at the home postpaid, attractively illustrated and with a three or four color cover, which is always worthy of attention. In contains cuts of merchandise which until then, the customer may never have known of. There are a hundred things which especially to a woman answer the cry for something which "she really cannot do without." Under ordinary conditions the catalogue remains about the house for several days before its contents are taken seriously. In the meantime, the prospective customer has gone downtown several times, keeping unconsciously those things in mind which she has read of in the big book. How many times do the local merchants show her that they have them in stock?

This merchant believes that in ninety per cent. of such cases, the woman would buy the article locally because it involves less trouble. But the fault is not hers. She does not know she can get it in her town and if she considers the question at all, it is dismissed with the thought "Mr. Jones would never have that."

### A Personal Experience

Last month, a representative from this publication made a trip to a town in the Niagara Peninsula which has a population of nearly 1,500. There were seven dry goods stores in the town. Dry Goods Review chose the five which the inhabitants mentioned as the best and interviewed the proprietors as to the place the mail order catalogue takes in that town. Four of these stated that they felt it considerably. The fifth did not seem to regard it seriously. Now the first four had windows which were not only poor but shockingly so. Two of them had dirty window glass, one had cobwebs in the corner and all needed paint. The principal things displayed were overalls and cotton hose—lines which every dry goods store has carried from times immemorial. They had nothing to attract people with taste—people who had money, because this was both an industrial and a farming centre of comparative importance.

The fifth store was spoken as the one which carried "rather nice things." Dry Goods Review investigated further and discovered that white silk gloves could be purchased at a better price in the store that had the cobwebby windows. But the casual purchaser will never know this and the owner of the cobwebs will go on complaining against his fellow men and against life in general because he hides his merchandise under a bushel of dust.

---

Henry Morgan & Company of Montreal, are erecting an addition to their store on a site behind the present building. The store will cover the entire block between St. Catherine Street and Burnside Place, when completed. The structure which occupies the present site of the proposed addition, namely, a six-story reinforced concrete building is to be raised from its foundations and transported nearly 300 feet to a new location.

### KENT-McCLAIN AGAIN

**H. J. Stoops, Toronto**

Mr. H. J. Stoops has recently opened a high class gents furnishing shop on Danforth Avenue, Toronto. This store has all the appearance of a down town shop and carries a line of merchandise equal to any found on Yonge Street. The fixtures are in Walnut and are built on the "INTER-PLACEABLE" Unit plan, providing unequalled display and excellent facilities for stock. These fixtures were designed and built by Kent-McClain, Limited, (Toronto Show Case Co.)



*Above is shown a section of the windows of W. R. King & Co. of Penticton, B.C., during their recent full openings on the 21st and 22nd of September. In connection with the openings, the latest garments were displayed on living models. The display is the work of W. O. Simpson, display manager for W. R. King & Company.*

# Unemployment Dole Has Done Harm

**William Strang Says Dole Exceeds Pay And Encourages Unemployment**

A visitor to Toronto during October was Wm. Strang of Wm. Strang and Sons, Glasgow, Scotland. In an interview with Dry Goods Review he stated that those countries which have a stable or fairly stable exchange are bringing business in considerable quantities to Britain. This means all but Germany, Austria, Russia and South America. As a result of the exchange situation of the last few years, British manufacturers have money lying in every country in the world, waiting for a time when it can be changed into sterling without meaning actual bankruptcy to the holder.

The unemployment dole has done more injury to both the employer and the employee in Great Britain, than most people have ever estimated, according to this manufacturer. What encouragement is there for the working man to persist laboring at his trade when the dole which he is allowed for himself, wife and children, is often greater than he gets in ordinary pay? And why should an employer try to find work for his men when the filling out of a card stating that he can no longer employ an individual is all that is necessary? Under different conditions, Mr. Strang states, the manufacturer and every other kind of employer would find new work for the laboring class whenever possible, rather than have them, as they are now, idling on the streets and forgetting the trades at which they have spent their lives.

---

J. A. Corriveau, Fort William, Ont., has added a new department to his tailoring business. He is now making ladies' man-tailored winter coats, by special measure.

---

Edward W. Vernier, who for 23 years was connnected with the clothing firm of H. Kellert, Montreal, died in Toronto, on October 7. Mr. Verner was a member of the Commercial Travelers' Association.

---

The Toggery, a new, young men's shop, opened in Fredericton, N. B., in September. The members of the firm are Gordon Coy and Tommy Boyd, both well known in Fredericton.

---

Announcement is made of the appointment of R. Travers to the post of managing director of Jas. Ogilvy's Ltd., of Montreal to succeed J. A. C. Poole who has recently resigned to return to his former home in Toronto. Mr. Travers has been connected with the firm for the past 20 years and is well known in Montreal merchandising circles.



## R. P. GOUGH TO NATIONAL BOARD

**Prominent Retailer Selected by Government to Direct Canadian Railways**

Richard P. Gough, President of the Sellers-Gough Fur Company, Ltd., is Toronto's representative on the new Canadian National Railways board. He is connected with a dozen big companies and corporations, and is looked upon as one of Toronto's most successful business men. Quiet and reserved, not often heard from in public life, his opinions have been eagerly sought in connection with commercial dealings.

He was born at Kleinburg, York county, in 1865. In 1885 he began his business career with the wholesale dry goods firm of Hughes Bros., Toronto. In 1883 he purchased the general store of Gooderham & Worts at Pine Grove. Three years later, with his brother, he conducted a general clothing and furnishing business at Peterboro.' In 1897 he and his brother entered the clothing business in Toronto, which they continued until 1910. The Sellers-Gough Fur Company was incorporated in 1905 with R. P. Gough as managing director. For two years—1914 and 1915—he served on the Social Service Board of Toronto. He is a member of the Canadian Manufacturers' Association and of the Toronto Board of Trade. He is president of the Murray-Kay Co., and vice-president of the Home Bank of Canada, the Capital Trust Corporation and the James Ogilvie department store, of Montreal.

---

## WILL MANAGE ENGLISH BUSINESS

W. H. Wright, for the past four years secretary and treasurer of McCaskey Systems Limited, Galt, Ontario, has been selected as general manager for the English factory of the McCaskey Register Co., at Watford, England. The plant in England has been in operation for the past fourteen years under the management of Mr. Rutherford Lumley, whom Mr. Wright succeeds November 15th.

# Has Secured a Valuable Agency

**Bond Worth & Sons, Limited, Will Ultimately Manufacture in Canada**

J. Roy Syer has just returned from a business trip to England where he secured the Canadian agency for Bond Worth & Sons, Limited, manufacturers of English carpets. The parent firm have been manufacturing carpets for over fifty years and have been selling in Canada for upwards of forty years. The firm has now decided to stock their full lines in Canada under Mr. Syer's direction and, subsequently, to manufacture here when the proper machinery can be procured and installed.

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## THE FOUNDATION OF OUR BUSINESS

(Continued from page 120)

There are a great many little necessities which women will buy at notion counters when they will never consider going to hardware or kitchen departments. Machine-oil should always be carried, as well as wax for ironing, scissors, tiny screw drivers, tacks and picture hangers.

Speaking of hair-nets, this man found a tendency on the part of women to buy fewer since the double-mesh ones came on the market. They last at least twice as long. However, the return of long hair should bring the net business back very soon to where it was a year ago.

Colored ric-rac braid is selling very well. Its predecessor, the white ric-rac, paved the way and women are now glad of it for ornamentation as well as for utility.

### A Word About Saleswomen

Notions managers should refuse to take any girl who offers herself or one who has failed at other counters. The notions saleswoman needs to know her lines even better than those in other departments and she must be very accurate in figuring. Fractions of a cent turn up in ninety per cent. of her sales for while many lines are offered at so many for a quarter, the majority of women buy only the amount they require.

A notions salesgirl must be quick; buyers do not want to waste time in this department. Lastly, she must have unending patience in her daily task of showing the many uninteresting little things that make the notions department.

---

P. Black, who for ten years has carried women's wear lines in Peterborough, Ont., has opened another store next door to his present one, where he will sell men's furnishings.

---

C. F. McKeown & Co., who for the past 15 years have conducted a tailoring business at 36 Merrick Ave., Hamilton, Ont., have moved to larger premises at the corner of King and Charles Sts.

DOUBLE
BUYERS' MARKET GUIDE

**The McElroy Mfg. Co., Ltd.**
MAKING
Royal Royal Garments
REGISTERED TRADE MARK
FAMOUS FOR THEIR
*Fit, Cut, Style,*
*Hang and Finish*
HEAD OFFICE:
**47 Simcoe St. - Toronto**

La Vogue
BRAND
(REG.)
"DRESS FABRICS"
**F. A. RODDEN & CO**
*Dry Goods*
*Commissioners and Importers*
52 Victoria Square MONTREAL

GIMP YOUR PATTERNS
**With Hardaker's**
**"EASICUT"**
**MACHINES**
It makes them more attractive.
Economical, Fast, Practical, Neat.
E. W. McMARTIN
45 St. Alexander St. MONTREAL

**MILLINERY!**
*We Specialize in*
MILLINERY ACCESSORIES
HATS, NOVELTIES,
FANCY FEATHERS
and ARTIFICIAL FLOWERS.
Prompt and efficient service characterizes our organization. Samples submitted on request.
**JOS. LEONE & CO.**
LIMITED
*Wholesale Milliners*
**17 St. Helen St. Montreal**

## NEEDLE TRADES ORGANIZE

Preliminary steps have been taken to organize the Canadian manufacturers in the various branches of the needle trades. The leaders in the various departments of the industry have expressed approval of the scheme in principle, and a working force has been selected to get the manufacturers together for a formal organization. The idea of a group organization of this kind is not a new one. It has been applied successfully in Canada and elsewhere. The formation and operation of the groups in the lumber industry, shoes, furniture, etc., has demonstrated the benefits that can be derived by such trade bodies.

The clothing trade points out that the combined valuation of the products of the needle trades in Canada exceeds any other department of industry. Combining men's wear, women's wear, shirts, overalls, etc., the aggregate value of production in Canada per annum easily exceeds $100,000,000. It has been stated without contradiction that the retail valuation of all the lines in question approximates $400,000,000.

The objects of organization are many fold. In the matter of customs duties, it is obvious that the entire trade is interested in the same sections of the tariff. When the welfare of the industry is at stake, a single body, representing the views of the entire trade, can express the viewpoint of the industry much more effectively than a number of independent sections.

## MARSHALL FIELD CO. TELL MERCHANTS TO BUY NOW

In a circular on cotton domestics, just issued, Marshall Field & Co., Chicago, go on record by saying that better business is in the air and advising their clients that now is the time to buy.

Under the caption, "We Believe That Now is the Time to Buy," the house says:

"What constitutes a right time to buy?

"First: The trend of business must indicate that there will be a consumer demand. Better business is in the air. Everyone is talking it. The consumer is awaiting an attractive invitation from you to visit your store and buy what you have to sell.

"Second: We all want to buy just before prices advance. There is little doubt but that prices of finished goods will advance. The advance in the gray goods market has already taken place. The price of cotton and labor forced it. The advance of finished goods is inevitable.

"Knowing that the price of goods is low and should be higher and believing that the consuming demand is here, we say—buy. Buy at our circular prices everything you need to cover this year's requirements. From our point of view, it is desirable to cover also for your January sales requirements, even though you store the goods away for a few months."




*Two new Christmas toys. Radio Rex is called out from his kennel by real radio and the doll says "Mama" very distinctly. Shown by Nerlich and Company, Toronto.*

# BUYERS' MARKET GUIDE

## COMFORTERS
COTTON-DOWN-WOOL FILLED

**The Toronto Feather & Down Co. Ltd.**
2154-56-58 Dundas St. W., Toronto

---

**The Canadian Lady Dress Co., Limited**
Kitchener, Ont.
Manufacturers of
*"The Canadian Lady Dress"*
Ginghams, Crepes, Chambrays, Prints
Write us for catalogue and Prices

---

## WILL P. WHITE, LIMITED
Head Office: Toronto, 65 Simcoe St.
Montreal, 137 McGill Street
Manufacturers' Agents and Distributs and Smallwares Specialities.
Wholesale and Manufacturers Only Supplied.

---




## "HOOSIER"
The best 36-inch brown domestic in America
*Buy it by the bale; sell it by the bolt*
Indiana Cotton Mill
Cannelton, Ind., U.S.A.

---

## T. H. Birmingham & Co.
LIMITED
533 College St., TORONTO
Makers of
Women's High Grade Neckwear
*"The Exclusive Neckwear House"*

---

**LARGEST MANUFACTURERS**
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our Catalogue. It's free for the asking.
**The Botanical Decorating Company**
(Incorporated)
208 W. Adams St., Chicago, Ill.

---

## FRED JONES & COMPANY
*Manufacturers and Importers*
abies' Hand Crochet Goods — Notions
Babies' Hand Knit Goods — Novelties
Art Needlework Materials
Room 712 Empire Building
64 WELLINGTON ST. WEST, TORONTO

---

**MESH BAGS**
In Silver, Gun Metal and Green Gold Finish, Metal Frames for Ladies' Hand Bags.
*Made in Canada for the Canadian Trade*
**WHITING & DAVIS CO.**
SHERBROOKE, QUEBEC

---

## VEILINGS and SILK NETS
**HODGES & LETTAU**
14 St. Helen St. Montreal

---

**FOR SALE** Phone Reg. 5166
At a sacrifice, all the Store Fixtures of R. McKay & Co., including Counters, Shelving and Cases. No reasonable offer refused. We mention set of Millinery Fixtures complete. Write, phone or wire **Old Wood Vallance,** King William and Hughson Streets, Hamilton, Ontario.

---

In further reference to the duty now being paid on Madras muslin, the following information may be of interest.

Canadian manufacturers of Leno mosquito netting required some additional protection, and a clause was put in the tariff to assist them. As Madras is made with a Leno attachment on a Jacquard loom, it was penalised because of the wording of the act, not intentionally. No relief can be received from the customs authorities, as their instructions are clear, but if the matter is placed before the Finance Minister, no doubt the wording of the act, not intention- changed to exclude Madras muslins. This relief would be gratefully received by all importers, wholesale and retail, and would be reflected in prices to the public. At this time when all are endeavouring to stabilize trade, even at the expense of profits, the loss in duty would undoubtedly be made up by increased imports.

Yours sincerely,
J. B. Henderson & Co. Ltd.

---



## CLIMAX PAPER BALERS
ALL STEEL--FIREPROOF
*"Turns Waste into Profit"*
12 SIZES
*Send for Catalog*
CLIMAX BALER CO.
Hamilton, Ont.

---

## BUCKLES
Pertaining to
**Millinery, Dresses & Gloves**
Designs of many Shapes and Sizes
Colors—Black, Green and White
**THE SCHULER BUTTON CO.**
LIMITED
Brantford - Ontario

---

**Artist Supply Co., Ltd.**
Room 50, 77 York St., Toronto
Complete Show Card Material Dealers
Write for Price List.

---

**RIBBONS OF DISTINCTION**
"J-C" Ribbons have peculiar charm. Widely advertised to the consumer under their trade-mark names for the protection of the dealer.
"SATIN DE LUXE" "TROUSSEAU" "LADY FAIR" "SANKANAC" "VIOLET" "DEMOCRACY"
JOHNSON, COWDIN & CO., 40 E. 30th St., New York, N.Y. Made in U.S.A.

---

## HABERDASHERY
Every description of Haberdashery and Smallwares for Drapery, Dressmaking, Millinery, Fancy Needlework, Outfitting and Tailoring Trades.
**FREDERICK NEWTON & CO.**
8&9 Hamsell Street, London, E.C.I.
*Established 1871*

---

**Red Seal Zephyr Ginghams**
**Everett Classics**
**Eden Cloth-Peggy Cloth-Blankets**
**Smith, Hogg & Co** 115 Worth St., N.Y. / 77 Summer St., Boston / 226 West Adam St. Chicago

---

*Ritchie*
QUALITY GOODS AT COMMISSION PRICES

## ALL WOOL FLANNELS
Cream, Scarlet, Navy and Natural

Immediate delivery from stock at prices varying from 64c to $1.10 (the last a fine baby flannel). Samples gladly sent on request.

**JOHN E. RITCHIE, Dry Goods Commission Agent**
591 St. Catherine Street West, Montreal.
*Branches:* 64 Wellington St. W., Toronto. 29 Minshull Street, Manchester, Eng. 615 Pender St., W., Vancouver, B.C.

$ Your Salary

Your Investment Income

# Are You Getting Your Two Incomes?

Every business man is entitled to two incomes —his salary or business profits and the income from his investments.

Are all your investments the kind that return you a safe, certain income, that free you from worry and responsibility?

Your investments will educate your children, build your estate and protect your family—insuring the achievement of your every ambition. But only safe investments count.

If you invest, you need THE FINANCIAL POST, Canada's dominant investment weekly. It will give you sound, sane advice on your own problems. Every subscriber has, too, the privilege of submitting his own financial and investment problems to the editor.

Pin $5 to this advertisement, write your name in the border and mail to-day. We will send you THE FINANCIAL POST for one year, 52 issues brimful of the answers to your problems.

**THE FINANCIAL POST**

**143 University Avenue, Toronto**



# *Successful Manager desires to advance*

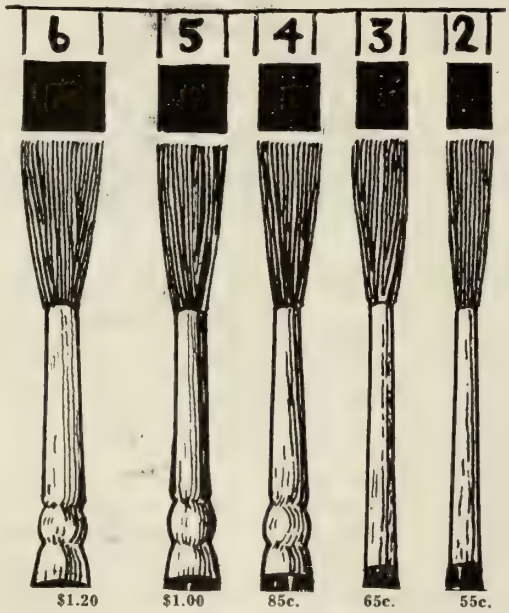
FOR several years I have had charge of the buying and managing Departments for Silk underwear, Knit underwear, Corsets, Sweaters, Muslins, Blouses, Petticoats, Infants' and Children's wear up to fourteen years of age. I am old enough to have had extensive and valuable experience but not too old to be conducting some of the most successful sales in store where now employed. Excellent reason for desiring a change, and can give the best of references.

If you would like to obtain further information in confidence, address

***Box 21***

*Norris Patterson Advertising Agency*
*10 Adelaide Street East* *Toronto*






$1.20 $1.00 85c. 65c. 55c.

**Merchant's Special**

**Set of 5 Red Sable Showcard Brushes $3.25**
**Set of Nos. 2, 4 and 6..... 2.15**
**Set of Nos. 3 and 5..... 1.45**

These brushes have pure Red Sable hair, firmly secured in nickel ferrule with seven inch black polished handle. Illustration shows exact width of stroke each brush will make. With this set of brushes you can make the smallest price-ticket or the largest window showcard.

**Note: Brushes may be purchased separately at the above marked prices.**

# Specials In Showcard Colors

**In 2 oz. Bottles in the following colors as illustrated**

**Opaque Black, Light Red, Dark Red, Coral Red, Brown, Pearl Grey, Lavender, Light Yellow, Dark Yellow, Turquoise, Orange, Light Green, Dark Green, Light Blue, Dark Blue and White. Per bottle, 30c; per 6 bottles, assorted, $1.50.**

Complete line of cardboard, brushes, colors, and everything for the card-writer on hand.

Write for illustrated price list.

Window backgrounds, show cards and cotton signs made to order. Designs and estimates free. Send dimensions and reading matter.




*66 Bond Street* **Kwik Showcard School** *Toronto*




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*THE INQUIRER'S CORNER*

You may want to know where a certain line of merchandise in the Dry Goods Trade can be procured; you may have on your hands a problem in connection with your business that is difficult to solve. Dry Goods Review can render you a service and will cheerfully do so if you will fill in this blank.

*INFORMATION WANTED*

*Dry Goods Review,*
*153 University Ave.,*
*Toronto, Ontario.*

*Date ..... 1922*

*Please tell me* .....

.....

.....

.....

*Name* .....

*Address* .....

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Increased sales were prompt and decided as a result of this original exhibit arranged by Mr. J. C. West, head of Almy's floor-covering department. He expressed himself as more than repaid for his efforts.

# *How They Speeded Up Sales at Almy's—*

Visitors at the Almy store in Montreal some months ago were greeted by a novel sight.

In the floor-covering department a big 9 x 12 *Gold-Seal* Congoleum Rug was thrown over a long bench. But it was different from any Congoleum Rug they had ever seen before.

A strip at one end was black—nine other strips of varying colors followed. The last showed a completed Congoleum pattern. In brief, this rug showed the successive stages of applying the heavily enamelled design on the sturdy felt base of Congoleum Art-Rugs.

Two bottles stood over the rug—one bottle containing the amount of paint used to cover a 9 x 12 floor—the other, much larger, containing the amount of first quality enamel used in producing the pattern of a 9 x 12 Congoleum Rug.

Everybody stopped before an aquarium, inhabited by a thriving family of gold fish in which a Congoleum runner stood on end. Nobody who saw this novel stunt needed telling that Congoleum was waterproof and rot proof.

It pays handsomely to feature and display *Gold-Seal* Congoleum. Why not see it work out in your store? If you would like instructions for this novel display just write us for any assistance you may require. We'll be glad to help.

**CONGOLEUM COMPANY OF CANADA, LIMITED**
**1270 St. Patrick Street**
**Montreal, Quebec**





"The Woodbine"
Knit by Hand
from
Australene
one of the
*Corticelli*
Fingering Yarns

Corticelli
MADE IN CANADA

# Australene

## —supreme among high-grade wools

BY MEANS of our illustrated Knitting Instruction leaflets (which we supply free of charge), the Corticelli merchant may demonstrate to his customers how easy it is to knit fashionable, beautiful garments by hand. A sweater made from Corticelli Australene is a thing of beauty—a source of pride and joy to its owner—and creates a desire for more garments of a similar nature. This is certain to result in more business for the merchant.

Corticelli Australene has won its position of leadership through sheer merit. It is a four-ply yarn, made from long staple Australian wool—soft, even, durable, and comes put up in handy **one ounce** balls.

Our nearest Sales Office will gladly supply you with copies of Knitting Instruction Leaflets, also samples and prices of Corticelli Australene, without obligation on your part.



Belding-Corticelli Limited

Manufacturers of
*Beldings Spool Silk, Corticelli Spool Silk,*
*Beldings Ribbons, Corticelli Crochet Cottons, etc.*

**Montreal Toronto Winnipeg Vancouver**

# Dry Goods Review

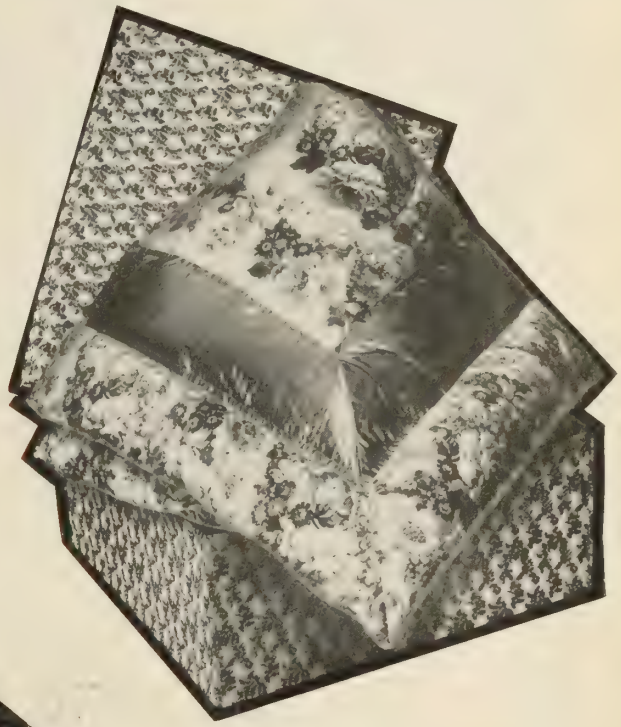
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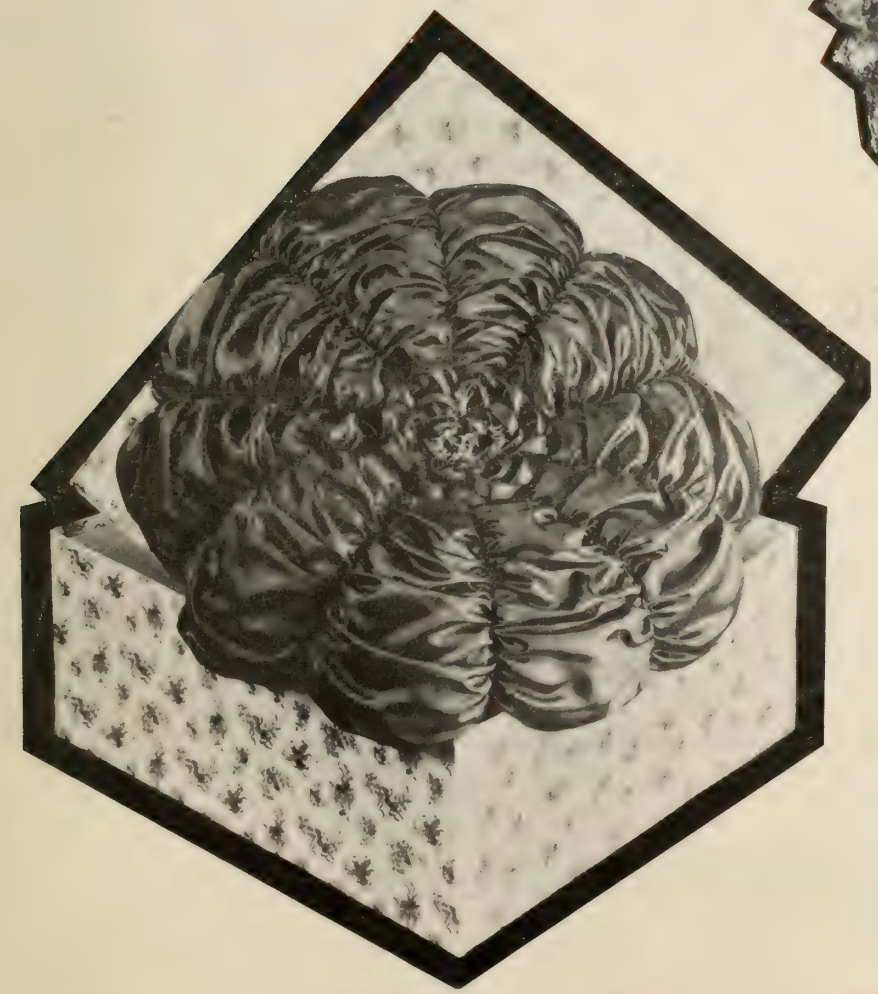


# IDEAL GIFTS

IN HOLLY BOXES

Forfeaco
MADE IN CANADA
Brand





## Comforters

The above Comforter represents our number 23430, Sateen or Cambric with Plain Satin Trim to sell retail from $20.00 to $35.00 according to size.

We have a large assortment of other styles and qualities ranging in price to sell retail from $15.00 to $100.00 each. Any of which make a desirable Christmas Gift. State size required.

## Cushions

The illustrated cushion is an extra large one measuring about 28" diameter made up from the finest silk, it is interlined and filled with best quality down and sells retail for $25.00 each. Smaller sizes in the same style can be sold as low as $15.00 each.

We have a special assortment made up for Christmas selling to retail from $5.00 to $30.00 each, according to style, coverings and fillings.

*Write for fuller particulars or ask your wholesaler*

THE TORONTO FEATHER & DOWN CO. LIMITED.

2154-56-58 Dundas St. W. - Toronto



*Beautiful Black Walnut "INTER-PLACE-ABLE" Unit Fixtures in Miltons, Limited. The Jaeger Shop, Toronto.*

# PROFIT BY THE TEACHINGS OF THE SUCCESSFUL STORES

***--by applying the proven principles of their success to your own business.***

A careful study of the more successful Dry Goods and Men's Furnishing Stores will reveal many important factors of the utmost value in the successful managing of your own business.

Outstanding among these many business "principles of success" is the absolute necessity of an attractive, expertly planned, adequately equipped store interior—an interior equipment that utilizes every foot of floor space, that affords unlimited display, and from every angle is an irresistible invitation to buy and "call again."

"INTER-PLACE-ABLE" UNITS permit the gradual evolution of a truly modern store interior at a small initial cost, and are described and illustrated in a catalogue for Dry Goods and Men's Furnishing Stores, which is yours for the asking.

**Kent-McClain**
(TORONTO SHOW CASE CO.) Limited

*"Canada's Outstanding Designers and Builders of Modern-Merchandising Store Equipment"*

**183 Carlaw Avenue, Toronto**

GREENSHIELDS
LIMITED
MONTREAL



# PROGRESS

is assured to the Retail Dry Goods Merchants who utilize to the fullest extent all the advantages offered by our efficient organization, comprising eighteen departments.

Progress as the outcome of sound merchandising is the spirit of our business, the spirit we impart to our many thousands of customers, backed by the benefit of our immense buying powers. Every department in this great organization is fully equipped to care for the merchants throughout Canada; stocks in any line contain an extensive variety of desirable merchandise, thoroughly representative of the requirements of style and the needs of the people, and assuring

*BEST VALUES* *EXCELLENT SERVICE*

## GREENSHIELDS LIMITED

*"The Hub of the Dry Goods Trade in Canada"*

VICTORIA SQUARE ∴ MONTREAL

*"Everything in Dry Goods"*

# Christmas Silks

from

China
Japan
France
Switzerland

For Delivery at once



*Feeding the Turtles*

Beautiful Designs and Colourings in
Printed Georgettes and Crepe de Chine
Gorgeous Colours in Soft Crepe Weaves
Furriers' Linings in wonderful Colours and Designs

## A. S. King Silk Company

Limited

"The Silk House of Canada"

*59-61 Wellington St. West, Toronto*

*Foreign Offices:*

*Zurich, Switzerland*
*Lyons, France*

*Yokohama, Japan*
*Chefoo, China*

# Christmas Suggestions

We want to bring to your attention only a few articles, but those few outstanding Christmas sellers in every dry goods stock.

| | |
|---|---|
| *Handkerchiefs* | *Hosiery* |
| *Ribbons* | *Gloves* |
| *Papetries* | *Scarves* |

*Men's Shirts, Socks and Ties*

Looking ahead as we think you should do, we have ready to ship now a large stock comprising wide ranges of all the above lines and you will find them both attractive and fairly priced.



**John M. Garland, Son & Co.**

Limited

OTTAWA - - CANADA

*Wholesale Dry Goods*

# *A Few Specials from our*

# Smallwares Department

**Invisible Hair Pins**
Boxes containing 50 pins
Solid Sizes
1¾ 2 2¼
**$3.15 Gross**

**Buster Brown All Elastic Garter**
Every part flexible with a rubber button.
Made in four sizes: Babies, Childs, Misses and Ladies
Black and White
**$2.25 doz. $25.50 grs.**

**2 inch Bone Dress Belting**
Black and White
**$9.80 Gross**

**Glass Thimble Cabinet**
contains
6 dozen Thimbles
**$1.25 Cabinet**

**35 yard Crochet Ball**
Pure Silk, Black only
**$1.35 Dozen**

**Silk Ric-Rac Braid**
Size 25, made in Black, White, Red, Navy
**3c Per Yard**

**MAIL ORDERS**
***promptly and carefully filled***

**Corticelli Wool Roll Braid No. 114**
Black only
**45c Box of 12 rolls**

## HODGSON, SUMNER & CO., Limited

83-91 St. Paul St. W. 21 St. Sulpice St. 84-92 LeRoyer St.
MONTREAL

*SAMPLE ROOMS:*

7 Charest St., QUEBEC
Windsor Hotel, OTTAWA
Carlaw Bldg., 28-30 Wellington St. W., TORONTO
Can. Bank of Commerce Bldg., THREE RIVERS
New Sherbrooke House, SHERBROOKE
503 Mercantile Bldg., VANCOUVER
50 Bon Accord St., MONCTON, N.B.
Empire Bldg., HAMILTON
The Grigg House, LONDON

# MODESTY SHOULD FORBID PRAISING ONE'S OWN ACHIEVEMENTS—YET—

Our enthusiasm over Vel-Ette is so great we want you all to share. We have reason to believe that a more beautiful fabric has never before been shown. You will agree with us on this when it is presented to you by your wholesaler.

UNCRUSHABLE **Vel-Ette** LUSTROUS

**MADE IN CANADA**

*For Merchants of Reputation*

Repeat orders are being received daily from leading wholesalers for Vel-Ette. Every demand of fashion may be met with the limitless variety of shades Vel-Ette.

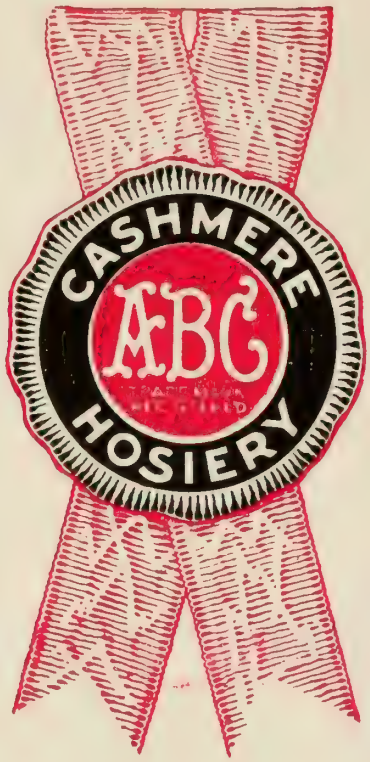
For afternoon and evening gowns, scarfs, blouses, millinery and dress trimmings.

*Sold Through the Wholesale Trade*

## ONTARIO SILKNIT LIMITED

*Manufacturers*

**665 King St. West, Toronto, Ontario**




# A.B.C. Hosiery for Christmas Trade

**CHILDREN**

Special A.B.C. line—beautiful quality, all silk 1 and 1 rib, each pair in decorative individual folder. In white, pale blue, pink, brown and black.

New three-quarter sock, silk and wool, wide rib, attractive style in ribbed cuff, very smart. Two-tone effects in sand, maize, Delft blue, and all white.

Also full length silk and wool mixture, and cashmere in plain or heather effects.

**WOMEN**

Golf heather hosiery, 7 and 1 rib, good style. Colors—heather effects, in "Camel," "Lovat" brown and "Mallard."

Silk and wool, two tones, good range of colors. Also heather mixtures and plain colors.

**MEN**

Silk and wool, good color range.
Plain and heather effects in all wool.

## Allen Bros. Co., Ltd.

883 Dundas Street E. Toronto




# Silk Stockings for cold weather

## Good lines for Christmas selling

Your customers will appreciate our two new lines of Winsome Maid which meet the winter needs for warmth and comfort combined with beauty.

**Winsome Maid No. 540**—An absolutely new, high-class line in thread silk and pure wool mixture. With clocks. Ribbed top. Colors—black, brown, sponge, otter.

**Winsome Maid No. 500**—"Bi-Tex" Double fabric hosiery. Adds warmth to the beauty of pure silk. Patented June 6, 1922. A big seller.

Order these lines now for Christmas.

## Allen Silk Mills, Ltd.

43 Davies Avenue Toronto

# Real

# Spanish Lace Scarves

## A Better Xmas Gift

for Afternoon,

Dinner and Evening Wear



*Special Prices*

*$3.00 to $15.00 Each*

Black only

## Metal Laces

are very scarce but we have in stock

2000 pcs. in Gold, Silver, Steel and Antique

1 to 18" wide.

## Metal Cloth
## Spanish and Radium Laces

Suppose you tried some new Veils to stimulate your Veiling Trade?

20 New Shades in Georgette.

"Exclusive but Not Expensive"

*—Samples?—*

*We handle only the Best*

*Always did* *Always will*

# CANADA VEILING CO., LIMITED

84-86 Wellington Street West, Toronto

# Visitin' 'Round WITH KELLY CLIENTS



TO maintain vigor and business producing power in his copy when he must repeatedly offer the same product from the same source to the same public, and has essentially the same objects to achieve, is the advertising man's severest test.

A TRUE statement that applies manyfold to the service rendered McLean & Garland of Winnipeg by the T. K. Kelly Sales System.

IN THE April issue of Dry Goods Review we told you about the McLean & Garland store, where we had just completed the latest of some two score of sales, and now our autumn sale for them has just been closed with results being the greatest they have ever enjoyed.

HOWEVER, the complete success obtained during this sale shows that results depend upon methods and ability rather than conditions. And this volume was produced in spite of the fact retail business in general was extremely quiet in Winnipeg, and Mr. McLean was frankly skeptical as to the possibility of even Kelly Service overcoming these conditions.

KELLY Service has operated in the Dominion for better than twenty years, and as in the past, it is only by producing satisfactory results and permanent benefits, can we continue.

YOUR business is your bread and butter, Mr. Merchant—it calls for the best that is in you, not only as to direct application but also in the judgment used in considering plans and methods to better that business.

FOR that reason, Kelly Service cannot but appeal to you as that medium which will not only move merchandise profitably for you but increase your turnovers for the future.

THERE is no obligation incurred by giving us the size and nature of your stock—this information will enable us to lay our plans before you in detail.

T·K·KELLY SALES SYSTEM
MINNEAPOLIS·MINNESOTA
U.S.A.



# Are you planning to eclipse last year's Christmas Trade?

Scan this ready gift list.

*Camisoles*
*Combinations*
*Underskirts*
*Night Gowns*
*Princess Slips*

Handkerchiefs Galore
Ready to Ship
Be sure to have plenty

*Bridal Sets*
*Boudoir Caps*
*Tea Aprons*
*Bonnie Bloomers*
*Merri-Maid Dresses*

*Samples sent same day.*

## H. P. RITCHIE & COMPANY

*Manufacturers Metallic Laces, Silk Lingerie, Embroideries, Handkerchiefs, Merri-Maid Dresses for Juniors.*

38-42 CLIFFORD STREET - - TORONTO

# JOSEPH HOYLE & SON LIMITED

TRADE MARK

## PROSPECT MILLS

*Longwood : : Yorkshire, England*

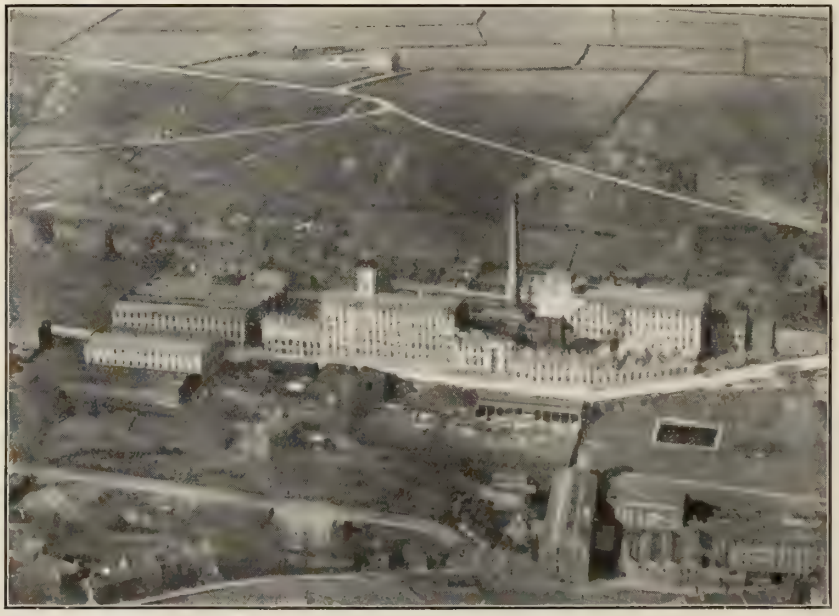
Wires: Hoyle, Longwood, Yorks. Codes: Marconi. Bentley's, ABC 5th Edn. & A.1

High Grade Woollen Fabrics—at Moderate Marketing Prices, in the Following Lines

GENTLEMEN'S SUITINGS, OVERCOATINGS, COVERT COATINGS : : SPORTS TWEEDS AND CAP CLOTHS

LADIES' MANTLES, AND DRESS FABRICS

"PURWOL" (Regd.) ART SERGES, TABLE CLOTHS CURTAINS, UPHOLSTERY CLOTHS For Motor Cars



MONTREAL
Mr. Archer Robertson
327 Board of Trade Buildings

VANCOUVER, B.C.
Mr. C. S. McConnel
1754 Barclay Street

# STOFFEL & CO., ST. GALL

The Largest Manufacturers of Cotton Fabrics in
**SWITZERLAND**

TRANSPARENT ORGANDIES IN 100 SHADES
DOTTED SWISSES IN 50 SHADES

| | | | |
|---|---|---|---|
| **Batistes** | **Nainsooks** | **Jaconas** | **Fancies** |
| **Fine Muslins** | **Voiles** | **Crepes** | **Calicots** |

**"IT IS STOFFEL'S"**

*---the finest praise that can be bestowed upon an Organdie*

STOCK CARRIED IN TORONTO IMMEDIATE DELIVERY
To the Wholesale and Manufacturing Trade only

# HERON & TAYLOR

Sole Agents for Canada

235 Coristine Bldg.,
20 St. Nicholas Street,
Montreal, Que.
Tel. Main 6248

77 York Street,
Toronto
Tel. Adel. 2253

Western Representatives:
McRae & Walker,
105 Hammond Block,
Albert Street, Winnipeg, Man.
Tel. A. 7265




# *Sunset Quality*

*Has Never Been Approached*
*By Any Other Household Dye*

**Because:** when the making of a powdered dye is finished, that is where the real manufacture of SUNSET begins. It is then that we put into each cake the "know how" of the professional dyer that makes such wonderful results, so easy to obtain with SUNSET.

It costs real money to put this quality in, and there is no margin for the bait of "free goods"—but there is the positive assurance to the dealer that he is selling his trade the finest household dye ever manufactured in any country—bar none. Your customers know this quality and that makes SUNSET a sure repeater.

# SUNSET SOAP DYES

*ONE Real Dye For ALL Fabrics*

*Sales Representatives:*
HAROLD F. RITCHIE & CO., LTD.
10 McCaul St., Toronto, Canada

*Manufactured by*
NORTH AMERICAN DYE CORPORATION LTD.
TORONTO, CANADA.

*SUNSET—Costing more to manufacture—having more merit—giving better service—creating a better opinion from all who handle it—will maintain its standard, the highest—and its price, 15c. will not be changed.*

*Telegraphic Address:* "Vicuna" Bradford
*Codes:* A.B.C. (5th Edition)
Bentley's and Marconi.



Merino, Crossbred and English Topmaker.

STANDARD QUALITIES.

Cashmere and Camel's Hair
Tops, Noils, and Cardings.

# Joseph Dawson

Cashmere Works

BRADFORD - ENGLAND




# *Now—the Finest of Little One's Warm Stockings*

NOW is the time when mother's thoughts turn to warmth in stockings for her little ones. She knows that ample protection against cold and chills is a very necessary precaution when winter sets in.

Place a pair of Little Darling Stockings in her hands. Let her feel the warmth-giving properties of the soft, silky Australian lamb's wool—the best material produced for this purpose. Though closely knit, they afford perfect ventilation. For babies and tiny tots up to 7 years.

Both these stockings have made a strong appeal to mothers for years. They should have a prominent display in your hosiery department at all times. If you do not yet carry them in stock—or if your supply is incomplete—your wholesaler can supply you.

**Buster Brown**
**Three Eighties**
**Little Darling**
**Little Daisy**
**Rock Rib**
**Hercules**

**The Chipman-Holton Knitting Company, Limited**
Hamilton, Ontario
Mills at Hamilton and Welland, Ontario

# "LITTLE DARLING"
# "LITTLE DAISY"

SUNSHINE HOSIERY
REGISTERED.

*Little Daisy Stockings are made from the same fine yarn, but have extra strength in heel and toe.*

*For children up to 12 years of age.*

# *Activity in Narrow Ribbons*

*For Christmas*

There is always an extra demand for Ribbon at Christmas time. In the homes of your customers there are being made an endless variety of gifts into which Ribbons enter very largely, so keep your Ribbon supply up to demands and keep them displayed, it is half the selling.

*Check up your stocks to-day and mail in orders.*

*Write or Wire Now*

## Ribbons Limited

Montreal TORONTO Winnipeg

# *Silks of Fashion Silks of Quality*

*for delivery at once*

Bagdad Crepes - Hand Painted Crepes
Caravan Knit - Ali Baba Crepes - Cairo Crepes
Su-Si-Mi Kimona and Lamp Shade Silk
Shot Taffetas - - - Cantons in every shade
*Allpyme Knitted Krepe*
*and "Tricosham" a new one.*
*The Right Merchandise for Successful Retailing*

## Silks Limited

*Montreal* TORONTO *Winnipeg*

# *Are You With Us?*



We are conducting a nation-wide advertising campaign to increase the sale of Hawthorn Fabrics and garments made from those fabrics.

Your hearty co-operation is essential to make this sales campaign a success.

Advertise Hawthorn Fabrics.

Recommend them to your customers.

***All Wool Always***

HAWTHORN FABRIC
GUARANTEED ALL WOOL

# HAWTHORN FABRICS

*Made in Carleton Place, Ont., by* HAWTHORN MILLS, LIMITED

# "Solprufe"

# Cotton Goods

## are Guaranteed *Fast* Colors

"SOLPRUFE" Cottons are absolutely guaranteed to be FADELESS and SUNPROOF.

Whether you are ordering Goods for Curtains and FURNITURE Covers; or are replenishing your stock of new materials for Ladies' and Children's Wear, be sure to specify Cottons bearing the stamps "Solprufe" on the selvedge and this Trade Mark

This new B.D.A. process makes Cottons fast to sunlight and washing.

It is one of the new finishes, originated and perfected by the Bradford Dyers' Association—a recommendation in itself of novelty and proven excellence.

on the end of the piece

THE BRADFORD DYERS' ASSOCIATION, LTD

MANCHESTER 6 OXFORD ST ST PETERS SQ.

BRADFORD DEPT. 43 39 WELL ST.

LONDON 128 & 129 CHEAPSIDE. E.C.2.

(COPYRIGHT)

The Gloves and Hosiery House of Canada




## Queen Quality

### GLOVE SILK LINGERIE

The demand for this line of super lingerie will be great during the formal dress season. Either in the evening dress design or in the regular models in which the silk draw tape allows shoulders straps to be dropped away.

*BE SURE YOUR STOCK IS WELL ASSORTED TO TAKE ADVANTAGE OF THIS DEMAND*

**St. Catharines Silk Mills**
Limited
ST. CATHARINES, - ONTARIO

---

## "Venus Pure Thread Silk Hose"

Is one of those lines which the customer demands. Milady is invariably a good judge of all ordinary merchandise but in asking for Venus she shows a decided taste in good merchandise.

*"VENUS PURE THREAD SILK HOSE MAKES FIRM FRIENDS WHERE'ER IT GOES"*

**Venus Silk Hosiery Mills**
Limited
TORONTO ONTARIO



BRAND Venus

PURE SILK HOSIERY

Sole Selling Agents
Richard L. Baker & Co.
84 Wellington St. West
Toronto

The Gloves and Hosiery House of Canada

# LONDON KNIT HOSE

Its wide range in shades and material gives London Knit Hose a supremacy which is greatly enhanced by the remarkable quality of each individual line. Each member of the family may be supplied with the true values in hosiery.

LONDON LADY LONDON KNIT — LONDON LASS LONDON KNIT — LONDON LAD LONDON KNIT — LONDON MAN LONDON KNIT

MADE IN CANADA — LONDON HOSIERY MILLS Limited — LONDON ONTARIO

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ChamoSuede REGISTERED

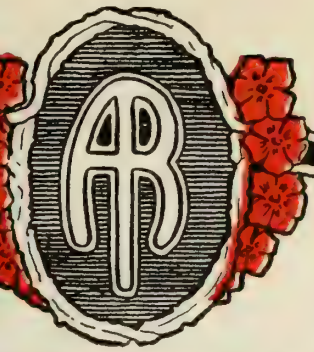
Year by year the Griffin Glove makes many new friends both for itself and for the dealer who stocks it.

Ensure early deliveries by ordering from our traveller when he calls with the 1923 showing.




# Griffin Gloves

Sole Selling Agents
Richard L. Baker & Co.
84 Wellington St. West
Toronto



# CHRISTMAS NOVELTIES

are extensively featured in . . .

# Dept. "K"

everything to allow you maximum results . .
for your Xmas Selling

IN

## HANDKERCHIEFS, LADIES' HANDBAGS, FANCY GOODS, ETC.

Popular Prices Safe Styles
Best Values

## Alphonse Racine Limited

14 DEPARTMENTS.

*Manufacturers and Wholesale Distributors of Dry Goods*

**60-98 ST. PAUL STREET, WEST, MONTREAL**

FACTORIES: Beaubien St., Montreal; St. Denis, Que.; St. Hyacinthe, Que.

SAMPLE ROOMS:

| | | | | | |
|---|---|---|---|---|---|
| HAILEYBURY, ONT., | SYDNEY, N.S., | OTTAWA | QUEBEC, | TORONTO | SHERBROOKE |
| | 269 Charlotte Street | 111 Sparks Street | Merger Bldg., | 72 Bay Street, | 50 Wellington St. N., |
| EDMUNSTON, N.B. | ST. HYACINTHE | THREE RIVERS | CHARLOTTETOWN, P.E.I. | | ST. JOHN, N.B. |
| ST. PASCAL, P. Q., | Hotel, Ottawa. | 38 Hart St. | Queen and Sydney Sts. | | 85 Germain St. |
| CALGARY | HAMILTON | LONDON | SUDBURY | HALIFAX | CHICOUTIMI, P.Q., |
| Oddfellows' Building | 214 Lister Chambers | 147 Carling St. | Balmoral Hotel | 119 Roy Building | Hotel Chicoutimi |

# Customers,

## then Friends.

The one thing more important than making a sale is **making** a customer.

*Haugh Brand Garments*

because of their genuineness and superiority makes friends of customers. The quality never varies.

## HAUGH'S BIG 88

*The Overalls that Satisfy*

HAUGH'S KIDDIE GARMENTS

including "Peggy Black" the utility suits for every day.

ARM & HAMMER BRAND SHIRTS and TROUSERS

*"All known as the best."*

You're building when you sell quality. Get behind the established quality line. It's the fundamentally sound policy.

**The**

## J. A. Haugh Mfg. Co.

**Limited**

*Manufacturers and Originators of Utility Suits for Kiddies.*

**Cor. Bathurst and College Streets, Toronto**



## Rompers

**HEAVY GREY FLANNELETTE.**
**From $7.25 up.**

## Creepers

**$6.00 up.**

**Full range of Night Gowns Ladies' and Children's also Pyjamas**

## Flannelette Sleepers

*as illustrated.*

for boys and girls. Made in drop-seat and to button down back. Warm, comfortable and very servi eable. Assorted colored stripes. 2, 4 and 6 years. $8.00 per doz.

**CANADIAN PERFECT GARMENT CO.**
**513-515 College St., TORONTO.**

LIVE AGENT FOR CANADA required by a British Firm manufacturing Webbing, Tapes and Bindings for all trades. Canvas, Coco Matting, etc. Communicate direct giving prospects, terms of business, and full information to

## E. H. Price & Holmes, Smith

**LIMITED**

**Arundel Street Mills, Chester Road,**
**MANCHESTER, ENGLAND**

## Where the Trouble was



The cloth was sound in fabric and tasteful in design —so good indeed that it was evident it came from a first-class British Manufacturer, but the shrinking — that's where the trouble was. No name on the stamp of course --just "Thoroughly Shrunk." When will buyers see to it that good cloth is not spoilt by bad shrinking?

The real guarantee is the stamp of

**Jennens, Welch & Co.**
**Limited**

**London Huddersfield & Bradford**

The world's premier firm of cloth workers, shrinkers, finishers, etc., are also the proprietors of the renowned JENNWEL Waterproof, Rubberless Finish, applied to Tweeds, Serges, Coverts, Fancy Worsteds, Costume Cloths, etc.

## JENNENS, WELCH & CO.,

**LIMITED**

**SPRINGWOOD WORKS, HUDDERSFIELD**

# *Goods that are Seasonable and Christmas Gifts now in stock*

**"COTTONS"**

Fancy Hemmed Pillow Slips and Sheets
All Wool Crib Blankets

**"LINEN DEPT."**

All Linen Table Cloths and Napkins Matching
Fancy Bureau and Buffet Scarves
Shams and Runners
All Linen H. S. Huck Towels, Plain and Jacquard Borders
All Linen H. S. Huck Towels, Embroidered Borders
All Linen Guest Towels
Fancy White and Coloured Bath Towels, Face Cloths to Match
All Linen Figured Huck Towelling

**"DRESS GOODS"**

Crepe Princess Cloth
Crepe Marocain
Canton Crepe
Brocaded Satin Linings
French Silk Duvetyne
Fancy Wool Plaids
Wool Clan Tartans
Fancy Striped and Checked Skirtings

**"LADIES' READY-TO-WEAR and FANCY GOODS"**

Boudoir Caps, Full Range over 40 lines from $6.00 to $30.00 doz.
Silk Waists, White Habutais, $24.00 to $36.00 doz.
Silk Waists, Black and White Striped, $48.00 doz.
Crepe de Chine Waists, $33.50, $48.00, $54.00, $57.00 doz.
Georgette Waists, $45.00 doz.
Silk Camisoles, $8.50 to $18.00 doz.
Silk Underskirts, December delivery, $45.00 doz.
Shot Taffeta, Shot Duchess, Silk Jersey, Shot Taffeta Flounce

HANDKERCHIEFS FOR MEN, WOMEN AND CHILDREN, PUT UP IN SPECIAL XMAS GIFT BOXES
XMAS RIBBONS FOR TYING UP PRESENTS
ALL WOOL CAP AND SCARF SETS FOR LADIES

**"LADIES' HOSIERY"**

Silk Hose in individual Holly Pattern Boxes for Xmas Trade
Glove Silk Hose in Grey, Almond, Brown, Black and White, $24.00 doz.
Our Thread Silk Hose in Ribbon Stripes—Black and White, Grey, Brown, Nude, Suede and Orchid Shades at $15.00 are excellent value
Plain Black Pure Thread Silk Hose at $27.00, $33.00 and $42.00 doz.

**"MEN'S FURNISHINGS"**

Suspenders in individual Xmas Boxes, Card, $3.75 and $6.00 doz.
Fancy, $4.50 and $7.20 doz.
Neckwear in individual Xmas Boxes, $6.50, $8.50, $11.50 and $15.00 doz.
Silk Mufflers, $27.00 and $32.00 doz.
Dressing Gowns, $6.75 and $8.00 each
Fancy Half Hose in Silk and Cashmere, from $6.50 to $9.00

**"HOUSE FURNISHINGS"**

A wonderful range of Eiderdown Comforters, Fancy Bed Spreads, and English Satin Finish Quilts

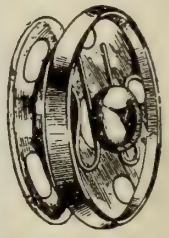
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LADIES' HEMSTITCHED, LACE TRIMMED, EMBROIDERED and INITIALED.
MEN'S PLAIN LINEN, HEMSTITCHED and INITIALED HANDKERCHIEFS.
Also a full range of CHILDREN'S NOVELTY LINES of every description.

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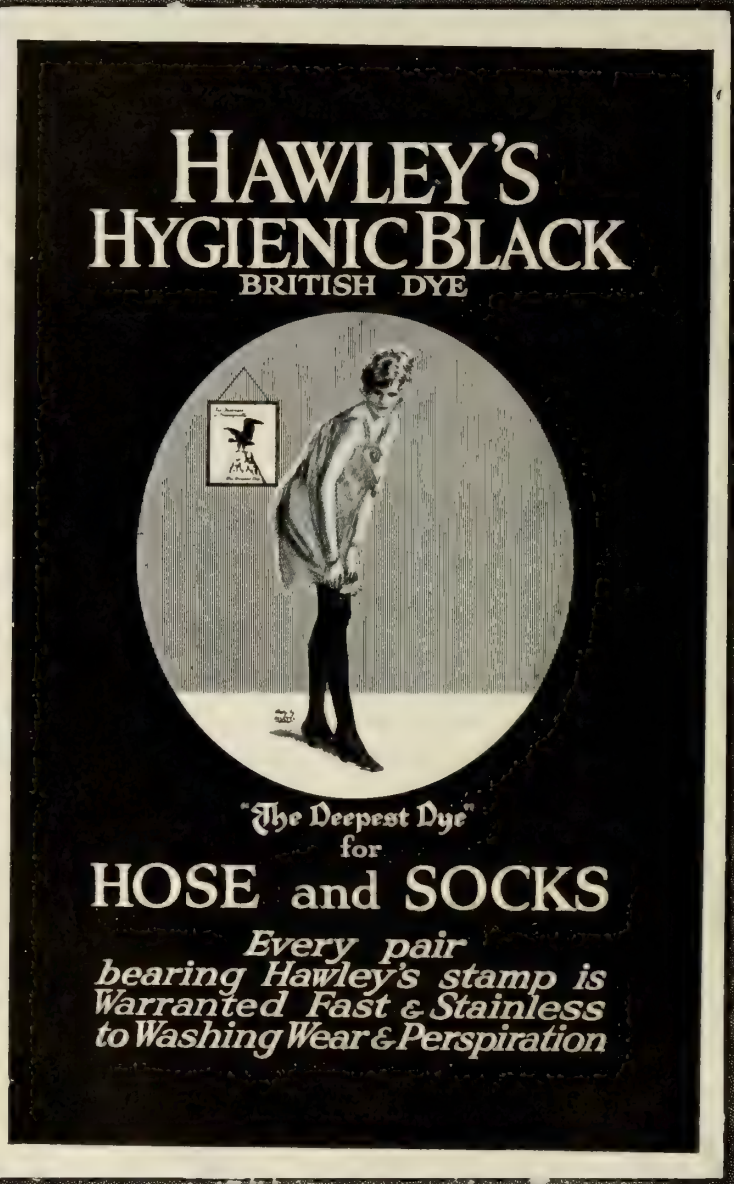
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Dry Goods Review

Volume XXXIV. TORONTO, CANADA, NOVEMBER, 1922 Number 11

# Watch Small Stores Next Five Years

## Advertising and Publicity Manager Believes Department Stores in Larger Cities Have Reached Their Zenith—Question of Overhead, Courtesy of Smaller Stores and Services Given by Them Against Big Stores—Manufacturers Help Smaller Stores, Too

A TORONTO business man expressed to Dry Goods Review recently an opinion on changing conditions which seems worth passing on to other merchants because of its reliable source. Our informant has been connected with department stores in Canada and the United States for more than twenty years and during this time his work has been for the most part publicity and advertising man.

"Watch the small stores for the next five years," he says. "They are the ones that will do the business. In fact, it is my opinion that the large department stores have reached their zenith. For two years at any rate they will do well if they hold their own. This applies to the largest cities of course, especially those which have been dominated by big houses but it will also be true of the smaller towns.

"There are two main reasons for this growth of small stores, particularly specialty shops. The first is that the Canadian people have travelled much in the last few years and this has taught them to patronize the more exclusive shops. They think now that styles in these are more exclusive than in the big stores and of late, the great amount of propaganda about overhead expenses being less in uptown shops has had effect. The service question has been developed to such a surprising degree that many people find it a burden to walk through a large store in search of the department where they plan to shop. They think that sales girls in specialty shops are more polite because these places which need only a few can afford to pay for the best clerks. In other words, the craze for the little shop, the proprietor of which is at the door to greet his patrons by name, has finally reached this country. Customers look for service which means having a chair placed and the goods brought to them to inspect.

*Whether or not the views of our informant which are given in this article are correct, there is a good deal of food for thought in it for large and small merchants alike. The question of price is by no means the only consideration in successful merchandising to-day. Courteous, attentive service is a big factor and our informant admits that the smaller stores have grasped this idea and have developed it with surprising rapidity during the last few years. Even in the matter of price, the small store has an advantage on account of the lower cost of doing business. Undoubtedly competition is levelling up. Service, service, service, day in and day out, is what the customer wants and the dealer who recognizes this is on the right road to success.*

*To department stores all over the country these views will be of interest because they come from "one of ourselves." They should be carefully analyzed to see in what respects they apply to each department store and in what respects some of the difficulties may be overcome.*

"The other reason for the increase of these shops and one which is probably the outgrowth of the first, is that Canadian manufacturers now give them the same consideration that they do in department houses. There was a time when firms would give the big stores exclusive rights to a certain line. It was worth their while because orders were so large. During the war and after it, these manufacturers added so much machinery that they could take care of a great many more customers than formerly. They found it worth-while to cultivate the small stores.

"Two manufacturers have shown me lately invoices for amounts purchased by outlying stores in Toronto, which were larger than those of the big stores. This did not mean that the department stores were patronizing other manufacturers of similar lines as well. It means that they sold less of this order of goods.

"There is a great tendency on the part of the public to look for the big stores for bargains and for the shops when they want the best things. Our large stores have themselves to blame for this of course. They have exploited the sales idea until people don't know when a bargain is a bargain.

### Shops Thrive Uptown

"I notice that the men who open stores downtown do not do as well as those in the residential districts and even the suburban places. People who will take the trouble to come downtown will patronize the department stores still. The wise merchant is he who opens up where rents are low and where his customers will not be troubled with car parking rules. In most cities the police are watching store spaces so vigilantly that many customers have been driven away from crowded districts on that account alone.

"Modern equipment makes people buy more goods, I believe. Too many merchants with old-established businesses have been letting their stores get shabby. People buy just as little as is possible in stores that do not offer some inducement. In other words, the poorer the store looks, the less business; and the less business the greater cost. Prices will never come down at this rate. Some men who have been in the dry goods trade for years say of the thriving new stores, 'Beginners' luck.' I don't believe it. They are doing business because they are in the hands of men who are not afraid of work, who give people what they want and who have modern stores—the result of modern minds."

# Have Revised Merchandising System

## Almy's, of Montreal, Aim to Speed Up Turnover, Give Better Values and Service by Decentralizing Responsibility in Merchandising Plans—Public and Sales Staff to Benefit by Innovations

MANY stores throughout Canada have recognized the need for a certain amount of reorganization and adjustment to meet changing conditions in regard to merchandising, as well as the other aspects of store life which contribute unseen their share to the maintenance of a high standard of service to the public. One of the crying needs of the time is for more instruction in the art of selling, more educational data for the sales staff, and a raising of the business of selling to a higher plane than it has heretofore occupied.

One of the largest of Canadian stores, namely, Almy's Limited of Montreal, has recently revised and readjusted its merchandising system in recognition of the above mentioned needs, an outline of which has been given to Dry Goods Review through the courtesy of Mrs. Emma S. Almy who is now devoting her personal attention to the business which bears her name, in the endeavor to bring about certain improvements in store serivce which she considers will be of benefit to the shopping public as well as to the store.

Mrs. Almy, whose wide interests elsewhere have claimed much of her attention in the past has, since her return to Montreal, devoted much time and study to investigating the needs of the Montreal shopping public and has undertaken an analysis of methods employed to supply those needs. As a result of her investigations, a realignment of duties has been outlined for the staff, while a new system of merchandising has also been introduced. Mrs. Almy is now carefully studying the effect of her innovations and is planning still further improvements which she predicts will prove to the shopipng public the meaning of Almy's new slogan, "Almy's Always."

### Responsibility Now Shared by Buyers

The feature of the new system inaugurated by Mrs. Almy is the decentralization of responsibility in merchandising. Heretofore, all merchandising has been in the hands of one executive. To-day the responsibility is split up among the many executives, each of whom is given responsibility in the particular field in which he or she is an expert. Buyers, for instance, are given more responsibility and relieved of certain other duties which can be done by other staffs. This allows them to spend more time in the selling departments, where they can study the wants of customers and instruct the selling staff regarding the goods they are selling. In the new scheme it is considered of high importance that sales people be fully informed of the reasons which prompted the buyer in purchasing any line of goods. Not only are they instructed in sales methods and in the principles which direct department store business, but they are also made fully acquainted with the nature of the goods they sell and the reasons why any particular line is carried in preference to some other line.

"This rearrangement is of interest to our customers," said Mrs. Almy, "because it is planned for their benefit. In doing what we done, we have been actuated by two considerations. One is to be of greater service to the shopping public, making it easier for people to shop, while the other is to increase the efficiency of our organization, to save on general expenses and to reduce losses to a minimum. In order to effect the first change, namely, to make it easier for people to shop, we are relocating some of our departments and instituting other improvements. Our business, of course, will benefit from this and from any greater efficiency and reduction in overhead cost. There has never been any cant about our object in doing business, we are out to give the public service and to earn profits on our investments, and we can prove that both objects have equal consideration, for we believe that they are indissolubly linked.

### Quick Selling Lines Featured

"The public shares in any saving that we make. Our buying system, for instance, allows us to buy as jobbers, and what we buy on this principle we aim to sell lower than other stores. Similarly, for the sake of efficiency and in order to reduce losses we plan to carry only quick moving lines. In this way, our customers are assured of fresh goods at all times, and the quick turnover allows us to sell on a smaller margin of profit. We are determined to evolve the most efficient system possible, and the public and our staff will share in whatever measure of success may meet our efforts."

It is perhaps not out of place in conclusion to give publicity to another store improvement idea which has been recently experimented with by another Montreal firm with the same purpose in view as that which actuated the readjustment described at Almy's Limited. This idea was simplicity itself but has resulted in speeding up sales which were formerly lost through lack of new goods. A member of the staff of this store was appointed to go over all trade and other publications in which new goods of interest to store buyers were

(Continued on next page)

## DEATH OF W. B. McKAY

### Was Oldest Merchant and First Mayor Of Sussex—Honored by Citizens

W. B. McKay, Sussex, oldest merchant, who had been seriously ill for some months, passed away at his home, Church Avenue, Oct. 7th.

He had been in ill health for several years and last winter, in company with Mrs. McKay, went to California, where he spent some months, with the object of taking a rest from business and recuperating his health, but since his return had been gradually failing.

Mr. McKay was born in Bridgetown, N. S., June, 1853. When a young man he sailed for a short time on his father's ship between the Maritime Provinces and West India ports, later he went to the U. S. A. and in April, 1872, came to Sussex to work for C. T. White & Co., then a branch of White Bros, of St. John. In 1874 Mr. W. H. White came to Sussex, and took over this business, and Mr. McKay continued to work for him. A year later Mr. White sold out the business to Mr. McKay and Mr. Jas. McLeod, and the business was conducted under the name of McLeod, McKay & Co. In 1880 his partner, Jas. McLeod, died, and in 1882 Mr. McKay sold out his interest in the business to C. T. White and worked for him until 1885 when he again took the business over. In 1890 Mr. McKay took the late C. D. Davis into partnership, and the business was run under the name of W. B. McKay & Co., until 1910, when it was incorporated. The business recently conducted by Mr. McKay is among the oldest in the province, he having been connected with it for 50 years and it had been running 24 years previous to his coming to Sussex.

At the time of the incorporation of the town in July, 1904, he was honored by being elected, by acclamation, its first mayor, was re-elected in 1905 and was again chosen to occupy the Chief Magistrate's chair in 1914. Mr. McKay was a Past Master of Zion Lodge, F. & A. M., Past High Priest of the Royal Arch Chapter, a Mystic Shriner and also prominent in the I. O. O. F.

The deceased was a man of very fine character, was foremost in everything that pertained to the welfare of the town and was always willing to lend a helping hand to the needy.

He was a most desirable citizen from every viewpoint and in his passing the town will suffer a distinct loss. Mr. McKay, who was in the seventieth year of his age, is survived by his wife, one son Gordon B., and two daughters, Mrs. C. P. Clarke of Sussex and Mrs. H. B. Clarke of Stockton, California

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The girl employees of the Harvey Knitting Company, Woodstock, Ontario, have organized a new club called the "Be Square Club." The officers are: Hon. president, Miss Patterson; vice-president, Miss Baron; secretary-treasurer, Miss Love.

# Follow-up Plan Helps Mail Business

## R. T. Holman, Limited, of Summerside, Use This System in Connection With Their Mail Order Business—Revise Mailing List Yearly—Classify Lists So Can Reach Different Classes With Specially-Priced Merchandise

READERS of Dry Goods Review will probably remember that we have occasionally referred to the follow-up system in connection with the merchandising plans either of a whole store or one department. For instance, a certain ready-to-wear department we know of creates a card for every customer who purchases a dress. These cards are carefully watched and if a season or two slips by without another entry being made on that card, the customer is communicated with to see if there has been any dissatisfaction either with that garment or the store. This system for this store has been the medium of creating a fairly regular clientele.

"System" in an article written by Harry E. Holman, president of R. T. Holman, Limited, of Summerside, P. E. I., shows how this system has been applied to their entire mail order business which constitutes about 30 per cent. of their turnover which is $2,000,000 a year in a town of 3,300 population. Describing how this system operates, Mr. Holman says:—

One of the most profitable plans we use is not a selling method at all, but a record system by which we keep track of all those who purchase from us by mail. On the card which represents a purchaser we keep not only the mailing list information, but also an account of what that customer has purchased of us, and when. We check over this list card by card twice a year to eliminate dead cards and mohe especially to see who is not buying. You see, in keeping after business we find we cannot affo to pass up without a struggle a single cusomer whose continued purchasing would be a source of profit to us.

When we find a customer who has not purchased within six months, we do one of two things: we write him a personal letter; or we send a form letter. Our letter asks whether the customer has been given cause by us, or exactly what happened, to stop his buying. And we get answers to 90 per cent. of the letters of this sort that we mail. Folks who live in the country are really glad to receive mail; they regard it a good deal more personally than do you and I, who receive half a sack full each morning. And because of this difference in attitude, our customers feel that there exists an obligation to give us frankly the reasons why they have not bought from us recently.

Once we have the customer's side of it, we dig right into the history of the case. Perhaps some transaction was unsatisfactory, and we have not previously been given a chance to adjust it. It may be almost anything; but, once we have the complete facts, we make complete amends. If the situation seems serious enough, if we have been severely at fault and the customer seems so thoroughly irritated that our mail efforts do not smooth things out, we may send a man 50 or 100 miles to call on him. It is surprising how friendly a disgruntled customer feels after we have shown that degree of interest in him and his complaint. We have no better friends on the Island than some of the folks who received at our hands what they considered raw treatment, only to learn from subsequent developments that no one could be more sincerely interested than we ourselves in seeing that they received thorough satisfaction.

### Revise Mailing List Yearly

Once a year we send a man through the Island to revise and investigate our mailing list. He checks up on all names on the list to which catalogs have been sent, and on all customers who have not been on the catalog list but who, nevertheless, have purchased from us during the past year. By tracing such an order to the source, we find out some profitable facts. If that customer has not been receiving our catalog, but is a householder, his name goes on the list. If, on the other hand, the customer is a member of a family of different name which already gets the book, we save the expense of adding him to the list unnecessarily. Also, we can credit that individual's orders to the right card on our customers' list.

Every year this man finds about 10 per cent. revisions for our list. That means that a large proprtion of that per cent. would be waste in our mailing, and would cut down by almost 10 per cent. the volume of business which we might logically expect to receive from our catalogs. It is a very considerable saving, and repays us many times over the cost of the check-up.

### Classify Mailing List

We keep our mailing list of customers classified according to occupations, also. If we have a special offering of tools, for instance, we are likely to send to all the appropriate classifications a circular about it. Those customers at a distance send in mail orders; many of those closer at hand come in and make their purchases over the counter. But by our records, we are pretty well able to credit even those sales to the piece of mail matter which brought them in.

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The new manager of the Hudson Bay Co. store at Edmonton, Mr. Munro, entertained the members of the staff on November 2nd.

### *NO PRICE DROP IN NEXT DECADE*

*The Harvard Committee on economic research has just issued a statement in which they give it as their opinion that there will be no drop in prices to the pre-war level in the next ten years. In part, their statement reads—*

*"Business is affected by price movements more than by any other single factor. The probable movement of commodity prices during the next ten years is, therefore, of especial importance at a time when the revival of business activity is clearly disclosed.*

*"The plausible inference that prices must return to a pre-war normal has frequently been drawn from the fact that prices have reverted to their former levels after previous periods of currency deflation in the early and middle nineteenth century. The Harvard Committee, however, cannot accept this conclusion. It cannot find that the governing conditions which brought about lower levels in the past, exist to-day."*

*The statement then goes on to review the gold situation, international indebtedness, America's position in financial affairs and concludes—*

*"If we are prepared to accept, as apparently we must, the present price level as substantially that around which the fluctuations of the business cycle must play during the coming decade we can contribute powerfully to financial stability throughout the world. And finally, if we adhere consistently to this view we can make it clear that little indulgence can be expected by debtors who adopt policies calculated to increase inordinately the burden of debt inherited from the great war."*

### HAVE REVISED SYSTEM

(Continued from previous page)

advertised, and to bring the said announcements to the attention of the buyers themselves. The buyers in turn were asked to return the clipping of notice in question to the head of the store, together with a memo as to the advisability of securing a shipment of the goods. Unless the reasons given against buying a small quantity of the goods advertised were really satisfactory, samples were sent for, on the principle that goods thus advertised must be the best that the wholesaler or manufacturer has to offer or he would not go to the expense of thus featuring them. Furthermore, such goods have the advantage of newness which is indispensable to the success of any department in a store to-day. Linking up with nationally advertised goods of any kind is one of the best ways to speed up sales in any part of the store but unless a definite plan is undertaken, most of the advertising done by wholesalers and others is likely to be overlooked and many worthwhile chances lost.

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## THE VALUE OF AN IDEA

"An idea which is good in one concern is almost always good in another."

That is the considered judgment of Harry T. Holman, president of R. T. Holman, Limited, of Summerside, one of the most successful and aggressive retail organizations in this country. Summerside is a little town of about 3,300 population, and this firm boasts a turnover of about $2,000,000 a year. About 30 per cent. of their turnover goes through their mail order department. It is an organization that is aggressive because its merchandising program is the result of new ideas, either their own or those they have read about, which they have applied in whole or in part to their store.

In that one sentence Mr. Holman summarizes one of the most important offices of the trade newspaper—to pass on ideas from one concern to another. It it the purpose for which the trade newspaper exists. An idea, no matter the source from which it emanates, is never too big an idea for the smallest retailer in this country. It is because the little fellow once grasped an idea bigger than his business that his business finally outgrew the idea and he sought for even bigger ideas. That is why the big fellow has succeeded; he realized that an idea that was good for one concern was almost always good for another, and he proceeded to apply the idea to his own business.

Occasionally we hear retailers say that the ideas we pass along through the columns of this trade newspaper from the bigger retail establishments are no good to them. Mr. Holman would not be disposed to agree with this opinion. Nor should anyone else who thinks of the problems of business seriously. The idea is an idea for all; its application may have to be varied to suit local conditions. Perhaps the idea cannot be worked out in one store as it is in the other; but the idea is still there to be applied in some manner to every business if the manager is aggressive, alert and anxious to see his turnover grow year by year.

The trade newspaper would fail in its purpose if it did not pass long ideas that have been business-getters; the dealer misses an opportunity when he passes up the idea as too big for him simply because it has emanated from a store whose turnover is in hundreds of thousands instead of hundreds.

### The Value of an Advertisement

A large Montreal retail firm has recently followed a very definite plan with regard to assisting in the speeding up of sales. It was felt that many sales were being lost because of the lack of new goods in sufficient quantities. The management appointed a member of the staff to go over all trade and other publications in which new goods were advertised and to send clippings to the various buyers throughout the store. The buyers in turn were asked to return the clippings to the head of the store together with a memo as to the advisability of buying some of the advertised merchandise. Unless the reasons given against buying were satisfactory, samples were sent for, the buyer believing that the goods thus advertised were the best that the manufacturer or wholesaler had to offer or he would not go the expense of advertising them. The result of this has been very satisfactory to the firm; it has considerably speeded up their sales and added to their profits.

There are two points of interest connected with this innovation. In the first place, it pays the retailer to read very carefully all the advertisements that appear in the trade newspapers. No retailer can afford to overlook a chance to increase the volume of his sales through the purchasing of new goods. To be an up-to-date merchant means to place before the consumer what is new in the market. In the second place, the manufacturer or the wholesaler should not overlook the fact that the retailer reads his trade newspaper with the intention of seeing advertised there all that is new in the market. Unless this is done sales promotion is lost to both the manufacturer and the retailer.

### January Sales

January is with most stores a month of sales. Some of the bigger department stores have abandoned the idea of holding only a white wear sale in this month as was done years ago and is still done by not a few stores in this country. They have made it a month of sales throughout the whole store, covering every department before the month is ended. What was known as white wear has, perhaps, become a small portion of the merchandise carried by the modern department store; for this reason they have found it more economical to make it a store rather than a one or two or three department event. The character of the merchandise carried by many stores may still be such that a distinctly white wear sale may be profitable in which case it would be foolish to abandon it or, perhaps, to enlarge it and thus destroy the value of the February sale which is more of a clean-up sale of seasonal merchandise.

In this issue we have devoted some considerable space to the January sale proposition in the hope that new ideas may be infused into the first sale of the year.

# Dry Goods Markets at a Glance

Heavy Lines Suffer on Account of the Unseasonable Weather—Christmas Buying Has Been Active—One Effect of U.S. Tariff Measure Noticeable by Wholesalers—Phenomenal Demand for Velvets Continues—Ratine Strong for Spring

HEAVY lines of merchandise have suffered during the last few weeks on account of the unseasonable weather. With early Fall lingering in the lap of Winter, there is little consumer demand for winter weights in the various lines of women's wear. Whenever there have been a few days of moderately cold weather, consumer demand for appropriate wearables has been brisk and it has been reflected in wholesale and manufacturing circles and once the weather settles down to anything like winter it is felt that business will feel the benefit of it. Generally speaking, conditions continue to show slight improvement. There is active holiday buying and everything goes to show that retailers from one end of the country to the other are looking for a better Christmas trade than they had last year.

One result of the high tariff measure passed by the government of the United States has already been noted. Wholesale houses state that they have seen more travellers from British houses here within recent weeks than they ever have and we have heard of one case where the representative of a British firm, with offices in New York, formerly did "Canada on the side" and is now moving to Toronto expecting to do the "United States on the side."

### Corsets and Underwear

THOUGH some progress is being made in promoting the greater use of cotton underwear, silks still continue to be the leader, and promise to retain their position as long as silk prices remain where they are, or nearly so. Importers say they are selling great quantities of crepe de chine for underwear. Bloomers for Winter are reported the best seller. There is no doubt that underskirts are gaining in popularity while the princess slip is better than it was in the Spring.

Both the regular corset lines and the girdles are selling very well. With the growing popularity of the long skirt, manufacturers believe that there will be a corresponding demand for corsets.

### Fabrics

CHIFFON and brocaded velvets continue to lead in fabric demand and wholesalers are put to it to supply the demand from retail sources. There has been nothing like it for many years. Crepe de chine and canton crepe, followed by georgette, make a close second; while metallic cloths, plain and two-toned, are still in marked demand. Satins, charmeuse and matelasse are also going well.

In novelty woolens, crepe is very popular and Poiret twill and tricotine continue strong. The pile fabric is securing a firm foothold with the trade. In some sections, homespuns seem to have fallen off, though it is the fact that the West is demanding homespuns again for Spring in very large quantities. Apparently the western retailer fears they are not heavy enough for the Winter but he is depending on them for his Spring business to a very large extent. One novelty house says that the cotton ratine is the biggest thing by far they have among their Spring lines.

### Knitted Goods

RETAIL business has been very quiet in knitted lines, due almost entirely to the weather. In hosiery, silk and wool and all-wool are in very active demand. Heavy lines of underwear have suffered. One factory is working overtime on fleece-lined garments while it is over-stocked on wool lines. While the demand in the United States seems to be for the coarse wool sweaters, it seems to be developing better here on camels hair and mohair. Slipovers, for the moment, seem to be leading in demand though active buying is in progress on the tuxedo for the Spring business. The Navajo colors are still being promoted successfully. One very large manufacturer of knitted lines says that the demand for the different wools for knitting purposes is showing a very marked increase. This is partly due, perhaps, to the oncoming holiday season and its attendant gift-giving, but there is, excepting this, a steadily increasing demand for wools for knitting purposes.

Fancy knitted articles for gift purposes have sold very well for Christmas trade.

### Accessories

THOUGH reports from New York indicate a growing "white" season, the colored handkerchief in Canada still seems to have the edge and there has been a tremendous sale of them for the Christmas trade. The Bertha collar is, or perhaps, it should be said, has already developed into a very big thing. The retail trade is picking up everything available in this collar and dress and blouse manufacturers are turning their energies to producing it in great quantities. Colored embroidered material for circular collars is also selling well.

### Other Lines

OF COURSE, the weather has been against the sale of furs though a steady improvement is reported from many quarters. Retailers who disposed of hardly any coats during the latter part of October and the early part of November say they have done exceedingly well since then. Seal and coon are going particularly well.

# "Individualism as a Factor in Affairs"

## Is Subject of an Inspirational and Most Impressive Address Delivered by Sir Joseph Flavelle, Before the Canadian National Newspapers and Periodicals Association on the Occasion of the Annual Convention

TORONTO, Nov. 15. (Special).—Speaking at a luncheon of the Canadian National Newspapers and Periodicals Association the other day, of which organization Dry Goods Review is a member, Sir Joseph Flavelle, who was the guest of honor, declared that individual effort and achievement are the greatest elements in life. Sir Joseph was speaking on "Individualism as a Factor in Affairs." His address was inspirational and remarkably impressive. It was a call for the development of the individual man. Sir Joseph spoke as follows:—

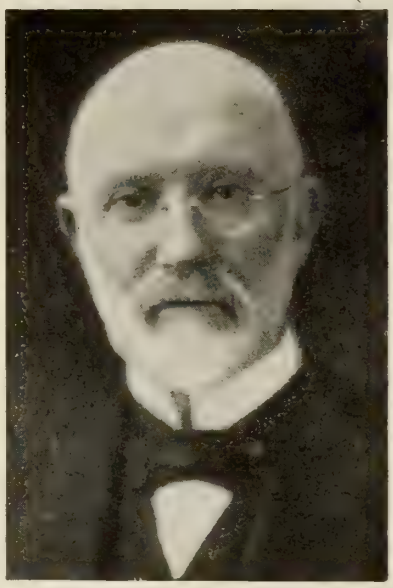
In emphasizing Individualism, I am not claiming for it a "cure-all." If we were discussing the whole broad issue I would give it its relative place, but in the time at our disposal I cannot do so. In stressing Individualism, I am only stressing one of the great underlying principles in affairs. I will introduce the subject with a few illustrations, and perhaps you will catch the drift of my thought.

In a book of Memoirs of a German Prince—one of the Hohenzollerns—the Prince tells of his experience with General Falkenhayn. The General is teaching him to ride, and after taking him across much rough country in which his heart nearly failed him, the Prince was brought up against a stiff obstacle. The General spat out: "Throw your heart across, the rest will follow." I think in this statement lies the interpretation of character. Our difficulties accumulate and when the supreme one comes at the tail end, the test of a man is his capacity to "throw his heart across."

Lord Rosebery in his book of "Miscellanies" furnishes a copy of an address which he delivered to the students of the University of Glasgow, and in which the following appeared:

> "We had then (speaking of a period fifty years back) the terrible hand-to-hand struggle with learning on the one hand and poverty on the other, which embodied in a new form the competitive spirit of our ancestors but which turned out indomitable Scotsmen, who had suffered so much, and who had done so much, that they needed and dreaded nothing in the battle of life."

He illustrates this by a fellow-craftsman of yours, Robertson Nicholl, the son of a Presbyterian minister, and now Sir Robertson Nicholl of the British Weekly. He won a bursary of £12, which took him to the University of Aberdeen. He spent £8 in fees, and had £4 left for his



*SIR JOSEPH FLAVELLE*

maintenance during twenty weeks in Aberdeen. He spent a shilling a week on lodging; his food was bread and cheese, and his drink treacle and water. Lord Rosebery says, by way of parenthesis—"I ask you to remember I am not recommending a diet, but recalling a character." Nicholl won out, even though he had to go through an Aberdeen winter without fuel or fire in his room.

### "And Its Name is Courage"

Sir James Barrie, in his rectorial address delivered at St. Andrew's University in May last, said to the group of young men graduating from the University:

> "I cannot provide you with a staff for your journey, but perhaps I can tell you something about it, how to use it and lose it, and find it again, and cling to it more than ever. You shall cut it—so it is ordained—every one of you for himself—and its name is Courage."

He illustrated this in a letter to him from Captain Scott of the Antarctic, written in the tent "you know of," where it was found long afterwards with his body and those of some other very gallant gentlemen, his comrades. The letter, in part, was as follows:

> "We are pegging out in a very comfortless spot. Hoping this letter may be found and sent to you, I write you a word of farewell. I want you to think well of me, and my end. Goodbye. I am not afraid of the end, but sad to miss many a simple pleasure which I had planned for the future in our long marches.....We are in a desperate state..feet frozen, no fuel, and a long way from food, but it would do your heart good to be in our tent to hear our songs and our cheery conversation.....Later (It is here that the words become difficult) We are very near the end.....We did intend to finish ourselves when things proved like this, but we have decided to die naturally without."

Barrie then took these young graduates to Gallipoli, and told of a young officer "dropped overboard to light decoys on the shore so as to deceive the Turks as to where the landing was to be. He pushed a raft containing these in front of him. It was a frosty night, and he was naked and painted black. Firing from the ships was going on all around. It was a two-hours' swim in pitch darkness. He did it, and crawled through the scrub to listen to the talk of the enemy who were so near that he could have shaken hands with them, lit his decoys, and swam back. He seems to look on this as a gay affair. He is a V. C. now, and you would not think to look at him that he could ever have presented such a disreputable appearance, would you?" The officer was present, so that these University lads could look at the man who "threw his heart across" and the rest followed.

> "Fight on, my men, says Sir Andrew Barton,
> I am hurt, but I am not slain,
> I'll lie me down, and bleed awhile,
> And then I'll rise and fight again."

You say "These are heroic cases, incident to the war, effected by the war spirit." Let me give you one from humble life.

Two years ago, driving from Oakville to the city, in the morning, I picked up a passenger on the highway near the Goodyear rubber plant. It transpired that the man had served in the Great War. He had been invalided home from wounds, and he still had an unhealed sore on his back from shrapnel. He had secured a position at Goodyear's when business was active, and had bought a piece of land and built a shack on the Etobicoke. Then the bad times came in the rubber business, and he was laid off. He told me he had a wife and six boys, the eldest being thirteen years old. He had secured a job at the Dome Mines for the winter, and had been out that morning to tell a chum that he could secure a place for him, and was met with

the rejoinder "I'll starve before I'll go to the Dome Mines." It transpired that in the great explosion in Halifax, his wife's eyes were filled with powdered glass, and the surgeon found it necessary to remove both eye-balls, and in consequence, she was stone blind. The morning after her eyes were removed, her sixth baby boy was born. I said to him "Your wife blind, and six boys to care for—how do you get on?" "Well," he said, "We get on just about as well as we ever did. My wife does all the work at home, washes, irons, mends the children's clothes, keeps the house as she did before she lost her eyesight. When we came to Etobicoke, the neighbors saw my wife putting clothes on the line, and were told she was blind. They hesitated to believe that it was possible. She is keen to go to Dome Mines, stating that we will get free fuel for the winter, and be that much further ahead in the spring." This woman could have said that she was part of the war wreckage, that someone ought to take care of her children and her home, but she had the fighting quality in her, and said "I have a husband and children, and a home; I will take care of them." As we separated in the city, my soldier friend said, "I am sure if you were to come with me now to my home, you would find my wife whistling or singing."

**Not Towards Self-Reliance**

You will agree with me I am making no overstatement when I say the spirit of the present time is not running in the direction of self-reliance. The popular view writes off the individualist as a selfish beast, who thinks for himself, works for himself, and who shirks responsibility for his fellows. As a theory of life, individualism has developed mean selfishness, and its advocates are frequently neglectful of those who are less strong and less able to take care of themselves. It represents, however, a vital principle of personal responsibility, upon which, whether they know it or not, the world of men and women rest and depend. It bases its advantages upon its discharge of this responsibility, through hard, determined, unflinching personal effort.

**Dependence Upon the State**

Lord Rosebery said this further thing in his address to the students of Glasgow University:

"As things are, we in Scotland do not take much, or even ask much from the State, but the State invites us every day to lean upon it. I seem to hear the wheedling and alluring whispers 'Sound ye may be, we bid you be a cripple.' Do you see? Be blind; Do you hear? Be deaf. Do you walk? Be not so venturesome. Here is a crutch for one arm, when you get accustomed to it you will soon want another. The strongest man, if encouraged, may soon accustom himself to the methods of an invalid, he may train himself to totter, or to be fed with a spoon. The lesson of our Scottish teaching was 'level up.' The cry of modern civilization is 'level down.' Let the government have a finger in every pie, probing, propping, disturbing. Every day the area for initiative is being narrowed, every day standing ground for self-reliance is being undermined, every day the public infringes on the individual, the nation is being taken into custody by the State. I should like at least to think, that in one powerful city, youth was being reared to know that most of what a man has to do in the world he must do for himself, and that it should produce men and women who shall look not to external or even legislative support, but to themselves for their success in life. May the tone and note of this University be independence and self reliance. May it produce not merely scholars, but men."

The reliance placed upon what governments can accomplish is pathetic, and the frequent determination of even thoughtful men to turn to government or to legislature, for relief in business and other troubles is part of the daily experience. Manufacturers call for the Department of Trade and Commerce to find export business for them. Farmers call for government controlled and operated Wheat Boards at the public risk, and with transportation charges relieved at the public expense. Labor seeks to secure through legislation, shorter hours of labor, assured employment, and minimum wages, and the people generally, through public ownership or government control are to be delivered from the tyranny of private enterprise.

A recent writer stated:

"Our Social Reform schemes are conceived on a theory of pleasure economy, but history and evolution show that man has come up through a pain economy—he has struggled up—found his way up through never ceasing effort and struggle and battle. Man is at his best rowing hard against the stream. In our facile plans for the future of society, no place is found for sacrifice, yet in all the long history of mankind, sacrifices had a conspicuous part. We are planning to rely too much upon social and political machinery, and we underestimate the importance of physical health, education, and the sense of individual responsibility. No society will survive without the integrating motive, which consists not 'in not having,' but in doing one's full share. The world is stirred to-day by powerful centrifugal forces like a whirling wheel, which will fly into pieces unless it is held together by equally powerful centripetal forces. These integrating forces are measured self-control, obedience, respect for law and authority, restraint, limitation of desires, the feeling of obligation. We have a superabundance of vital energy—what we need is vital control."

If you consult with a company of your associates in business for the correction of weaknesses or the increase in production, the usual result is that your officers will say "Give us more machinery and a larger organization." It is a rare thing for the men on the working lines to say "We will learn to work harder and more intelligently, and to make greater use of the existing organization and machinery." When the United States came into the war, the President made a call upon business men to assist the nation, and there came to Washington probably the greatest aggregation of executive capacity that was ever gathered for public service in one city. They came from all parts of the Union. They sat for weeks and months, not knowing what to do. Under the American system, the Chief of Ordnance is responsible for the production of munitions of war. I said to him, "We have had some experience in Canada during the war in making use of business men for purely business purposes. If you will draft these executive men whom the President has brought into Washington to carry on the business for you, your engineers can prepare the necessary specifications and furnish the needed technical inspection, in which case I think you will secure excellent results. This is the present British practice. They tried what you are doing, but had to drop it. Their army officers and engineers now prepare designs, and furnish inspection, but business men have charge of production." He replied "I will not pass over to a body of business men what this Department should itself perform." So he built a very wonderful organization, housed it in excellently constructed buildings near the White House. The organization reached, I believe, as high as twenty-two thousand men. There were miles of blueprints illustrating the organization. There were, however, few if any American shells fired during the war, and few if any American guns in service. Charged with the same duty in Ottawa, we had been at work for a year or more when someone asked for a plan of our organization. I replied "I fear we have not prepared one. In securing production of munitions of war, we have not thought of preparing a plan."

There is another aspect of this question of "Dependence Upon Organization" that is impressive. The Ford plant at Detroit is a wonderful place. You take off your hat to the men who have organized it, but looking at it from another side it is the most dis-spiriting place possible. Each man repeats the same operation on a piece of material passing before him upon a moving belt. He turns a screw, bores a hole, or does some other single act repeated all day long. As one looks at it one thinks of the noble profession of craftsmanship. I am not saying this to make light of the Ford organization, but to direct attention that we are living on our capital of craftsmanship, and one wonders what will happen at some later time when all these one-job people are called

(Continued on page 56)

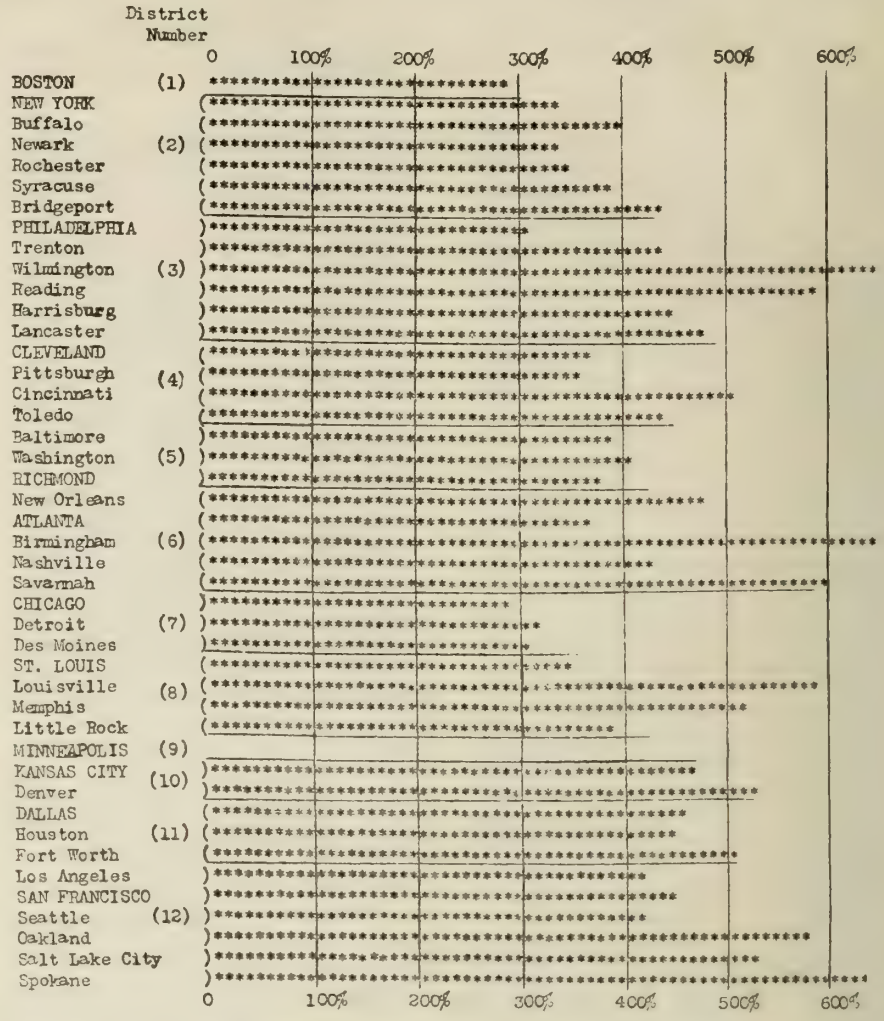
# Efficiency in Distribution

OF CONSIDERABLE interest to the retail distributor is the graph which appears on this page, showing the percentage of average stocks from January 1st to June 30th of the current year in comparison with the average monthly sales during the same period. This graph is drawn from figures secured by the Domestic Distribution Department of the Chamber of Commerce of the United States from the department stores in the cities enumerated. In forwarding this information to Dry Goods Review, the department gives the following explanation of it:

AN ENQUIRY has been received by this department within the last few days which inspired a search for such reasons as can be discovered to account for apparent differences in economy with which distribution is accomplished in different localities. Our graph this week is to display these differences pictorially and in such simple form that the eye will be able to make some rough discrimination.

On this graph the Federal Reserve cities are printed entirely in capitals and the district which each of them serves is represented by its official number All of these districts are represented by at least one line (as in the case of Boston) except for the Minneapolis district (9) from which no figures have been received. In the arrangement of the cities, that one having the largest population is at head of each district and the other cities follow in order of size. Usually, it will be seen that the Federal Reserve city stands at the head of the list but Richmond is at the bottom and Atlanta and San Francisco take second place in their respective districts.

What appears to be the most general rule which can be discovered from this graph?




*This is the graph referred to in the accompanying article.*

### Larger Cities Have The Cheaper Distribution

Evidently, in a very broad sense, the larger the city the more economical are the processes of distribution. Taking the three largest cities of the country, Chicago shows better than Philadelphia, but an exception is found in the somewhat greater rate of New York. Boston is very good but unfortunately it cannot be compared with any of its contributory territory, such as Lowell, Springfield or Brockton, owing to the absence of statistics.

There are exceptions, many of them, to this rule but there is no mistaking the fact that the largest city in every district except one makes a better showing than the smallest city and even in this district (5) the differences are unimportant. Although averages are dangerous tools, one fact stands out very clearly in this graph: Districts in the northeastern area show a much better general condition than other parts of the country. This leads quite obviously to the possibility that relative density of populations is the most important factor in determining what may be expected in the comparative economies of distribution.

These figures are useful only for the roughest approximations. There are certain apparent inconsistencies which cannot be explained by any test which we are able to apply. Wilmington, Delaware, on the main line of two great railroads and Spokane directly on the line of trans-continental traffic exceed all others in the list. Reading, Pennsylvania, much larger than Lancaster of the same state, surpasses it greatly in the percentage of average stocks; and in a search for some explanation, we are led to suspect that an injustice may have been done these cities through some eccentricity or error in the collection of the statistics.

### The Lesson

After all is said, the real value of such figures is to inspire distributors with the need for constant attention to their methods in order to discover new directions of effort for the reduction of their costs of distribution. If the ratio arrived at for a given city is thought erroneous by the merchants of that city, a remedy lies in the more careful collection of the figures on which it is based since without accuracy intelligent comparisons are impossible and they are needed by every distributor in the United States, wherever he may be located.



# Market Radiograms

CRISP, sheer and dainty are the newest arrivals in ladies' Irish lawn handkerchiefs in all white with assorted border effects and narrow hemstitched hems. Truly, an old time bargain at only 75 cents a dozen wholesale. Try a sale of these and watch them go.

FOR a face cloth special to feature at any time, you certainly could not find a better buy than the newest double sided "shell edge" face cloths, which are ravel-proof and come in such charming color effects as yellow, blue, rose, orchid, etc. These Turkish face cloths come in artistic cartons and are priced to retail at 25 cents apiece or $1.75 wholesale. The carton in which these goods are supplied deserves mention as it is gotten up to make stock keeping easy for the retailer, with spaces for prices, etc., allowed for.

THE wonderfully low price of $15.50 a dozen is asked for a range of night gowns shown in three distinct styles. One is an Empire effect with a double yoke hemstitched and laced with pretty blue ribbons, a second has a youthful round neck with a hemstitched collarette effect and puffed sleeves, while a third has a folded square neck edged all round with sheer insertion. Rosebuds and ribbon bows finish this exquisite gown, which, like the others, may be had in either flesh or white nainsook made of the finest Egyptian yarns.

HERE is a chance to register surprise at something really new—table linen that can be wiped off with a damp rag! Would you believe it? Of course it's not really linen but is, nevertheless, a perfect reproduction of satin damask applied by a secret process to a linen back which can be dampened and ironed out if creased, and is guaranteed to stand most acids as well as heat marks without injury. The leading hospitals all over the world have been using it for some time and all the leading restaurants over in England are taking it up. Get in on this idea while it is still new. The wholesale price will be in the vicinity of $1.25 a yard for 50 inch widths and a choice of four different designs may be had, all in white of course.

*Clip out items you are interested in and send them in to Dry Goods Review. The name of the manufacturer or wholesale house having these goods will be sent to you immediately.*

NO WHITEWEAR sale will be complete without its quota of bloomers. For only $9 a dozen can be bought a line of directoire style bloomers finished at the knee with wide elastic and guaranteed full size and perfect fitting.

HAVE you any real novelties in the way of handkerchiefs for the holiday? One importer has just received a line which should interest everyone. They are on the silk jersey order of a very fine quality. The four corners carry open designs resembling Spanish lace and the deep hem has a picot edge. They come in white and several beautiful shades at $7.20 a dozen.

BRIDES and thrifty housewives will delight in the newest idea in table napery, namely, a fine Egyptian cotton napkin made in four beautiful designs and guaranteed absolutely lintless. These new napkins are of British origin and manufacture and are going to be a money maker for the retail linen department. The price is only $3.25 a dozen.



WHO IS going to be the first to feature the new bridal sets of towels at their January white sales? These sets are beautifully boxed in artistic cartons and come in a choice of three pretty colors tied up in ribbons to match, all ready for presentation purposes and include 2 face cloths, 2 guest size Turkish towels, 2 large Turkish bath towels, and 1 bath mat priced at $9.25 the set.

"BUY them by the dozen" should be the watchword for these men's handkerchiefs also, one line of which comes in the finest of Irish lawns with regulation hemstitched edges and is supplied to the trade in cabinets priced at $1.25 a dozen handkerchiefs. Pure Irish linen handkerchiefs in men's sizes in all the wanted styles of hem width can be had for as little as $3.50 a dozen and represent really wonderful value. At this price they won't last long.

"DRESSED-In-A-Minute"—Isn't that an original way of naming a new style of women's white cambric combinations just placed on the market in time for the January white sales? To be more explicit, this new creation is a corset cover, drawers and underskirt all combined, elastic run at the waistline without bulk, and with a becoming V shaped neckline. The garment is daintily trimmed with fine tucking, inset medallions, hemstitching and threaded with ribbons, finished with an embroidery flounce, ideal for wearing under sheer dresses. In sizes 3 to 44, priced at $24 a dozen.

FOR HIGH days and holidays or in other words, for all the year round selling, there is no item in the range of wash goods which is in such constant demand as sheer white checked or striped muslin such as can be made up into babies' dresses, lingerie, etc. A Montreal wholesale house is offering a choice of eight varieties in both cross barred and striped muslin in 26 inch widths at 17½ cents a yard which will be the lowest price obtainable this season on goods of this quality. It is whispered that the current price is really 18 cents and maybe higher, so take no chances and feature this item on the wash goods counter.

# St. Thomas Merchants Hold Window Night

## Co-operate to Arouse Enthusiasm of Citizens in Many Lines of Merchandise Carried—Prize List Arranged Which is Responsible for Attractive and Novel Displays—Thanksgiving Merchandising Festival for Three Days

A CO-OPERATIVE effort that met with unusual success was promoted by the business men of St. Thomas on the first day of November. It was called "Window Night," and the object behind this co-operative scheme was to arouse the greater interest of the people of St. Thomas in the merchandise handled by the stores in that city. A prize list, arranged more for the smaller stores, had for its object the greater care in window display work and it was productive of some very artistic as well as original displays. The four points considered by the judges of the display contest were (1) Attention compelling; (2) balance of display; (3) color harmony; (4) detail. One prize was given for a novelty display and the other prizes were for general display work. The novelty prize went to Sanders & Holcombe; while the winners of the general prizes were Miss A. M. Barley; W. S. Richardson; Reeks & Co.; Johnston & Murray; E. McCance.

### Thousands Were Out

Perhaps the most outstanding tribute to the value of this co-operative effort was given by the people of St. Thomas themselves. Talbot Street looked like several Saturday nights rolled into one. The streets were literally packed with thousands of people who came out to see the result of the effort on the part of their merchants. There were innumerable expressions of satisfaction and surprise on every hand. The "surprise" expressed is a very gratifying feature of such efforts; at the same time it might be considered to be a commentary on the lack of merchant-co-operation that is always too manifest in every town and city. It is actually true that many people are surprised at the wealth of merchandise shown on such an occasion. It requires such an effort as this to convince people that merchandise is gathered from the four corners of the earth for their supervision and selection, that they can buy just as advantageously and as economically at home as any place else. The fault is not on the side of the "dear people;" it is equally the fault of the merchants who do not get together sufficiently often to put this truth across in a big and convincing way.

### Arresting Displays

There were many arresting and attractive displays. That of Miss Barley, the winner of the first prize, was admirably conceived. Though her window space is limited, she made the best use of every inch of it. She had the window fitted up like dressing rooms in which live models were trying on some of the latest millinery creations. The atmosphere, the lights and all gave it a very realistic appearance. J. H. Gould, Limited, had their window fitted out like a drawing room in which live models paraded, showing some of the latest fashions in dresses. The Davey Hardware Company made the very best possible use of their window to promote the sale of electric washing machines. In one section of the window a weary woman with an aching back toiled over the wash tub in the old-fashioned way; while in the other section a well-dressed lady, sitting down reading a book, casually glanced sideways at the washing being done by the electric washer. Of course, she was the envy of the other woman. There were other windows that possessed hardly less originality, showing that a good deal of attention and care had been given to this effort on the part of the window display man as well as the merchant himself.

### Thanksgiving Merchandising Festival

While no buying was done on this night, the merchants linked up with the window display night a thanksgiving merchandising festival which lasted the three days following the window night. The local newspaper on Wednesday night carried many pages of advertisements from the merchants announcing the special efforts they had put forth to make the event of value to the consumer in the way of economical purchasing. This sustained the enthusiasm that had been created over the window night and allowed merchants to cash in on it. Merchants stated that they were well repaid for their double effort to arouse the interest and enthusiasm of the people of that city in these novel events.

### To Be Held Regularly

So successful was the first effort of the merchants in this event that they have decided to continue it as a co-operative merchandising plan. It will be held either every six months or once a year.

It is a plan that commends itself very heartily to merchants all over the country. We are absolutely assured that the feeling is general that merchants should co-operate more in such efforts as these and in many others. All it needs is a whole-hearted organization, freed of those local prejudices and jealousies that permit others to come into the community to reap a harvest of sales that are garnered from one end of the year to the other.

## Dry Goods Review Thirty Years Ago

Corsets have been found on the waists of Egyptian mummies.

Messrs. S. F. McKinnon & Co. have entered suit against the city, claiming $1,500 damages to elevator by the sand in city water.

The St. Hyacinthe papers announce the arrival there from Sherbrooke of about 50 employees of the E. T. Corset Co., which has now removed its operations to the former city.

Uriah Shoemaker, for years a clerk in the dry goods store of Groff & Hymonen, went to Detroit about eighteen months ago and now his friends fear foul play, for he cannot be found.

Messrs. Newland & Co., plush manufacturers in Galt, Ontario, intend starting a branch factory at Buffalo at once. They feel able to compete with any firm on the other side.

Hyslop, Caulfield & Co. are defendants in a suit in which a man named Andrews is plaintiff. Andrews is a Montreal man who is claiming damages, alleging that they broke a contract with him by refusing to send him samples.

Northey & Co. have commenced an action against T. Eaton & Co., dry goods merchants of this city, claiming $25,000 damages for alleged breach of contract and for slander regarding the Northey Gas Producer.

The Woodstock, Ont., Woollen Mills, G. Wetmore Merritt, Alexander Willis, and A. L. Trueman, incorporators, have applied for a charter as the Woodstock Woollen Mills Co. Ltd., with a capital of $20,000.

Mr. J. K. Macdonald has been re-elected president of the Toronto Children's Aid Society. Like the founder of the firm of John Macdonald & Co., he abounds in good works, a worthy son of a noble sire.

Stirrett & Co., dry goods merchants of Petrolia, Ont., are so well pleased with their trade that they have withdrawn their branch store from Forest and will centre all their efforts in Petrolia.

For some time past Thomas C. Watkins, the well-known Hamilton dry goods merchant, has been in ill health, the result of too constant attention to business which, at his advanced age, 74 years, causes a much greater strain than in a younger man. On the advice of his physicians he has decided to take a rest and has gone away to recuperate. It is hoped that he will be benefited by the change and that a short time will suffice to restore him to his usual health and vigor.

# Business is Good With This Man

George T. Creary, of St. John, is Forced to Seek Larger Quarters —Finds That "A Specialty Shop for Men and Women Who Buy for Men" Gains in Popularity—The Style Propaganda Pays—Description of New Store

SUCCESS has steadily dogged the footsteps of George T. Creary, the energetic young men's wear retailer of St. John, N. B., whose new departure in merchandising was described in the April issue of Men's Wear Review. Mr. Creary holds a theory that style should and can be made a paramount issue in selling merchandise, to the complete exclusion of all question of price. Mr. Creary furthermore, adopted a slogan intended to widen the scope of his business, namely: "A specialty shop for men and women who buy for men," which proved eminently satisfactory as proved by the fact that it has been found necessary to transfer the Creary store to larger and more centrally located premises this summer.

To a staff member of Men's Wear Review who visited the new store, Mr. Creary pointed out the fact that specialty merchandise requires fine equipment with which to set it off. "Our new store will be among the finest in Eastern Canada," he explained, "and the entire equipment will be of glass and quartered oak, featuring the latest ideas in revolving racks for clothing as well as in silent salesmen for the display of haberdashery."

Entering from the main door which is flanked on either side by two large display windows finished with hardwood panelling, the hat and cap department is found at the extreme left. Glass-encased shelving runs round four sides, punctuated at intervals by mirrors for fitting purposes. Pillars which divide the main floor into aisles are faced by mirrors on all four sides, thus contributing a much more spacious effect than were the pillars to be left in their original state.

### Racks for 1,100 Suits

Shelves for displaying bolts of cloth are ranged next to the headwear section on which the materials for custom-made clothing are stocked. At the extreme back of the new store are placed the clothing wardrobes, equipped with revolving racks capable of holding as many as 1,100 suits. These racks are made entirely of glass in keeping with the uniform scheme of glass-encased merchandise throughout.

Fitting rooms and office space are provided also at the rear, above which the tailor shop is located. Continuing up the right side are found the separate sections devoted to the showing of pyjamas, shirts, underwear, hosiery, gloves and collars, each range kept distinct and shown effectively in its own display case. The collar range is an exceedingly comprehensive one and occupies considerable space close to the front entrance, where it is found that most customers linger on entering and leaving the store.

### Aisle Tables for "Specials"

Three aisle tables for the display of extra specials are placed in the centre of the floor, equipped with a metal rail and fixed stand for a show card. These tables, it is said, take care of any odds and ends which accumulate during a week's selling.

The decorative scheme is subdued but in good taste, reflecting the conservative atmosphere in which really high-class merchandise appears at its best. A cork linoleum carpet covers the entire floor, over which an oriental rug is laid, and the walls above the fixtures are tinted a soft cream. The area of the new store is approximately 85 x 20 feet and adjoins the firm of Macauley Brothers & Company, a long established dry goods firm in St. John. The location of the new store also cannot be surpassed insofar as convenience is concerned, being close at hand to all the leading hotels and theatres and midway up the principal business street of the city.

During the month of August, Mr. Creary held a reception to inaugurate his removal to the new store which was widely attended by many customers and friends of the successful young proprietor and manager. On this occasion no goods were sold but guests were shown over the establishment by members of the sales staff. An orchestra provided entertainment during the reception which proved an auspicious send-off to the enterprise.

### A Successful Advertisement

Mr. Creary stated to Men's Wear Review that his plan of using only original and fresh advertising copy in the daily press had proved unusually successful, and the response to appeals which possessed the merit of individuality was unfailingly good. During the spring Mr. Creary experimented with a personal letter to several thousand men, picked by himself from among the leading citizens of St. John, in which he enclosed a cheque for $5 to be paid to any customer purchasing a suit or overcoat before May first at the Creary store. The cheque brought forth a large response from fully four-fifths of the recipients, who called to enquire if the offer could be extended or met on the partial payment plan, etc., in cases where an actual cash purchase could not be conveniently made.

## *Code of Business Ethics Is Promulgated by Clothiers*

**A code of ethics to govern not only the retail business, but also the relations between retailers and consumers, was unanimously adopted at the executive session of the National Association of Retail Clothiers in convention in Madison Square Garden. Fred Voiland, vice-president of the association, headed the committee that drew up the code, which follows in full:**

**"We admit that the cornerstone of commerce is integrity; that the assets of any commercial institution consist of honesty and business character first—and after that, service and merchandise.**

**"We hold paramount the truth that advertising's a covenant with the public; that the spoken or printed word is as binding on performance as an oath in a judicial tribunal, as sacred as the personal pledge.**

**"It is our constant aim to so administer the affairs of this institution that individual service to the consumer is not diminished or minimized by reason of volume of trade; that interested, personal service, based on the needs and requirements of the individual, is our first duty and chiefest task.**

**"Mutual exchange of confidence between buyer and seller is essential. We affirm that the history of any article of merchandise concealed beneath trade expressions or symbols (the meaning of which leads the buyer to form an opinion more favorable than would obtain without such disguise) is unfair to the buyer, and therefore contrary to our ethics."**

# Credit Rating Bureau of Erie, Pa.

## Just as Manufacturers and Wholesalers Use Their Duns and Bradstreets, so the Merchants of Erie Obtain a Rating on Every Purchaser in Their Town—Newcomers Must First Have Credentials—Losses Are Nil to the Merchants

By E. DE WITT HUTT, Editor of Men's Wear Review

MR. MERCHANT, if you want to buy a hundred dollars' worth of merchandise from any reputable wholesaler in this country, the first thing he does is to look up Duns or Bradstreets. He wants your rating; he wants to find out your financial standing to see if it is a safe proposition to sell merchandise to you, knowing he will get his pay for it.

Yet, when customers come to you to buy on credit what do you know of their rating, of their ability to pay? Do you know anything, or do you take any definite steps to find out about them?

### Credit Rating Bureau

Erie, Pa., is a town of about 100,000 of a population. The merchants of Erie think it is good business to find out the ratings of the buying population of their town. They all do a large credit business and because they do this kind of a business they have organized a bureau. It is called the Retail Merchants Credit Rating Bureau and, at present, there are about 100,000 ratings listed with the manager of the bureau. There are no customers in Erie who have not a rating of some kind with the manager of the bureau, and these ratings are changed from time to time as the circumstances of the customer may change. There are "C.O.D." customers, "slow rating" customers and there are "good" customers. Everybody is classified as soon as he or she becomes a potential customer in Erie.

### First Steps

As soon as a newcomer enters a store in Erie and seeks credit, the machinery of the bureau is set in motion. The dealer into whose store the newcomer comes telephones the manager of the bureau and asks the rating of Mr. A. The cards are all conveniently arranged and may be looked up in a minute. The manager discovers that Mr. A. has not been entered in the files of the bureau at all. For the time being, therefore, Mr. A. must be rated as a C.O.D. customer and no merchandise is sold to him except he pays cash for it. But being a new man, the manager immediately begins to collect data with regard to Mr. A. which will enable them to give him a rating with all the merchants of Erie. He finds out where the newcomer is employed. He gets in touch with his employer and finds out from him what he can with regard to general character, where he was formerly employed and whether he regards the new man as a reliable citizen. The manager then writes away to his former place of employment and gets a line on any information available with regard to his standing in the community so far as the payment of his bills is concerned. With this information in his possession, he then gives the man a rating and this rating is for the information of all the merchants in Erie. Knowing that the system is in operation in Erie many of the newcomers bring credentials with them so that their credit may be immediately established.

### Slow Rating

The slow rating customers are the ones that are watched carefully by the bureau and the merchants. There are circumstances which may change a man from a good account to that of slow rating. The files of the bureau may show Mr. B. as a good account. Mr. B. decides to build a house, or to buy an automobile or a piano or some other commodity which runs into a good deal of money. Merchants who have Mr. B. on their books begin to notice that he is not meeting his payments as per agreement, that is, he is either slow in meeting the amounts or he is cutting down on the amount which he agreed to pay. The matter is looked into and the cause of the change is discovered. From the moment, this man is rated as "slow rating" and the same freedom in granting him unlimited credit is partially withdrawn. It is more than likely that the merchant will say to Mr. B. after taking all the circumstances into account, "If you will agree to pay me a certain amount the first of each month, you can have further credit; if not you will have to pay cash for anything more that you buy."

### How Does It Work

In conversation with F. S. Bond, one of the leading men's wear merchants in Erie, Men's Wear Review was informed that the bureau was a splendid thing for the merchants. "It is the best credit bureau in the United States," said Mr. Bond to the writer. "Our losses in credit charges are absolutely nil. The idea back of this bureau is that if a customer is good to pay and it is profitable for us to open an account for him we certainly want to do it. If we adhered strictly to the rules and regulations governing the bureau we would never lose a cent and any losses that are sustained by merchants are due to the elasticity granted by the individual merchants rather than to any faultiness in the system. "Dead beats," for instance, we have no loss whatever from these. We are listed with every merchant and we place the collection of many of the accounts in the hands of the manager of the bureau and he makes more than his salary on the percentage we give him for such collections."

The merchants of Erie work together for mutual benefit in a very cordial manner. One thing they did recently indicates this, a thing that would usually be done by a Board of Trade or Commerce. A very large building in Erie, capable of employing 8,000 men, has been closed and held by the government since the end of the war. During the war it was used for government purposes and with the signing of the armistice, there was no further use for it. Offers have been made to the government for it but no action was taken. In the meantime a valuable property capable of employing many men was idle. The merchants organized a deputation, went to the government about it and secured the release of the building. It will mean employment to a number of idle men in Erie.

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### HOLDS ONE SALE A YEAR

The department store of Sibley, Lindsay and Kerr, in Rochester, N. Y., has the reputation among American retailers of putting on one of the best January clearance sales in the United States. This refers to both size and profit. The secret of this success, according to one retailer who fathered many sales, is that no other sale is put on by the Sibley store during the rest of the year. People go to this one sale of the year because they know that regular merchandise is offered at reduced prices.

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The Calgary Dry Goods, Ltd., purchased the stock of the Brown Co., Ltd., of Calgary.

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Thirteen thousand dollars' worth of furs were stolen from the Fenster Fur Company of Montreal recently.

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Reports from many of the large centres of the west show that the warm weather has hurt business considerably.

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The Hudson Bay Company store at Saskatoon entertained the members of their staff to a dinner and dance on the evening of November 8th.

# Watching Details Prevents Losses

## Well-known Banker Says That Failure to Give Full Attention to Business Results in Loss of Profits and Ultimate Failure in Business—Merchant Does Well to Give All His Energies to One Line of Work—Outside Interests Kill Business

*The accompanying article is part of an address given at the second annual Progressive Business Congress held at Minneapolis, Minn., on September 5th and 6th by C. B. Mills, President of the Midland Bank. The banker gets a different angle, perhaps, on the retailer's problems than any other person. For that reason, the remarks of Mr. Mills are of special interest, and we think them well worth the careful attention of our readers.*

IN DEVELOPING this paper, I have taken into consideration what I believe to be the most important problems that the average independent retailer must face. If I seem to touch upon fundamentals, I hope you will not conclude that I am endeavoring to give any new points in merchandising but rather to give you the viewpoint of a banker who has by intimate contact with retailers for many years learned what to look out for and what to develop. In my experience with merchants in small towns (and the same conditions apply generally to larger towns), I have found retailers who have been outstanding successes in their businesses. They have developed from humble beginnings and by sheer persistence, ability, and concentration have made their establishments the pride of their communities.

### One Line of Work at a Time

Modern competition is so keen that one can hardly hope to build a successful business without devoting unlimited time and attention to it. One cannot scatter his time and capital in other enterprises, and hope to succeed in his chosen field, for no man, unless he be far above the average and have unlimited capital at his disposal, can do justice to more than one line of work at one time. In my experience I have seen successful merchants try to spread their time and capital on other interests and have seen them embarrass their own businesses by failure of outside interests. It is always sound policy for the cobbler to stick to his last and this is certainly as applicable to the merchandiser as it is to other business men. If one has devoted years to retailing, he should concentrate all of his time and capital to retailing, for it is hardly logical to presume that an expert merchandiser can quickly become an expert in other lines and hope to stand shoulder to shoulder with men who themselves are thoroughly trained in the businesses which the retailer hopes to enter as sidelines. The men who have made conspicuous successes are those who have had but one thought in mind: "How can I make my business more valuable to the people I serve?"

### Coercion is Practised

The man who does spread himself, however, does not usually do so or his own volition. He is coerced into an outside interest by some high-pressure salesman who is able to present his proposition so attractively that the merchant is made to feel that the enterprise is for civic betterment, and that with the aid of his talents and capital the enterprise will develop into an outstanding success both for the community and himself. The sad realization, however, usually comes too late. There is always an explanation why the enterprise did not succeed, but this hardly restores the lost capital to the merchant's business or the time of which it has been deprived. I could tell of many unfortunate cases where retail merchants have been progressing nicely until they became interested in a chain of elevators, a mining corporation, New York real estate, or Florida fruit orchards. If these merchants had invested their money in their own business or in good real estate in their home town, they would have continued to progress and to-day very likely would be conspicuous successes in their home towns. There are many sad cases where the entire assets of merchants have been lost in the attempt to carry greater loads than their capital or brains would permit.

### Watch the Basket

It has been said, "Don't put all your eggs in one basket." This applies pointedly to the investor, but for the retail merchant it is far better to "put all of his eggs into one basket and then watch that basket." The average small town merchant has strong competition from outside sources, and it behooves him to concentrate absolutely on his business or he is likely to die painfully in the face of more forceful merchandising about him. Mail order merchandising is legitimate, and so is that of the chain-store. The local merchant can successfully meet this competition (as all of you are apparently doing) if he will take the time and trouble to analyze the situation and apply the remedy. People are by nature locality-loyal, and if the merchant keeps his establishment attractive, watches his turnover, jealously guards his credits and remains always on the alert, he need not give much concern to imaginary terrors of outside competition. But he must devote all of his time and capital to his business, for his outside competitors never relax; they know that sustained effort alone can bring the coveted prize.

### Efficient Management

To my mind, an important thing for the small retailer to consider is efficient management. Business at present is of such a character that if the retailer does not carefully watch every detail, he is likely to find himself running into a loss rather than a profit. To many merchants, merchandising is nothing more than keeping a store, and usually the store is hardly a success in even keeping the merchants. To some, it is just stocking and selling. Modern merchandising methods of increasing turnover and reducing expense by pushing stale stock do not appeal to them. These matters are looked upon as theoretical and therefore not to be taken seriously. But the art of merchandising, of successful store management, has made such rapid strides during the past few years with the development of the chain store, the mail-order house, and co-operative agencies, that if the small retailer does not follow merchandising progress, he is liable to become a helpless spectator as newer stores with newer ideas adopt his customers.

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### A 1923 OUTLOOK

A Toronto retail buyer brings this reassuring news from New York: "All of the shops on Fifth Ave., on Broadway and on the cross-streets are busy. The heads of department stores tell me that trade began to pick up about November 1 and is increasing every day. I take this as a very good indication for next spring. What New York does now the cities on this side will do within the next six months. The big depression down there came in 1920; most of us did not feel it to any extent until 1921.

"The same holds true for good as well as for bad times. Watch for big business here all next year."

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Two truckloads of wool weighing 6,200 pounds were seized on the New Brunswick border recently. In an effort to evade the new tariff measure the men were trying to smuggle it into Aroostock county from New Brunswick.

# Phenomenal Demand for Velvets

## Montreal Reports That Chiffon Velvets Have Sold Freely as High as $6.00 a Yard and Upwards—Retail Trade Picking up Stylish Fabrics Quickly—Satin Cantons Create Great Interest—Printed Silks Being Shown

VELVETS have surpassed all expectations in point of sales volume this Fall, according to a Montreal wholesale buyer whose range was larger than ever shown before. Discussing the outlook with a staff member of Dry Goods Review, this representative remarked that his warehouse had been piled high with velvets of all sorts a month or so back and he had misgivings that half of it would ever be sold. At the present time, however, there is scarcely a yard of chiffon velvet left in stock and orders are being filled with velveteens as a temporary makeshift, so sudden and widespread has been the demand. Retail buyers, he said, have returned to the old ways of ordering, and no longer haggle over a dollar here and there but call for the goods which lead in fashion, irrespective of price. In this connection chiffon velvets have sold just as freely in the qualities priced from $6 upwards wholesale as have the velveteens around $2 35. The point which should be borne in mind by retail buyers in connection with velvets is that the current shortage will prove to be a blessing in disguise since there can be no possibility of retailers carrying over stock at the end of this season, with a consequent tendency to lower prices and cheapen the demand.

Black velvets have led in favor as was expected, but a good quantity of the bright shades has been sold as well, chiefly for trimming and millinery purposes. Delicate pastel colors have been in strong demand for creating evening gowns and wraps of the ultra smart type. Many lovely velvet brocades on chiffon grounds are still being shown for mid-winter selling although these are not particularly cheap, and the very new crushed velvets, called by some buyers "wrung" effects, are proving popular with those who insist upon novelties irrespective of cost.

### Satin Finished Cantons Preferred

Outside of velvets, Montreal buyers say the greatest interest is shown in satin cantons which have a particularly rich sheen. Regular cantons are keeping up in demand and one wholesaler whose opinion is always to be relied on, states to Dry Goods Review that good qualities will run for a year yet before fashion definitely decides to substitute something else in their favor. The smarter New York shops, however, are beginning to feature satin finished cantons in preference to the dull weaves and it is said that a gradually increasing call is being registered for satin, pure and simple, for all types of gowns for immediate wear. The makers of ready-to-wear dresses, however, are still using large quantities of regulation canton crepes so that this weave is assured of popularity for the time specified by the Montreal buyer quoted above.

In the same category of crepe weaves, is to be included crepe de chines, which are receiving greater attention than ever from retail buyers, particularly in 10 to 14 mummie weights. Cheap qualities are not wanted at all. Silk and wool crepes in a full range of colors are another much wanted line which should prove a good seller right through the Winter. This fabric is especially suited for the making of dresses for little girls and should be featured by retailers with more prominence.

### Novelty Silks Defined

Of course the most wanted silk novelties of the season are the new forms of charmeuse known variously as "cloky" and "matelassè." Both of these novelties are being bought up in large quantities in the three staple shades of black, navy and nigger brown, called seal brown by some makers. These fabrics must, however, be carefully differentiated owing to the confusion which prevails about them, and the following definitions may prove helpful to those who are not certain which is which:

Crushed or stitched satin, sometimes called quilted satin, is termed "matelassè" by the French firm which first introduced it, whereas those silks with a blistered or crushed surface resembling leather effects were christened "cloky" by their originator, Rodier of Paris. A Montreal wholesaler has brought out an interesting line of these novelties in the usual staple shades, heavily embroidered in floral patterns to give the wanted puffy finish, both on silk and crepe grounds. These are produced in Montreal and are consequently priced much lower than the imported goods which they equal in richness of appearance.

### Printed Silks Not Popular Yet

Paris and New York have set their seal of approval upon printed silks for dresses, but according to Montreal wholesalers, these silks are not wanted in Canada for some reason. Whether it is due to the fact that Canadian women have been educated to demand plain surface silks for formal wear, leaving printed designs for sports and cotton fabrics, is not explained, but the fact remains that a large shipment of the very latest printed crepe de chines and georgettes has been completely ignored by Canadian buyers who consider these materials too extreme for trade. Notwithstanding this attitude a leading buyer has just returned from Paris with a full range of most unusual printed silks as well as certain other novelties quite unlike anything seen before. One such was a sheer georgette overlaid with a large and cobweb like check of chenille, developed in such shades as grey over navy, lipstick red on cream or black on grey, etc. Another georgette was elaborated with large chenille flowers resembling hand embroidery in delicacy of treatment in the same color combinations as the above. A heavier quality georgette in a blending of two tones of yellow combined in a pattern resembling oblong bricks laid one upon another, was picked out in white flecks of "flocking" resembling tiny white seeds. Some unusual and rather futuristic patterns of white and black on crepe de chine were also included in this range of French samples which are due to be delivered in Montreal in the course of the next few months for Spring selling. It is to be hoped that retailers will give georgettes and printed crepe de chines some attention for the coming season, particularly in the more novel oriental designs, which are extremely decorative and are definitely sponsored by the leading style centres.

### Metallic Fabrics are Gorgeous

Metallic effects are at the height of their popularity this month and in many cases the most wanted kinds are completely sold out already. There is a particularly beautiful quality of "satin metal" now in stock with a supple texture, not as stiff and difficult to drape as the grades first received. This is priced wholesale as low as $4.95 a yard and is stocked in all the wanted colors shot through with gold or silver. It is even possible to obtain a "satin metal" in a cloky weave which is altogether magnificent in appearance. These are entirely of French manufacture.

Silk duvetyn has been selling in enormous quantities, so that stocks on hand are practically sold out in most colors, particularly in the new blues.

A limited quantity of shot and plain pastel colored taffetas are selling for

(Continued on page 40)

# The Smuggler and His Methods

## Number of Firms Using Smuggled Silks and Woollens on the Increase—New York the Head and Buffalo the Distributing Point —Laxity by Government in Securing Convictions and in Taking Too Lenient a View of the Evil—Now Use Aeroplanes

COMPLAINTS about the laxity with which the smuggling situation is being handled, continue to be heard. Manufacturers, importers, retailers, dealers of every type who are trying to do business in an honest way, are up in arms against the amount of trafficking which is being done, not now and then but every day, right under the eyes of the government. Those who are interested in fabric lines, particularly silks, are the most insistent, and the number of individuals and firms using silk either in the thread, in broadsilks or in a score of manufactured lines, is surprisingly great.

To such people it might be interesting to hear something of the difficulties which attend those whose duty it is to put a stop to the evil.

"The desire to smuggle lies dormant in almost every man and in every woman," says an authority on the question. This seems a rather broad assertion, but when the prevalence of the traffic is considered, the fact that the evil is spread from coast to coast and that contraband merchandise is coming into this country every day in quantities varying from a few cents to thousands of dollars, there seems a real germ of truth in the statement.

"All smugglers will make false statements," says our informant. This means not only the man who does business in a large way but those people who bring goods over for their own private needs. It makes it doubly difficult for the officials, who must be courteous and controlled under the most trying circumstances. They are not in the position of the judge on the bench who gets the oath of the man or woman under suspicion; the only help the customs officers receive is from their own wits and ingenuity assisted occasionally by circumstances.

### New York the Head

The source of most of the silk smuggling now being done by gangs is undoubtedly New York. It is obtained sometimes from manufacturers in that city who may or may not be in league with the runners, it is more often stolen from manufacturers and it is occasionally the result of train robberies. Buffalo is the chief distributing station, which means that a great deal of it comes to Toronto, Hamilton, St. Catharines, Brantford and all of the cities of Central Ontario.

Goods distributed by the port of Montreal are very difficult to detect because of the wide stretch of river. It is believed that there is less coming through at Windsor than formerly, because of the exceeding vigilance there and that Vancouver traffic is not now so alarming.

There is less of private smuggling than formerly and Canadian manufacturers are mostly responsible for this. During the period of high rate of exchange on Canadian money, the public were forced to look for merchandise at home and the makers did not disappoint them. They proved that in hundreds of instances a better grade can be obtained right in their own towns and at a lower price than in American cities.

### Various Methods

The dealer smuggler who is afraid to defy the law altogether, uses the plan of misrepresentation most of all. He invoices cottons as silks and because of the immense quantities going through the ports every day, it is almost impossible to search the entire contents of every package. Short yardage is another effective way. It would take ten times the staff allowed by the government for this work, to measure every piece that goes through the customs.

A dealer who is once detected or even suspected is of course put on the list of "probables" immediately. He is likely to have a raid made on his establishment at any time. The difficulty here is that he destroys his records. Either the tag which must be on every article passed at the border and which bears a number appearing on the invoice, is destroyed or the invoice itself is "mislaid."

A few ingenious individuals use the wardrobe trunk method. Manufactured silks, usually gowns, are placed neatly on hangers in these trunks and brought to hotels. Here they are sold from rooms. Thousands of dollars' worth are disposed of in this way.

Undervaluation is the most common method. It is very difficult to get at because men who understand values will not remain with the government long. The large importing houses will pay two or three times the salary for a good valuator. To the government he is worth just so much and no more. The change in silk prices from week to week and from day to day makes it almost impossible at times to give them their New York value at a particular time. Then the fact that some New York manufacturers are in with these gangs, offers another problem. A case came to light the other day where the manufacturer's invoice showed the same price as that which the distributor in an Ontario town was asking for the goods when laid down. Was the manufacturer working for the love of it or was the smuggler trying to give our Canadian people something for nothing?

### The Bold Ones

There is the class of smuggler who intends to pay nothing at all on his merchandise. He plies across the lakes and rivers in a motor-launch or circles around in a car. At the present time the customs officials are not supplied with motor-cycles or conveyances which can beat out the silk-runner; and they would have to be dotted along the border waterways like flies to catch them all. Smugglers count on getting only two out of every three loads across. If they do this they make a substantial profit. If they do not they are "out of luck."

In the United States, the third offence for smuggling is punishable with imprisonment, in Canada only a heavy fine may be imposed no matter how often the offender has been caught before.

The aeroplane may in the future lead to new difficulties. The first case of silk smuggling by air in Canada was caught the other day. If this method continues, doubtless the customs branch will devise some scheme but how it will be possible to be on the ground when the aviator lands in some ten-acre field miles from nowhere, is a problem in itself.

### Canada Has Gains Too

Many of those people who are worrying over the smuggling situation, forget that the United States suffers as well. Border merchants especially and many manufacturers know that while Canadians, women especially, buy many things across the border, Americans get more expensive merchandise here..

Our people buy boots and shoes, silk and cotton goods and small dress accessories in the United States; Americans obtain furs and the very best woollen lines in Canada. It therefore takes several trips on the part of our women to make up for even one of those from across the line. This situation of course applies to smuggling on the part of the private individual rather than for merchandising purposes, in which Canada assuredly gets the worst of it.

### How Everyone Can Help

There is no reason why the man carrying on business in a legitimate way should suffer. There are merchants in some of our towns to-day who are enduring great losses because their competitors across the street are either smugglers, or more often, the receivers of smuggled goods. Some of our larg-

(Continued in General Section)

# Growth of Cotton Textile Industry

## Government Report of 1920 Shows Increase in Production of $10,000,000 and in Capital Invested of About $18,000,000—Quebec Shows Big Gain While Ontario Drops Behind—Increase in Advertising Appropriation

CANADA'S cotton textile industry increased considerably during the fiscal year 1920, according to the information contained in the report for that year, just issued by the Dominion Bureau of Statistics.

While in 1919 there were only 27 plants, there were 31 in 1920. The total production had increased from $82,642,949 in 1919 to $92,490,002 in 1920. The total capital invested in the industry in 1920 was $76,413,703, compared with $58,732,941 the previous year. The greatest advance in this regard, was made in the Province of Quebec which, with 13 plants, showed a capital investment of $51,898,032, as against 12 plants and an investment of $37,962,311 in 1919. Ontario's standing in this respect was 13 plants with a total investment of $16,640,505 in 1920 as compared with 11 plants and an investment of $13,632,846 in 1919.

### Grey Yarn Production

The production of grey yarn increased from 15,935,701 pounds valued at $10,666,509, in 1919 to 20,178,620 pounds valued at $14,596,474 in 1920. There was a decrease, however, in the output of bleached or white cotton fabrics. The production in this department in 1920 was 55,787,396 square yards valued at $17,068,931, as against 62,908,633 square yards valued at $19,311,276, the previous year. A falling off in production also occurred in respect to unbleached or grey cotton fabrics. The output in 1920 was 106,292,070 square yards, valued at $27,214,171, compared with 110,161,384 square yards valued at $21,256,895 in 1919. The production of printed, dyed or colored cotton fabrics was slightly less than that of 1919, which was 52,917,429 square yards. In all other departments, however, there were increases in output.

The value of all products in the Province of Quebec in 1920 was $63,400,616, compared with $57,530,438, the previous year, while Ontario's standing was $19,020,101 in 1909, as against $15,652,256 in 1919. Nova Scotia and New Brunswick had a total output of $10,069.285, as compared with $9,460,255 in 1919.

### Materials Used

Materials used in the cotton textile industry throughout Canada in 1920 cost $53,402,723, compared with $43,816,517 the previous year. The biggest item was raw cotton of which 90,233,395 pounds costing $38,824.168 was used. In the year previous 85,903,961 pounds costing $31 337,382 were used. A considerable increase is noted in the quantity of chemicals and dyestuffs employed, the total for 1920 being 12,113,592 pounds, as against 7,798,991 pounds in 1919. The quantity of cotton yarns used jumped from 1,135,717 pounds in 1919 to 2,233,985 pounds in 1920. The amount of dyed bleached or otherwise treated cotton used in 1920 was 8,343,465 pounds, compared with 7,237,834 pounds in 1919.

### Advertising

The amount of money spent in advertising in 1920 was $37,217, compared with $18,864 the previous year, while travelling expenses totalled $37,170, as against $134,713 in 1919. Repairs to building and machinery cost $1,946,901, as against $2,784,328 in 1919. The total value of the fuel used in the industry during the year was $1,276,117, as against $1,058,960 in 1919.

### Imports

Of the total value of imports of materials for manufacturing purposes, amounting to $106,775,034, the cost of imported raw materials was $41,320,206; that in partly manufactured condition, $11,965,539, and that of manufactured articles, $53,489,289.

The following quantities of goods, the produce of Canada, were exported during 1920: cotton waste, 3,339,000 pounds; cotton duck, 688,549 yards; cotton fabrics n. o. p. 6,623,667 yards.

### *A WRONG IMPRESSION*

*A wrong impression may have been created in an editorial in Dry Goods Review of October under the caption, "Smuggling." It was stated that very little had been accomplished in checking this evil in the border towns and cities in spite of the fact that appeals had been made to the government and the Retail Merchants' Association. It was not intended to convey the impression that the appeals to the R.M.A. had been in vain, that is, that the R.M.A. had taken no action to do all in their power to curtail this evil. As a matter of fact the R.M.A. have been untiring in their efforts in this matter and recent events at the border indicate that their agitation is beginning to bear fruit.*

# Name Important in Getting Sales

## Method Used by Buffalo Firm in Selling More Fabrics

In these days when women change the materials with which their clothes are made almost as often as does the famed chameleon, fabric departments have their own troubles. Buyers say it is almost impossible to judge how piece-goods will go. Customers now-a-days want cloths which have been turned out in a given season just as they do hats. They require new names for fabrics every season. Take for example the crepes; those manufacturers who have promoted crepes this Fall with an entirely new range of names have had a very successful season.

The problem therefore is to know how long a line may be kept in stock without risk. The Wm. E. Hengerer Company of Buffalo believe that nothing should be held after its third season. This system they use in checking goods as to time carried is as follows; the year is divided into two seasons, from January to June and from July to December. Each season is denoted by a letter and a different pair of letters are used each year. This letter is marked on the end of every bolt to denote the season when it was received. If a piece is still in stock at the end of the third season or eighteen months later, it is cleared. This rule is unvarying no matter what the loss. Edward Spiesz, the manager, says that it means knowing exactly how much his stock is worth all the time. Moreover, this method has built up a reputation for the Hengerer fabric department which has spread to other cities. People know that in this store they can always get the latest fabric and that nothing old is carried.

### End of the Month Sales

The fabrics to be disposed of are sold in the 'End of the Month' sales which are held in every department. In fact most stores in Buffalo use these sales and believe that they are one of the best methods of settling the bargain question. They mean the taking of two or three days at a time instead of one every week. This lessens advertising costs to some extent and causes less confusion. So successful are these considered by the fabric department of the Hengerer Company that they intend to run their January clearance sales this year in much the same way as their monthly sales.

### PHENOMENAL DEMAND FOR VELVETS

(Continued from page 38)

evening wear, but the predominating demand is for chiffon velvets, metallic fabrics and satin finished materials. A considerable amount of business is being done in the knitted silks, but these are likely to be better a few months hence for Spring selling.

# Xmas Ideas That are Working



EACH year more merchants are learning that the greeting card business must be handled better. This means not only displaying more carefully but displaying earlier. Buffalo stores had their lines out during the first week of November and some even earlier. Almost all of them used the simple method of pasting cards under the glass tops of their counters. This seems even better than the sample book plan because all cards are in plain view at once. No matter what the scheme devised by each store in selling cards this year, all are of the opinion that they must not be left in conglomerate piles on counters for the confusion of the customers and the actual loss to the store.

DON'T leave your perfumes and beauty lines to sell themselves back in the drug department this year. Give them a table near an entrance.

HAVE you a circulating library? One Toronto store with a thousand subscribers got over three hundred of them last Christmas by making special year and half-yearly rates when subscriptions were given as gifts.

THE T. Eaton Company, Toronto, are selling their beaded and sequinned tunics on the main floor in the lace and embroidery section. There seems to be considerable interest centred about these all the time; the tunics help sales in metallic laces and the laces act as a tonic to the tunics.

THE STORE of E. W. Edwards and Son, Buffalo, has added recently a circulating library. This is placed in a section separated from the rest of the second floor by an attractive alcove. The section contains the following lines as well: needlework and knitting, basketry, boudoir lamps and lamp shades, greeting cards and note paper. Those in charge believe that each of these helps the other. The woman who comes for instruction in any of the first five branches mentioned, has also a certain interest in reading and those who read a great deal like also to write. Hence the sale of the last two lines.

CHRISTMAS is the question-asking season of the year. The Adam, Meldrum and Anderson Company find that large signs over every section stating in plain letters the name of the department, help considerably. Every moment saved a salesclerk at this time, means better service and as a result, more sales.

EVERY store in Canada, no matter how unpretentious its method of doing business, needs some Christmas attraction. A chorister singing Christmas carols, a fire-place near an entrance, even a phonograph which can inspire some degree of cheer, will do. People like to be made feel sentimental at Christmas time.

NO STORE which is making a feature of gifts this year should be without a display stand or centre table for bridge prizes. These are said by one department head to be best in or near the book and stationery department. One store which placed a table marked "Bridge Novelties" in the main aisle near the front door reported a splendid sale the first week.

"START your toy windows right now if you have not done so even earlier," is the advice of the display man in the Robert Simpson Company, Toronto. Another retailer is using his corner window for alternate displays of gifts and toys from now until Christmas. The best displays should be kept until the very end, when people have become so accustomed to these lines that they will not notice them unless particularly attracted. Plan your Christmas week windows now.

HOW ARE you showing your dolls this year? Try taking them out of their boxes. Several stores are not allowing a single cardboard box to be displayed this season. They not only spoil the display but they actually hurt sales, our representative was told. Moreover, ninety per cent. of customers want them taken out for examination before they will buy. If you do not want to unbox them all, at least do so with the samples and leave the others out of sight.

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# Trade Balance Favors Canada

**Exports to Switzerland Exceed Imports; Wheat Exports Exceed Those of U.S.**

Canada is rapidly developing into a main supplier of foodstuffs to the Swiss Republic, with the result that the balance of the Swiss-Canadian trade is now in favor of Canada. While Switzerland exported to Canada, during 1921, goods for a value of 8,700,000 dollars, Canada exported to Switzerland, wheat, oats, sugar, chilled meats, canned fish, livestock and mica for a value of about 8,800,000 dollars.

If consideration is given to the fact, now officially acknowledged, that the greater part of the wheat, with a value of 38 million dollars, shipped during 1921 from the United States to Switzerland, is really of Canadian origin, Canada will hold sixth rank as import country into Switzerland, after the United States, Germany, France, Italy and England. According to official statistics it holds, however, the fourteenth place, because those heavy shipments of Canadian grain still remain credited to the United States.

In this connection it is interesting to note that during the first six months 1922 Canada exported more wheat to Switzerland than the United States, while the latter had been its main wheat supplier since the war. During the first half year 1922 the total Canadian exportation to Switzerland amounted to about 4,500,000 dollars, namely, wheat for $3,700,000 and oats for $500,000, sugar for $300,000, livestock for $100,000, also canned fish, mica, asbestos, etc.

Switzerland exported to Canada during the same six months, goods for a value of 4 million dollars, mainly silk goods, cotton fabrics, embroideries, laces, voiles, curtains, gloves and other textiles; furthermore, chocolate, cheese, straw goods, watches and watch movements, surgical and mathematical instruments, chemical products, aniline colors, electric bulbs, etc.

According to present indications it would appear certain that the trade balance of the commercial exchange between the two countries will again be in favor of Canada this year.

# *Your Customers Want the Best in*

*Homespuns, Flannels, Crepe Marocain,*
*Poiret Twills, Tricotines, Burberry and*
*Polo Coating, Velvets, Cotton Linings.*

We carry the stock, order early and often

Obviously it's to your advantage to sell them
Fabrics not surpassed in Canada

SAMPLES ON REQUEST

# Dress Fabrics Limited

***Specialists***

Montreal Toronto Winnipeg




On Yellow Boards Only.

## Fashions may Come and Fashions may Go but Silk Fabrics will Sell Forever

Canton Crepe, Crepes, Georgette, Crepe de Chine, Ninons, Liberty Satins, Foulards, Chiffons and Printed Novelties on Georgette and Ninons, Silk Dress Nets.

It behooves the wise merchant to complete his stocks of those materials that will be required for smart evening and afternoon frocks. Do not wait until the season progresses to place your order.

*Order now to ensure having the goods when the demand arises.*

Les Successeurs de

## ALBERT GODDE, BEDIN & CIE.

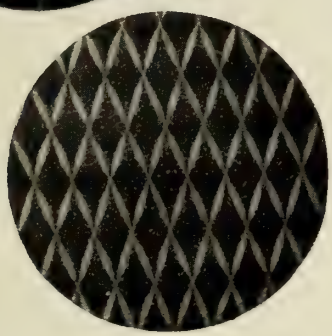
**Paris, Tarare, Lyons, London, New York**

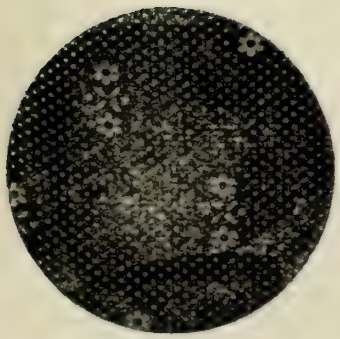
**Empire Building: 64 Wellington Street West, TORONTO.**

**Telephone: Adelaide 3062** **E. Desnoux, Representative**

EASTERN CANADA AGENTS: G. B. Wynness, 113 Metcalfe, Montreal.
WESTERN CANADA AGENTS: Edwin J. Kirkbright, 205 Bower Bldg., Vancouver, B.C.







# Señorita Voiles

FEW fabrics are so much in demand, for hot weather frocks, as Voiles. No printed voiles are more in demand with dress manufacturers than Senoritas.

Their exquisite designs—similar in idea to those on smart silk crepes—are so well printed, that it is difficult to distinguish the right from the wrong side—a matter of much interest in this day of flying panels and long tie belts!

Women selecting materials for their own dresses are always influenced by the fabrics used in ready-made frocks. This means a definite demand for Senorita Voiles!

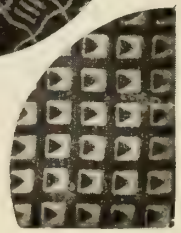


*"Sell and Repent"*
Reg. U. S. Pat. Off.

FRED BUTTERFIELD & CO., *Inc.*,
361-363 Broadway,
New York City
*Established 1838*







# Variety Features Paris Headwear

## Everything is Fashionable so Far as Shape is Concerned—Velvet in Black, Gold and Silver Cloth—Plain Felt Turned Into Supple Bonnets—Ribbons and Rich Feathers for Trimmings—Trimmings Scarce on Children's Hats

Paris, October, 1922

Dear Mr. Editor,

It is a rather difficult job to give precise information on the present Millinery, for, as a matter of fact, everything is fashionable, at least as far as shape is concerned. Of course, at this time of the year, one does not expect to see straw or satin hats, although I have seen one net shape covered with feather sprigs. Yet, one sees mostly velvet, in black, gold and silver cloth, hats entirely made of down, and plenty of felt hats. The latter had not been quite so fashionable during the last one or two seasons. Melusine had some adepts, on account of suppleness, and bright silk shapes, quite stiff, were favoured by some. This year, these do not seem to have so much vogue, while, on the other hand, plain felt is being turned out into such supple bonnets, with rolled up and cut brims, that they are in great demand for all travelling and shopping purposes.

These are generally made in light colors, silver grey, beige, white, and all shades of brown, to match the coat. Velvet, on the other hand, is exclusively black, and only brightened up by colored bows, or feathers, as we shall see presently. For very dressy purposes, the large capeline is still favoured, although in quite a few instances, irregular brims, partly turned up, are preferred for a change.

For everyday wear, a medium size shape is generally chosen, and the brim is often turned up in front, and trimmed with a fancy hatpin.

Travelling bonnets are very small, fully covering the hair, and not much trimmed.

### Ribbons for Trimmings

Ribbons are the most important item of trimmings this season, whatever their width be. When very broad they are made into sashes, of elaborate bows (velvet being mostly used for the latter purpose); narrower, they are gathered into flowers, motifs, or simply tied around the crown. For this purpose, you come across ribbon ¼ of an inch wide up to 2 inches. Silver and steel lame material are particularly favoured this season, in ribbon, and also in sashes. Gold lame makes very dressy hats, and theatre headdresses.

### Rich Feathers Used

The usual rich feathers always come in here. Crosse, Bird of Paradise, Ostrich feathers in fringes, etc., are favoured, and are mostly seen dyed black. It seems that the fashion for gaudy colors in feathers has gone out, for the present. Cock feathers and down are made up into plain toquets and require no trimmings. However, there are quite a few instances where flowers are made out of down. Notice that it is no longer fashionable to have glycerined feathers, as last year. They are used in their natural state, and sometimes dyed in staple colors, grey, black or purple.



*Illustrations referred to in the accompanying article from our Paris correspondent.*

### Fur Hats

Fur hats, of course, at this time of the year are in demand. Most of them are made of black electric coney, mole or beaver coney, Moleskins, sometimes hudson or kolinsky, if to match a coat. As trimmings, I might mention badger hair made into fringes, to replace Monkey, less in demand, at least for that purpose. Badger is extremely pretty, very light, and becoming.

For children, we use mostly crepe de chine gathered on small shapes, closely covering the hair, and with turned up front brim. Not much trimmings are to be seen, except cocards of narrow ribbon continued into bridles, or a band of fancy fur, or swan down.

From the enclosed sketches, you will be able to gather what is in demand here just now:

1.—Shows you a regular turban, made of gold lame cloth, with a sprig of cross, to be worn at a dinner, or for the theatre. There is nothing much in it, but it must be a perfect draping.

II.—Is a specimen of the marquis hat, favoured by some ladies, but rather difficult to wear, unless one has a particularly soft complexion. This one may either be made of melusine felt, or black velvet. It does not require much trimming, and the cocard made of silver cord is quite sufficient.

III.—Is the regular velvet capeline, trimmed with one of the huge bows mentioned above. Such bows are often made of bright colored velvet, or at any rate, stiff material must be used to preserve the appearance.

The above hats are mostly suitable for ladies.

IV.—Will suit a young lady in her middle teens: it is also devised in velvet and trimmed with a broad sash, widely draped in front and gathered quite narrowly behind. The effect is very pretty, especially in silver lame cloth.

V.—Is an instance of fur or very supple hat, with turned up brim and trimmed with a fancy hatpin. These, as I said above, are very much in demand, not because they are useful, for they are hardly ever supposed to keep

(Continued on page 49)

# Color Essential With Fur Coats

## Bright Colors Shown in Montreal Workshops—Velvets and Duvetyns Selling for December—Bright Colors Predicted for Spring Season—Advance in Price on Velvet—Felt Sports Hat Takes Well in Montreal

BRIGHT colors in such shades as China blue, sage green as well as more subdued cocoa and chestnut browns and caramel tones are predominating in the Winter season showings of exclusive millinery shown in Montreal wholesale show rooms this month Black hats are by no means absent but are confined mostly to the larger picture shapes for formal wear, the colored models being chiefly designed to accompany fur coats of Hudson seal, Persian lamb and other dark peltries. "Color is absolutely essential to the woman wearing a dark fur coat," remarked a designer of millinery novelty hats to Dry Goods Review in discussing the trend of styles, "and we recommend that smaller shapes with a short back brim, developed in a soft green, a dull blue or a neutral brown be worn with all fur coats having the usual high collar effect. The reason for this is perfectly clear. If women wear an all black hat with their fur coat, the effect is altogether too sombre and they find it necessary to wear a brightly colored neck scarf to brighten their appearance. This winter, there will be a tendency to wear the color most harmonious to the eyes and hair with fur wraps in the daytime and the poke shape has been designed to meet the need for a model which imparts a good line in the back."

The materials most in evidence at the winter exhibitions in Montreal are velvets, duvetyns, and a certain percentage of satins which will be increased for December selling. Velvets have been so extensively employed that there is a scarcity in all wholesale reserves, particularly in the brown shades which have been sold out, even in the retail stores as well. Evidently the various brown tones have proved universally becoming this Autumn, and millinery designers were not prepared to meet the rush of demand lately experienced.

The disposition to wear snugly fitted shapes has led to the featuring of quantities of self trimmings such as choux of velvet in fan shaped or rosette effects. This trimming is found in various positions upon hats this Fall, sometimes right across the front, again posed at the right side with a dashing outward tilt, or even at the extreme back where it rises sharply from the abbreviated brim. Not all hats of velvet are made with plain surface effects this season, and designers have endeavoured to relieve the severity of pile fabrics by shirrings or fine tuckings which may or may not be carried out in regular rows. What is called "crazy tucks" is the new mode employed upon one brim, consisting simply of fine tucks running in all directions like the pieces in a crazy quilt.

### Dress Hats Feature Use of Lace

So much impetus has been given to lace within the past year or two that it is not surprising that it should be now considered as quite a factor in Winter millinery. This Fall laces are much stressed for dress hats and black lace trimmed velvet and panne hats have been ordered largely by the retail trade. Laces draped on brims and under the chin are very smart, but the most popular way of using lace seems to be in fluffing it over brims and around crowns or allowing it to hang in a bow or an end at one side.

Touches of metal lace brighten up smart little hats of various colors and are usually further elaborated by the use of French flowers. A little later on wholesale designers will have ready their collections of metallic and lace dance hats which will be one of the outstanding features of the mid-Winter millinery season. Fur seems to promise a greater vogue than ever as a trimming but is not employed in large amounts at a time. Tails are leading in popularity as a trimming on snug little draped turbans as well as about the crowns of the larger shapes. Kolinsky, squirrel and ermine tails are all wanted and these are used in a variety of charming ways, both sparingly and in considerable quantity. Monkey fur in the new marten shade is much used in connection with brown hats and is succesfully combined with lace in the same color. Slipper satin hats trimmed with fur tails will be exceedingly popular for dress wear in the course of the month of December.

Handsome brocades in metal,—fabrics that make the best drapes by reason of the fact that they are so heavy with metal, are used for many small draped hats with tiny brims. They are being shown in the most brilliant of colors and especially favoured seems to be the brilliant French blue with silver. This combination is seen in large allover designs that are so close in pattern that they can be used for the smallest hats. Still further accentuating the glittering effect in millinery, designers are talking of introducing black satin turbans trimmed with an allover studding of rhinestones. This new trimming is also to be used on the edges of hats, so as to outline the brim of smaller shapes, especially across the front.

### Hair Cloth for Early Spring

Anticipating next season's millinery styles, a leading Montreal designer informed Dry Goods Review that hair cloth will be the material "par excellence," utilized in creating early Spring models. That bright colors are almost certain to be the dominating feature of next Spring's millinery was another assertion made. Sports hats of gay printed satins and novelty straw cloths are likewise predicted.

Incidentallly, several wholesale millinery houses are pointing out that prices on most materials, particularly silks and velvets, are advancing, a 10 per cent. increase being recorded in all velvets already. Silk materials of all sorts will cost more next Spring than this season and it is likely that prices on finished models will have to be advanced correspondingly. At the same time, the wholesale houses report a decided disposition on the part of the retail buyers towards better merchandise, and say that the question of price no longer comes up with its old time insistence. Quality and style in dress hats are now demanded by well dressed women and it is evident that those who cut their dress expenditure down to a minimum during the last year or two are now gradually coming back to their old time way of purchasing.

Montreal women are adopting the felt sports hat with enthusiasm and practically every millinery window shows a large and varied assortment of felt and velours shapes in a range of tans, browns and other allied hues, varied by fur trimmed styles, which are a little dressier.

### Painted Wooden Beads Are New

Among the newest trimmings for tailored and informal hats are the quaint three sided wooden beads, painted in vivid colors, usually in the primary shades of green, blue and red, varied by yellow, purple and orange. These are strung on single strands or made up into cabochons with dangling ends, and are delightful elaborations for tailored models designed for morning or informal use.

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The Board of Directors of the Apex Knitting Company, Limited, who recently took over the Waterhouse concern of Ingersoll were welcomed by town council at a special meeting.

# Furs as Suitable Christmas Gifts

## Specialized Service Will Bring Many Inquirers and Customers—Is One of the Season's Most Popular Gifts—Window Displays Will Attract Unusual Attention to Furs at This Season of the Year

FURS considered in the light of Christmas gifts are full of possibilities in the way of profitable business during the next two months, provided suitable measures are taken to go after sales. In considering how best to plan the pre-Christmas selling campaign the retailer will do well to consider four cogent reasons why furs should be included among the list of highly desirable and appropriate Christmas presents.

First of all, furs combine usefulness and luxury as no other gifts of wearing apparel can do, thus satisfying two needs demanded by every purchaser.

Second, Christmas comes at the early part of the Winter when the gift of a fur coat or wrap is especially welcomed.

Third, according to a number of leading Canadian furriers, children's furs always sell best at Christmas time and are a never failing source of interest to parents and relatives of children.

Fourth, furs in some form or another are the most favored gifts from husband to wife at Christmas time, and this without any undue inducement from publicity matter sent out by stores.

These are the reasons attributed by successful furriers to account for the unusually good business which they do during the month of December, business by the way, which is carefully encouraged by means of special sales methods. The latter, according to a Montreal retailer, are well worth while cultivating, for the business done in the weeks prior to Christmas is more profitable than almost any other season of the entire year. A number of ideas in this connection were suggested to Dry Goods Review by this executive who vouched for the practicability of each one as tested by actual experience.

### Play Up Furs As Gifts This Year

"By beginning at once, there is ample opportunity for the retail furrier in every city or town to bring to the attention of his clientele the suitability of furs for Christmas gifts," he explained. "The fur department or fur store wishing to develop Christmas business has several factors to consider, including those of display, advertising and specialized salesmanship, the last named being especially important. Ordinary selling methods must go by the board when the hurry and excitement of Christmas shopping begins and the sales clerk must use far more skill and knowledge than she is ordinarily called upon to display. Christmas salesmanship implies a good deal of suggestion and should be begun as early in the Fall as customers begin to visit the store in connection with other business, such as repairs, storage, etc. A properly worded suggestion to this type of customer, whether men or women, cannot fail to produce some results if skilfully introduced and practical in character. It would be fatal, for instance, to make so casual remark as this, 'Would you like to look at some furs that make beautiful Christmas presents?' because such a suggestion is too general and does not suggest a mental picture to the prospective customer but rather seems another way to force a sale on him.

"In the case of a man who visits a fur store to have some repairs done to a fur coat, for instance, the salesman or woman might very well awaken the requisite interest by remarking that a fresh supply of silver fox scarves or other fine pelts have just arrived and will be in great demand for Christmas gifts for women who appreciate the smartest in fur neckpieces. The same type of suggestion is recommended to women in connection with children's furs which are so widely sold in the form of little coats, bonnets, carriage rugs, muffs, etc. Of course, careful discrimination must be exercised as to which furs to suggest, since a costly peltry would prove far too expensive for the average buyer and would defeat the purpose of the sales suggestion. A careful study of the furs in stock which are most suitable for gift giving will bring to light a wide range of different styles and values that can be tactfully introduced. No person is ever so well supplied with furs that they cannot find use for something more, even though they be numbered among the wealthier class who possess fur garments for different hours of the day.

### Promote Sales By Specialized Service

"There are several ways to encourage the idea of giving furs as Christmas gifts which can be usefully employed by the sales staff when the question of any article is being discussed. For example, the store should offer to exchange any gift purchase within ten days after December 25th, if not approved by the recipient. In this connection, though, I have found that when furs are to be given as gifts, the future recipient usually accompanies the giver to the store in order to pick out the preferred furs personally. The element of surprise does not enter into this type of Christmas present nearly so much as is the case with most other kinds. Then again, the store should offer to send the gift on Christmas Eve if it is bought as a surprise, or certain garments can be held till wanted on payment of deposit. All gift furs should be delivered in Christmassy boxes which greatly add to the appearance of the present and might very well be displayed in the store prior to Christmas in order to still further emphasize the idea of 'Give Her Furs This Year'."

The best selling campaigns must be backed up with effective advertising and well planned window and interior displays, in the opinion of the furrier above quoted. Advertising must draw the attention of the public to the merchandise and the service that the particular store affords its customers at Christmas time, and in this connection it should not be forgotten that such advertising will reach those people who receive money gifts at Christmas time and who generally wait until after the holidays to make their selection. A special hint in the store publicity matter, directed to interest this class of purchasers, will also bring in stray dollars which might have gone elsewhere. A special sale, calculated to appeal to thrifty people, offering more particularly staple furs representing good values, should be successful during the week after Christmas as well as during the second week of December.

### The Gift Certificate

Many furriers and retail fur departments make it a practice to enclose a card giving details about furs appropriate for gifts, in each parcel and statement sent out from the firm during November and December, while others emphasize their gift certificates which can be exchanged for furs up to the amount paid by the donor. One type of certificate used by a Canadian firm is made up of two sections. On the section that goes to the recipient there is no mention of the value of the article that she is entitled to at the store but this is ascertained from the cashier at the store to whom the stub giving full particulars goes. With this type of certificate, the recipient can select goods to the value named by the giver, or can buy furs worth less than the money credited, receiving the balance in cash, or again, can purchase an article worth more than the amount paid, the recipient adding the difference.

A window display in which smartly attired wax figures are seen wearing the latest fur styles will always attract attention if a holiday touch is given to

(Continued on page 49)

# Are Showing Many Fur Novelties

## By This Means Greater Consumer Interest Can Be Created—Are Asking for Longer Coats—Growing Demand for Caracul—Silver Fox Affected by U.S. Tariff—Silver Fox Constitutes Big Proportion of Canadian Yield

UNUSUALLY warm weather during September was held accountable for a certain degree of sluggishness in the demand for furs, according to a Montreal wholesale furrier. Business during September in manufactured furs was decidedly unsatisfactory but has lately improved with the advent of a colder snap. The retail trade is showing some hesitancy in buying this Fall, it is said, and price continues to be the primary consideration in the purchase of furs.

The season of 1922-23 will be characterized as the year of fur novelties, for never have more novelties in styles and pelts been introduced, an element that should act as a great stimulus to business.

According to a style authority there are three good reasons in favour of the style factor in merhandising furs. New styles create a consumer interest, a demand from buyers because of the radical changes inaugurated, and they also keep the question of price subordinated. In the past it has been the question of price which had the most potent appeal but now it is the style that matters, and with changing ideas in dress modes it seems an opportune moment to attract consumer attention to new styles in furs. The amount of remodelling done of late is sufficient indication that women recognize the fact that a change has come.

Short coats, the novelty of the season have done much to keep business alive and are among the most wanted items of the market, although they have created interest mainly from the fact that they cost less than a full length model. With the approach of really cold weather these "jacquette" coats will probably not be in such strong demand but will reappear in early Spring for a month or two.

### Coats Show Increased Length

In long coats it appears that the 36 inch coat is quite passee and women who own such models are turning their attention to thoughts of alteration. The question most frequently put to furriers this month is whether it is best to cut down the 36 inch length coat and make a short sports coat or else to buy more fur and lengthen it out to conform to the new style. Is is thought that the vogue for short coats will be materially strenghened by this feeling. Hip length coats will be stressed on this account.

Caracul is advancing to a premier position among popular furs and in many instances threatens to replace Hudson seal in favour with the smartest women. Persian lamb in the flatter cut is likewise in strong demand this month.

Fur designers have endeavoured to style the new season's coats so that they will be suitable for daytime or evening wear. No doubt, by styling furs so that they will be suitable for two occasions, women have been induced to consider the purchase of a new fur garment. Therefore, most of the 48 and 50 inch garments are of a semi-evening type and straight line coats are given a wrappy appearance by side closings and by wide wrist sleeves.

### Results of August Fur Sales

Reports gathered from various leading cities regarding the success of fur sales held during August of this year provide some interesting evidence which may be taken as indicative of the trend of demand for the coming winter.

1. There were few complaints about prices of furs.
2. Capes will be worn to a greater extent than anticipated by the trade.
3. Chokers have been strongly revived.
4. Raccoons have not sold as well as expected.
5. Longer fur garments will be worn as a result of longer skirts.
6. Practically every fur is in demand.
7. Short walking coats have replaced stoles or short capes.
8. Girdles, ornaments and metal buttons are coming back on fur garments.
9. Linings are an all important factor in the sale of a fur garment.

### U. S. Tariff Affects Silver Fox

Side by side with a report regarding increased revenue from fur farming in Canada comes the announcement of changes in the United States Fur Tariff laws which will in all probability affect the silver fox breeders of Canada insofar as the 50 per cent. duty on silver is concerned. There seems to be no reason for the 50 per cent. duty on silver and black foxes except that it was asked for loudly by American fox farmers who sent a delegation to Washington to protect against the entry of Canadian silver fox skins into the United States. One of the suggestions made by these delegates was to the effect that a flat duty of $300 on silver fox skins brought into the country should be levied but this was finally rejected and the 50 per cent. duty was agreed upon as recommended by the Senate.

The first effect of this duty on silver foxes, it is said, will be that instead of coming to the United States for handling all of the Canadian bred silver foxes will go to London. Silver fox is becoming more and more of a European article and France is one of the largest consumers. It is true that American women wear these luxurious pelts largely but they have lately shown a tendency to buy them in France. It may then be expected that offerings of silver fox skins on the American markets will be limited strictly to American bred skin, although, as is well known, the American bred variety is inferior to the Prince Edward Island pelts. London Fur Auction houses are now expected to get most of the Canadian fox collection.

### Statistics on Fox Farming

The latest figures obtainable regarding the revenue from silver foxes in Canada are embodied in the following report issued from Ottawa this month:

"The total amount received by Canadian fur farmers in 1921 from the sale of live fur bearing animals and pelts was $1,498,105, compared with $1,151,556 in 1920. To these totals silver foxes contributed 96 per cent in 1921 and 97 per cent in 1920. The number of silver foxes sold from fur farms in 1921 was 2,920 vauled at $483,976, a general average of $289. Taking the average for each farm, the highest average value is found to have been $1,250 per fox, and the lowest average $75. The number of silver fox pelts sold was 922, valued at $596,809, a general average of $152 per pelt. The highest average value per pelt shown for any one farm was $500 and the lowest $50."

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### "THE FAIR" MUST FIND NEW HOME

An important business deal has just been concluded which means that after over a quarter of a century of serving Montreal women with millinery and clothing, "The Fair," of 439 St. Catherine St. West, must leave their present location. The John Murphy Co., Limited, having just bought their lease for a sum running into five figures, Mr. Greenwood, the proprietor of The Fair, is unable to state his plans yet as it is almost impossible to-day to find a suitable location on St. Catherine St. where the rent is at all reasonable.

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Alf. Arthur, proprietor of Arthur's Dry Goods Store, 662 Dundas street, London, has moved to the downtown section at 247½ Dundas street. Mr. Arthur has been in business in London for over thirteen years.

# Stress Furs for Christmas Trade

**Early Advertising Gives Time For Deliberation**

A leading American retailer tells us that each Christmas in the last five years has brought an increase in gift fur business of fifty per cent. or more over the previous Christmas season. He believes that this can be done by any store that will spend a little money during November on fur publicity. People are tired of giving and receiving useless gifts and furs are said to make one of the strongest appeals on the grounds of appearance, usefulness and length of life. The only thing necessary is to put them in the minds of possible buyers because they require time and deliberation as a general rule. The following publicity media were suggested as best: Newspaper space, billboards, street-car posters, streamers and cards for distribution in automobiles. There should always be of the best type both in wording and in coloring because customers who give fur gifts are invariably of the better class.

Here are a few headings which Dry Goods Review has seen in Toronto and in other cities, which may be of some help in playing up the gift idea this Christmas:

Her Fondest Dream—A Beautiful Fur.

There's a World of Joy in a Gift of Furs.

The Gift of Gifts, a Fur Coat.

Furs are the all-Canadian Gift.

Make it a (store's name) Fur.

What Brings the Greatest Joy on Christmas Morn? A Gift of Furs.

Furs Mean Individuality, Quality and Luxury in Christmas Gifts.

Gifts That Last—Furs.

## HAVE REMODELLED STORE

The Spear millinery store of St. John, N. B., has recently been remodelled and presents a most artistic appearance, the interior being finished in ivory enamel with fumed oak fixtures with polished hardwood flooring. High power electric lighting has been installed to give the kind of illumination needed in stores of this description and the windows also are particularly well lighted in such a way that should passersby wish to look at the window displays after dark they have only to turn on a switch located out on the street which will light up the window brilliantly for 30 seconds, when it will go out automatically. Large plate glass windows mounted on copper frames are used, finished across the top with a large prism light which allows the daylight to penetrate to the back of the store. The front is of pressed brick which adds much to the general appearance of this up-to-date store, which has adopted as its slogan, "The Brightest Spot in St. John."

# This Sales Policy Saves Profits

**January for Selling Surplus and August for Selecting Purposes**

E. J. Babcock, manager of the fur department of the store of Adam, Meldrum and Anderson, Buffalo, N. Y., gives the following interesting opinion in regard to January sales:

"I think it unwise to sell furs in January at prices which are as low as those of August. It not only makes the public lose confidence in the August sales but it lessens the chances for good turnovers. Furs are one line which is watched very closely by customers; they take time in selecting them and they watch prices from month to month and season to season.

"Moreover, selling out at cost or even slightly above it is very dangerous during January. I sell only those furs which I have had reason to believe excited little interest from August until December. During this winter in particular, if merchants are to take the actual business done as a guide for January clearance, they will get rid of nearly everything. I think there will be a fair amount of furs sold after the new year and the wise buyer will not be too hasty in disposing of stock."

**Difference Between Two Sales**

"Do you think that January sales are likely to hurt the August ones in the mind of the public?" asked Dry Goods Review. "Not if they are carried on with these two viewpoints: January is the month to dispose of surplus stock, August is the month for selection of the best in furs. There should be no confusion if they are advertised in this way. Let one be for the customer who wants a bargain first and the other for those women with whom the quality appeal has weight."

## HOLD FIRST FASHION SHOW

Ward & Deward of Oshawa tried out, for the first time, a fashion show with live models displaying the season's latest creations. They made use of the Regent Theatre on the evenings of the 15th and 16th of September. The display was made following the presentation of the feature picture of the evening and lasted about half an hour. About thirty garments were shown each evening, including coats, suits, street and evening dresses.

The theatre had a seating capacity of 1,200 and was packed on both nights. For several days after Ward & Deward were complimented on their display. Moreover, they state that they have felt the result of the display all through the season. Their ready-to-wear sales, they report, have been considerably higher than last year or the year before and they are convinced that this is a very profitable form of advertising.

# Have Consolidated Their Business

**Economical Changes Made by Macaulay Bros. Ltd., of St. John, N. B.**

Realizing some eighteen months ago that the post-war depression was a factor to be dealt with in a practical way, the management of this firm promptly started to consolidate their business.

The first move in this direction was to condense their piece goods departments which occupied the ground floor of the annex building, and to move these departments into the main building, thus leaving a floor space of 50 by 100 feet to be rented. This space was divided in half, thus making two large, well-lighted stores each with a frontage of 25 feet.

This naturally necessitated the rearrangement of several departments, so after duly considering the merits of the different departments it was decided to dispense with the house furnishing department which was not profitable enough to warrant it occupying the amount of space it did.

When this department had been sold out the whitewear, knit underwear, silk underwear, corsets, sweaters and infants' department was moved from the second floor to the third floor, giving them the second floor clear for a women's apparel shop.

Having trimmed their sales to fit the wind, or reduced their expenses to fit the volume being done, the management decided they were ready for the race for better business, so the second floor was made into a very attractive room for millinery, blouses and ready-to-wear, at very little expense.

This room was done in French grey and blue, the walls and fixtures being done in French grey while the hangings and rugs were in blue. Circular seats built around the pillars and upholstered in blue are a great convenience to the customers and very ornamental.

**Opening of the Grey Model Shop**

As soon as this floor was finished it was given the name of THE GREY MODEL SHOP and formal opening was held during Exhibition Week, at which time a fashion parade was featured.

For this event models were selected from their own staff and the grace with which they carried themselves emphasized the type of sales persons employed. An orchestra was concealed behind a large blue screen and the models entered from an adjoining room, descending several steps and parading around a roped-off enclosure. As the spectators were leaving the floor a little girl dressed in a maid's uniform presented a bouquet to each.

Apart from the advertising value of this show, the direct results obtained were more than gratifying and this marked the beginning of an extensive selling campaign.

### VARIETY FEATURES HEADWEAR

(Continued from page 44)

the hat in place, but for trimmings. Some are made of galalith, with silver motifs inserted, as you can see by No. (a) which is made of two pieces, that go one inside the other. Or, they are made of cut jet, as in (b), or in cut glass, painted in various shades, generally like precious beads, emerald, amethyst, etc. (c) or made of mother of pearl, as in (d). Whatever the material be, they are all fashionable, and their vogue will continue all the more as they have been neglected for quite a long time.

Then we have three hats for little ones:

VI.—Is what a little girl, just beginning to go to school, will like: it is made of fancy silk, and trimmed with a printed silk handkerchief, folded in triangle, and tied behind.

Her younger sister, who is almost a baby still, will feel quite comfortable in bonnet No. VII, made of gathered ribbons, and trimmed with a puff and a band of swan down or fur.

The little miss VIII, hides her eyes under a drooping brimmed bonnet, made of ribbons sewn flat on the brim and gathered on the supple crown. The trimmings consist of a puff of badger hair, which is quite sufficient, and very dainty indeed.

Next month, I will tell you about the sundry items of dressing, to be given as Xmas presents.

Yours very truly
Jeanne Gsell

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### FURS AS CHRISTMAS GIFTS

(Continued from page 46)

the window. An outdoor touch suggested by the use of spruce trees and sparkling powder in snow effect is always arresting when well lit up. A large Christmas tree around which gifts of fur suitable for an entire family are grouped would do much to suggest thoughts of furs for gifts. In this connection the small fur pieces are always good sellers as gifts owing to their inexpensiveness, and frequently, an entire window display of smaller articles is more profitable to show.

#### Show Furs In Other Departments

In stores which are departmentalized it is advisable to display furs in various other sections to increase interest in this line towards Christmas. Fur wraps might be displayed near a showcase of evening frocks, for instance, and chokers near suits, while fur millinery is appropriately included among the regular showing.

Fur trimmings will be extremely smart this Winter and could be advantageously handled by the furrier who desires to offer some item as a drawing card in connection with midwinter business. In particular monkey fur could be featured in all the wanted colors and advertised as the favored trimming for frocks, hats, bags, etc. Fur-lined gloves are another special line, useful to attract customers, and are not to be despised as gifts either.

The interior of the fur department must be artistically decorated with Christmassy touches of red and green to enliven the setting and awaken the holiday spirit, besides tending to impart the right atmosphere without which any merchandise loses half its charm as a gift possibility.

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# Operating Expenses of Dept. Stores

## Harvard University Research Shows Cost of Doing Business Higher in Percentage of Net Sales in 1921 Than in 1920—Salaries and Wages, Rentals and Advertising Cost More—Average Cost of Operating 27.8 Per Cent.

HARVARD University Bureau of Business Research has just issued a bulletin dealing with the operating expenses in department stores in the United States and Canada. The summary deals with 301 stores whose aggregate business approaches the half billion dollar mark. The bulletin states that the cost of doing business in department stores was higher in percentage of net sales in 1921 than in 1920, the chief items accounting for this increase being salaries and wages, rentals and advertising. The gross margin between the cost of merchandise and the sales was slightly higher in 1921 than the preceding year, but the difference was less than the increase in the total expense, consequently the average net profit—the common figure for which, during this year of depression was nine-tenths of one per cent.—was lower in 1921. It is worth noting, however, that department stores showed a net profit whereas the retail shoe trade, jewelry trade and wholesale grocery business each showed an average net loss for the year. The increase in net sales over the former year was 4.3 per cent.

#### Definitions

The bulletin defines net profit as the amount that remains over and above all expenses, including the salaries of the proprietors or partners, rent of the store whether owned or leased, and interest on the firm's net investment as well as interest on borrowed money. It is to be noted, however, that Federal and State income taxes are not included in expense before net profit is determined but are rather a deduction from the net profit.

The common figure for net profit is not an arithmetical average but is obtained by statistical methods to give the most representative figures, not thrown out of line by exceptionally high or low figures from any individual store.

It is of interest to note the various items in operating expenses, which total 27.8 per cent. The common figures for the several items are as follows:—Salaries and wages, 15.4%; rentals, 2.4; advertising, 2.4; taxes (except on buildings, income and profits), 0.6; interest (on capital, borrowed and on capital, owned), 2.3; supplies, 0.8; service purchased (heat, light, power, delivery), 0.6; unclassified, 1.2; traveling, 0.5; communication, repairs, 0.2; insurance, 0.4; depreciation (losses from bad debts and other depreciation), 0.5; professional services, 0.1, making a total of 27.8 per cent.

In comparing operating expenses of 1921 with those of 1920 it is pointed out that the increase took place in three main items—salaries and wages, rentals, and advertising. For the firms reporting for both years, salaries and wages in 1921 were higher by an amount equal to 1% of net sales, rentals by an amount equal to 0.5% of net sales, and advertising 0.3% of net sales.

A rapid rate of turnover, according to this report, has its compensation. It is pointed out that the stores which, in 1921, turned their stock less than 2.5 times had a common total expense figure of 29.5% of net sales and an average net loss of .8%, while those that turned their stocks 3.5 times and over had a total expense of 27.1% and a net profit of 2.3%.

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Gaults, Limited, Winnipeg, one of the oldest wholesale dry goods' houses in Canada, has been reorganized. Some of the old employees with two prominent business men are taking hold of the concern and will operate it under the same name. The directors chosen for the new company are:

Daniel Kennedy, honorary president; Louis Kennedy, president and managing director; E. N. Kennedy, vice-president; John D. Brown, director and secretary-treasurer; W. S. Campbell, director; Theodore E. Howard, director and credit manager.

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The Commissioner of Internal Revenue of the United States has given a new ruling whereby clothing used for working is exempt from taxation. The definition of work clothing is a long one, but the purport of the new ruling is to distinguish between the garments worn by the hunter and the worker.

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T. W. Gray & Bryan of Woodstock, Ontario, staged a Fashion Parade at Griffin's theatre on November 7th.

# The Dods Knit Family




**Light-Weight Merino and Natural Wool,** for men and women, boys and girls. Two-piece and combination.

**Dods Scotch Knit** for men and boys; warranted 100% pure wool. Two-piece or combination.

**Dods Elastic Knit** for men. The best underwear of its kind—especially for farm folk and workers outdoors in Canadian winter weather.

**Dods Wear for Children.** Kiddies' Cotton Vests; Kiddies' Bloomers—knitted cotton—white. Kiddies' Sleepers, fleece-lined, jaeger and white. Children's fleece lined Waists—white or jaeger.

**Dods-Knit Fleece** for men and boys—**two-piece and combination**—jaeger, violet random, cream, olive stripe. For women and girls, two-piece or combination, white, cream and jaeger; also with fleece bloomers.

HERE'S the underwear "that mother always buys"—depending on which member of the family she is shopping for.

Dods-Knit Underwear is one of the solid staples in the Canadian trade, and some of these lines hold the largest sale in Canada.

Famous in the trade, trade-marked and advertised in the newspapers, Dods-Knit Underwear is going to be a bigger factor than ever.

But, however much we advertise to the general public, however well the people become acquainted with the Dods-Knit line of underwear they have been buying for years without knowing the name—we are still going to do business through the wholesaler only.

Retailers—get in touch with your wholesalers and get ready for a big Dods-Knit season. Big advertising is on the way. If you have not handled Dods-Knit before, write us direct and we'll have great pleasure in directing you to the wholesaler carrying Dods-Knit goods in your territory.

MADE IN CANADA
TRADE MARK
DODS - KNIT

***Selling Agents***

**Ontario & Western Provinces: R. Reade Davis,** Manchester Building, 33 Melinda Street, Toronto, Ontario.

**Quebec and Maritime Provinces: William C. Forster,** 128 Bleury Street, Montreal, Quebec.

## The Dods Knitting Company Limited

## Orangeville - Ontario

# Butterfly Silk Hosiery



SERVICE counts with the Dealer, quite as much as with the Dealer's customers.

So—when we announce that we can supply you with "BUTTERFLY" Silk Hosiery

## IN 18 DIFFERENT SHADES

we are giving you a service that means dollars in your pocket, and a standard of quality that means delighted patrons of your store.

*Made in Canada by*

THE BUTTERFLY HOSIERY CO. LIMITED

DRUMMONDVILLE • QUEBEC



18
Shades
in

# "BUTTERFLY"

*(REGISTERED TRADE-MARK)*

## SILK HOSIERY

A range of colors which runs the gamut from midnight black to noon-sun white. Every tone and tint to match party frocks—every wanted shade for street, dress and evening wear.

And all in one brand—under one name—"BUTTERFLY" Silk Hosiery.

Truly, we serve you well—in the sheer beauty of quality and sheen—in the completeness of colors and sizes—in the perfection of fit—in the attractive way these stockings are packed and boxed—and in the truly moderate prices at which you can sell this hosiery, and make a handsome profit on every pair.

"BUTTERFLY" SILK HALF HOSE FOR MEN

The quality, the style, the fit, the wide range of colors, which we now offer in Men's Silk Hose are quite in keeping with the standards established and upheld by "Butterfly" Silk Hosiery for Ladies.

*YOUR JOBBER CAN SUPPLY YOU*

*Made in Canada by* The Butterfly Hosiery Co. Limited - *Drummondville, Quebec*

*Sole Selling Agents:* E. H. WALSH & COMPANY LIMITED
TORONTO MONTREAL WINNIPEG VANCOUVER





UNSHRINKABLE "PESCO" FINISH

Trade Mark

# Pesco

## "Scotch Knit" and all that Scotch Knit implies--that is Pesco Underwear.

A product—based on knowledge and experience—knitted stitch by stitch to the standards set by the stockingers of old—partaking of the character of the Scottish people in the thoroughness and honesty of its workmanship—built up bit by bit through conscientious effort to the premier position it enjoys to-day!

Undoubtedly the brand of SUPREME quality for high grade trades. The proved best brand in the home market, and the most attractive imported line for the Canadian dealer catering for people who love good clothes.

**We invite your enquiries.**

**Peter Scott & Co., Ltd.**

Hawick, Scotland

London, (England),
Carey House, Carey Lane
E.C., 2

**Canadian Agents for Pesco Underwear.**
(Pure Wool, and Silk and Wool, for Ladies, Gentlemen and Children, and in shapes for the Canadian Market.)

**Messrs. C. and A. G. Clark**
35 Wellington Street West,
Toronto, Ont.

**Mr. R. C. Poyser,**
418 King's Hall Building, St. Catherine Street W.,
Montreal.

**Messrs. Hanley & Mackay Co.,**
Hammond Building, Winnipeg.

**Mr. J. J. Mackay,**
804 Bower Building, Homer St.,
Vancouver, B. C.

# Long Skirt Not Hurting Hosiery

## So Long as the Ankle Shows, Fancy Lines Are Safe—All-Wool and Silk and Wool in Strong Demand—Heavy Lines Suffer on Account of Weather—Agitation Over Use of Word "Fashioned" —Variations of the Sweater Trade

ALTHOUGH Toronto retailers report that knitted underwear lines are very quiet this month, manufacturers and their agents are taking in good orders. They are still well stocked in most wool numbers, but fleece-lined garments are very scarce. A Hamilton, Ont., mill is being kept busy day and night on this alone.

The undergarment trade in general is getting to be a rather dangerous topic of conversation with some of our biggest Canadian mills. They complain that some of their distributors do not stress the new lines sufficiently. Wholesale houses, they declare, are still pushing the garments which the trade knew of years ago. This means that the larger stores are getting the new goods while the smaller ones which necessarily depend on the wholesale houses, still believe that they must look to England or the United States for novelty and high-grade goods. If these merchants will ask for the new models whenever travelers call, if they will show an interest in the beautiful knitted silk undergarments, the jersey topped vests and the fancy bloomers there is no reason that their stocks should be so limited.

### Hosiery

The lighter shades of heather hose continue not only in Toronto but all over Canada. As to materials, neither the all-wool nor the silk and wool can be called "best." Each has its own devotees among the trade and this means that each is finding favor among women.

Two hosiery representatives for Canadian mills believe that black will be a little better in 1923 than it was last Spring but that colored hose will sell again. There is no reason to believe that the lengthened skirts will endanger the hosiery business because they will not be long enough to hide the ankle. Women will not get back to carelessness in selection of hose for some time at any rate.

There is a movement on foot in the United States to prevent manufacturers from using the term "fashioned" except with full-fashioned merchandise. The word is misleading in that the general public do not see the difference between the mock-seamed or seamless hosiery and that which has really been made on genuine full-fashioned lines. The National Vigilance Committee of the Associated Advertising Clubs of the World, is now planning to request manufacturers to cease what is believed by many to be indiscriminate application of the term.



### Knitted Outwear News

The sweater trade varies in different cities both in Canada and in the United States. Toronto women are showing a greater interest in camel's hair shades than in most of the other high-class lines. The Jacquette is very strong in New York. In Buffalo, the coarser grades of wool finished off with mohair or brushed wool collar and cuffs are very good, the slip-on having a little the best of it. Boston likes brushed wool in camel's hair color and is even featuring skirts, hat and scarf sets, trimmings on suits and knickers of the popular camel hue. Some of the larger American cities are again selling knitted dresses for wear under the Jacquette. The slip-on is selling in the Canadian West while the plain golf sweater is liked as well.

That manufacturers in this country are expecting to do a live business in high-grade sweaters next Spring is evident from the samples they are preparing. Both silk and wool are shown in these. Tuxedos and jumpers divide the honors while the Jacquette is beginning to show itself. The very vivid colors appear again but the more delicate yellows and blues are quite prominent in the range. The inevitable Navajo stripes are shown in surprisingly large numbers and most of the jumpers have collars. Scarfs are shown in the fish-net weave and are of silk for the most part in the selections seen in Toronto.

Designers say that simple patterns in contrasting colors are the favored form of trimming in both sweaters and scarfs. Moreover, they believe that the straight model or jumper spoken of above will replace the blouse for Spring. This jumper is particularly counted upon in some circles because of its resemblance to the middy of years ago. It is a slip-on with turnover collar and small vertical opening at the front. It is the best suited model for most figures that has come out since the first slip-on appeared.

### Retailers Are Awake

One agent for a large knitting mill in central Ontario told our representative that one cold day has been sufficient to make the next day a good one for him. It means that the slightest encouragement which the customer gives the merchant is being backed up by the stores. This is very different from last year when most retailers wanted several weeks of cold weather before they would place an order. It means, moreover, that everyone is happy for all are working on a co-operation basis.

Canadian knitters are being recognized all over the world now. One mill is sending orders regularly to England, another providing Australia and New Zealand with a large proportion of its underwear and the other day the news came on good authority that one of the largest stores in New York City, which gets its knitted wear from only five mills in the world, placed a repeat order on hosiery with a Canadian factory. The management admitted that quality of merchandise could not be excelled anywhere and that the finish of these hose was the best that they had seen.

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### THE GAITER STOCKING

The "Gaiter Stocking" is the last word in knitted wear among American manufacturers. This is indeed the work of a genius. Because women insist on sheerness to the nth degree in their hosiery and because the poor spat cannot be made to reach comfortably from the ankle to the knee, this coverall is a real boon. It is knitted with wool yarn in much the same way as hose. It slips over the foot and is held in place by a strap just like a spat. Then there is a neat row of buttons to imitate spat-buttons. It is pulled up above the knee and held in place with the ordinary garters. When milady goes inside, she slips off the gaiter-hose and behold, her clear vision stockings are underneath.

(Continued on next page).

# Montreal Reports Active Buying

## Manufacturer Says Winter Lines Sold Up and Light Weights Going Well for Spring—Many Variations of the Pullover—Many Colors Being Featured in Spring Range—New Garments for Children and Men

WITH travelers out on the road with Spring samples and the designs for next Fall's models already chosen, a Montreal knit goods manufacturer announces that business in all lines is most satisfactory. "We are entirely sold up on most of our Winter lines," he pointed out, "and we anticipate an exceedingly good Spring demand in lighter weight styles for women, men and children."

Shetland wool coats and pullovers which were so exceedingly popular in specialty lines last Summer are due to register the same success in popular priced lines in 1923, it was said. This indicates a tendency to produce simple, tailored effects in inexpensive sweaters which marks a real step in advance in the industry. One line in particular shown to Dry Goods Review was decidedly smart, consisting of a pullover model developed in a dropstich weave alternating with a narrow rib, in such colors as camel, navy, white or black, finished with plain round neck and well fitting ribbed cuffs, together with a string belt threaded through the slots made by the dropstitch effect. This model should prove to be a good seller, priced as it is at only $13.50 a dozen and embodying the very best style points.

Many other variations on the pullover theme are included in this same collection of Spring samples, among them some novelties in combinations of art silk and wool, striped alternately in open work and close effects, showing white with some vivid color. Short sleeves and a variety of necklines can be had in these models if desired. The same novelty effect is developed in a simple tuxedo style as well.

### Slip-On Jacquette Model

The Jacquette or blouse sweater is also included in this range, developed in a fancy weave of medium weight wool in a horizontal bar effect broken by a vertical stripe. A Bramley collar and cuffs of white cashmere wool trim neck and sleeves, while the bottom of the garment is finished off in a wide band which comes well down over the hips and is sufficiently elastic to slip over the head comfortably. No open front effects in the Jacquette model have been shown as yet by this firm for Spring but it is altogether likely that additional models will be shown if the initial experiment proves successful.

Anticipating a big demand for sports styles in pullover and coat styles of sweaters, this firm have originated a trig little model in either sleeveless or full length sleeve effect in appropriate colors for out of doors, trimmed with pipings of white around the V neck, patch pockets and sleeves. Slightly more elaborate is another pullover in plain weave finished about the V neck with a scarf-like band ending in soft woolly tassels.

The cardigan or plain golf coat is likewise shown and is severely plain in effect developed in heather or lovat mixtures. These coats, by the way, are an ideal choice for the tall woman of somewhat large frame who cannot wear a pullover successfully yet needs something in the way of a sports model for out door wear. In narrow striped effects these golf coats are called Blazers and are featured in some quite novel color contrasts which should present a smart appearance for boating, tennis and other open air sports.

The plain tuxedo is frequently embellished with border trims of fibre silk in a harmonizing effect. The majority of plain tuxedos favour a slightly wider collar than has been shown in the past and even though this collar is usually of the same wool and color as the garment, it is often elaborated by fancy effects in the weave. A little brushed wool is used as trimming but not as much as was shown for this Winter.

### Wide Choice of Colors

Nearly 50 colorings are featured by this firm in their Spring range of knit goods for women and girls. In connection with the colorings it is of interest to note that the yellow and orange variations are the only ones to be dropped from the range as shown for the past season or so, this firm having found that there was little demand in popular priced lines for such tones as peach, burnt orange, salmon, lemon but rather for such colors as navy, camel, scarlet, orchid, heathers and lovats, etc., showing that the trend is distinctly in favor of practical shades.

### Knitted Garments for Children

Knitted suits for children continue to be an important feature of the Spring range shown by the same maker. Oliver Twist suits developed in serviceable heather mixtures trimmed with white pearl buttons are leaders for little boys, while lighter colors in pleated skirts and middy blouse effects are favoured for girls up to 10 years. A choice of regulation sailor suits in navy blue and scarlet or other two-color contrasts is likewise shown for little boys up to 6 or 8 years. Two styles of collar effects are represented as it is found that the style buttoning up to the throat with a turn down collar is preferred in many parts of the country for small boys' wear.

Owing to the fact that the demand for men's heavy white knit sweaters with high roll collar or open turn down effects has been so unprecedentedly large so that the entire Winter stock in the hands of the manufacturer is sold out already, it was thought advisable to feature some models along these styles for Spring as well. The most popular seller for Spring will be the light weight jersey with either of two styles of neck, featuring a vividly fancy stripe across the chest. Some rather unusual color contrasts are developed in these Spring models but as the ground color is usually a dark brown, green, blue or gray the bright striping is in no way too conspicuous. Another style shows combinations of two solid colors such as blue and white used in such a way that the upper half is entirely of one color while the lower part is darker as a rule.

### Sleeveless Styles For Men

Sleeveless sweaters for men continue to be shown in large variety in different weights and colors. Deeper armholes are a feature of the newer models. Very smart cardigans or golf coats for men developed in quiet mixtures with patch pockets are priced around $40 a dozen and are remarkably good looking and durable. There is no indication that the striped blazer for men is in any danger of waning in favor as orders coming in show that blazers are just as much wanted as ever, particularly in red and white, blue and white and black and white.

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### THE GAITER STOCKING

(Continued from previous page)

This new piece of footwear has another big advantage; it does not wrinkle around the ankle as spats and goloshes do, because it fits like a pair of very good hose. Moreover it comes in all the best shades, including atmosphere and fog.

The gaiter stocking is now selling for $6.50 in Canadian stores but it is expected that when one of our energetic mills get started on it, the cost will be much less.

## "INDIVIDUALISM AS A FACTOR IN AFFAIRS"

(Continued from page 31)

upon to do some other work. This organization of repeat work kills the development of the craftsman. He is simply a cog in a huge operating machine, and we are in danger of forgetting that a man is a man, and has a right for all round development.

### Dependence Upon Associations

A few years ago, three gentlemen from a town on Georgian Bay, called on me and said, "We desire to establish a packing house plant in our town, and want to talk to you about it." They submitted their plans, and we had an interesting hour together. These men had hitherto been somewhat bitter opponents for the North Shore trade. I asked them "Who is to manage this business?" and they replied, "Oh, we will all do it." After they had gone, I said to Mr. William Davies, "These people will come to grief; they have an impression that by building a house, and organizing with some sort of general oversight from themselves, that it will go itself. They will come a cropper." The plant, which cost five hundred thousand dollars, has been closed up for the past ten years or more.

I remember during the War, that manufacturers of munitions in this Province formed a munition section of the Manufacturers' Association. The President and Secretary came to Ottawa to lay their views before the Chairman of the Munitions Board. They stated: "Your revised prices for shells are too low. They cannot be made at a reasonable profit. We represent three hundred and thirty manufacturers, and we are expressing their view when we say it is necessary that we should have a higher price." I said in reply, "I am sure you are wrong; if the purpose of your organization is to secure higher prices, you do not need an association of manufacturers to convince the British Government that they should give a fair price for work done in Canada. What you have not known is that through the courtesy of a number of manufacturers, we have in detail the cost of producing various sizes of shells in their plants, and the prices we have fixed are based on their experience and upon their statement that they think the price a fair one. You will perform real service with your Association if you will co-operate, and those who have greater experience assist those who have less, in establishing better production with the same overhead. You will make more money, and you will assist a hard pressed British treasury." It has always appeared to me that one of the dangers of the Manufacturers' Associations was that it led to dependence upon assistance from outside, and did not look enough toward improving business from the inside. I have never believed in Trusts, nor been a member of a Trust or combination—not because I thought they could do much harm to the consumer over a length of time, as sooner or later the spirit of competition took care of that side, but that the harm came to the consumer because men depended upon the organization in place of trained judgment developed under the stress of necessity. I remember a manufacturer during the War saying "You will fall down in the delivery of munitions unless you pull these infernal munitions inspectors out of munitions plants, as they try to impose all sorts of ridiculous standards upon the manufacturer." I asked the Chief Inspector to send his senior officer to this plant, and to bring back a report. Upon his return, I had the manufacturer join in the conference. Complaints had reached the Board from the British authorities that the ammunition boxes pulled apart under stress because the screws did not hold. The Chief Inspector said, "My officer went into this manufacturer's shop at the finishing end, and inspected the boxing of shells. The workman was driving the screws in the boxes home with a hammer. The inspector asked him 'Do you permit that?' 'Permit what?' came the reply. 'Permit screws to be put in your boxes in that manner?' And for the first time the manufacturer saw it. He said 'You damn fool, what are you doing that for'?" Similar conditions were found all over this man's establishment. The correction of his troubles lay with himself, and did not arise from unreasonable standards set up by the Inspector.

### Another Type of Co-operation

Prior to the War, I was asked to speak in the town of Ayr, where they had a very active Farmers' Organization and Women's Institute. The subject of my address was "Co-Operation," and I fear the Company was disappointed in the type of Co-operation I recommended. The Chairman of the meeting had been one of a group of some twelve hundred farmers, who had gone to Ottawa from all parts of Canada to prefe a plan about something—the nature of it I have forgotten. I said to them, "The Chairman of this meeting was one of a Company who went to Ottawa. I am not passing upon the question, whether what they wanted was right or wrong, but I would desire to say to him, and to you who are farmers present, that if every man in the Company who went to Ottawa had in place of going there to seek for remedy, formed themselves into a league, each with his neighbor and he in turn with his neighbour, to fight bad weeds, to cultivate the land better and deeper, to use better seed, and to get rid of their scrub cattle, they would make more money for themselve and add far more to the wealth of the country than by anything which they or twelve times their number could secure from Ottawa."

Take Labor. We know the abuses under which Labor suffered, and respect the causes which led to the organization of Unions, and the redress of many wrongs made possible only through the pressure of organized Labor, but there has developed an insistence for collective bargaining, the closed shop, the sympathetic strike, and the policy of "Ca' Canny." Redblooded men are told that they must lower their output. Any action which through the force of organization levels the good man down, is a menace to society. The control of the spirit and purpose of a man, and his responsibility is with himself, not with his neighbour, his Union, his Group, his Party, or the Combination to which he belongs. It is a frequently forgotten truth from which there can be no deliverance "Whatsoever a man soweth, that shall he also reap." The question was asked long ago "Do men gather grapes of thorns, or figs of thistles?"—acres of thorns or fields of thistles, because they are numerous, give no greater promise of grapes or figs.

There have developed bodies of determined men, in classes, in groups, in associations, in brotherhoods, in Unions, who claim they are righting injustices and relieving society of tyranny. They are found in politics, in industry, in agriculture, in education and in the Church. They are mostly sincere, and frequently uninformed or misinformed. The onlooker, seeing some of them in action, may be forgiven if he indicates they seem to be chiefly concerned in what they can capture for their theory, for their class, their group, or their organization, whether what they desire to secure presses upon others or not. It would appear they are too commonly possessed of the selfish purposes of the individualist without his creative force or courage. He seeks to create through his own effort, and if he will he can share with others. They depend upon organizations and collective power to force their plans, if they are not willingly accepted. They develop and exploit class consciousness, and determine to have their way if the forces at their command can compel its acceptance. One is inclined to ask—are we setting up another form of tyranny, without the compensating gain of individual responsibility and individual initiative and effort? The community needs both forces—individual initiative present in organized groups which are exponents of opposing views but neither should seek the exclusion of the other.

We are slow to see it, but our problem is not, how shall we obtain our share, but how shall we make something worth sharing; not one solved through capture, but through creation. It was perhaps natural in the reaction from the strain of the war to believe in the possibility of economic restoration along the path of less work and more enjoyment. We have entertained delusive hopes of a high standard of living to be attained with less effort and shorter hours of labor. It will not do. We must travel along the old highway of hard work with ungrudging service,

while practising sound economy. This is an asset, not a penalty.

Many still believe that hard work for full hours is a penalty. Listen to Barrie's experience as recited to the young men at St. Andrew's:

"So you will have to work harder. The Almighty doubtless could have provided us with better fun than hard work, but I don't know what it is. To be born poor is probably the next best thing. The greatest glory that has ever come to me was to be swallowed up in London, not knowing a soul, with no means of subsistence, and the fun of working till the stars went out. To have known any one would have spoilt it. I did not even quite know the language. I rang for my boots, and they thought I said a glass of water, so I drank the water and worked on. There was no food in the cupboard, so I did not need to waste time in eating. The pangs and agonies when no proofs came! How courteously tolerant was I of the postman without a proof for me. The magic days when my article appeared in an evening paper! The promptitude with which I counted the lines to see how much I should get for it."

Here Barrie catches the spirit. Life is a great adventure in which a man of red blood plays his part with joy in struggle.

Years ago, at the plant of the William Davies Company the level of the city drains permitted a minimum of fall to the Don River. In consequence, during high water, the street drains blocked, and had to be opened. It was a particularly bad place for the workmen, as the ground had all been filled in, and mostly with cinders, hence there was no bond. On one of these occasions, the Superintendent of the work came into my office, mud from head to foot, and declared with enthusiasm, "We have beaten every previous record in the time spent in opening and clearing the drain." Even in this class of work there is joy in struggle and achievement.

Suspicion, envy, hatred, with consequent unrest, have been unloosed in the world to an unparalleled degree. There is no world deliverance from this and the economic burdens of the war except through individual courage, with patience, individual acceptance of the spirit of obedience, with the individual hard work and determined saving, and with it all cheerfulness. If we have concurrent, purposeful, national and international action, planning for sound economies by Government, re-established exchanges and better understanding between nations, there will follow the gradual emergence from the present state of confusion and distress in Europe. Probably greater progress than known has already set in.

### Few Serious Losses

Canada has had few serious losses to bear. We can accept our moderate discomforts with dignity and restraint. We can secure no early relief from heavy taxation. There can be no freedom for years from the drain upon our cash resources through overbuilt railways, now the property of the State, but we have no cause for fear, if we play the game with high courage—and do not leave our cheerfulness—whatever happens, we must not lose courage, or abandon a sense of individual responsibility. Taxation is troublesome. It arouses a sense of injury, with anger. This may be useful if it curbs new and extravagant national and municipal expenditures. But otherwise surely it is a mistake, unless the burden of taxation is unfairly distributed. We fought a good fight. A great increase of national indebtedness followed, which must be met by taxation. There is a manlier way than scolding about the cost to us individually. We can still remember that the flower of our young manhood gave their services, and many of them their lives in the great struggle. If we have to go without some comforts because our share of the burden means the payment of heavy taxes, should we complain?

Slippy McGee said "Parson, think of me leading the brigade down here, keeping up the work, fighting things that hurt, and finding out things that help. Lord, what a chance! A hundred millions to work for, a hundred millions of one's own people, and a trail to blaze for the unborn millions to come. Lord God, that is a man size job!"

There is an honourable place for each man in Canada to do his job as well as he can each day, and that is the way the world's work, which matters, is done.

---

### A WINNER

I. "Sam's a miser and a piker
And he isn't worth his salt!"
Says the bunch of youths in Brambleberry Dale,
"Goes to biz' in duds grown ancient,
Wears soft collars on his shirts,
Is a tightwad and a clutcher after kale!"
But he's always neat and tidy,
Clean and wholesome to the tip,
And the Boss notes Sam's attention to a sale.

II. "Sam's a miser and a piker
And he isn't worth his salt,
Shrinks from all donations like a dinky cad,
Passes back the lottery ticket,
Gives no dime for parting gifts
And subscribes not one red cent to latest fad."
But he hands a check for church work
And he always pays his bills
While the Boss takes note of how Sam helps his dad.

III. "Sam's a miser and a piker
And he isn't worth his salt,
Toddles home as soon as whistles call to hash.
Never lingers in the pool-hall
'Cept when hair-cut is his need
And avoids all treats and stunts the boys call 'splash.'"
But at home his wife smiles greeting
And all homely comforts soothe
While the Boss makes note of how Sam saves his cash.

IV. "Sam's a miser and a piker
And he isn't worth his salt,
Says the outdoor world clears all his soul from grime.
So when clubs galore give dances
And good sports present a plunk
Sammy, out on hikes, leaves others to the lime."
But he's full of pep and vigor,
Takes no "sick leave" from his work,
And the Boss is noting how Sam spends his time.

V. "Sam's a miser and a piker
And he isn't worth his salt,
Won't employ his Ford for All-night jaunts en flock;
Makes a silly plea of study,
Business Courses or such bunk,
Or prepares to try a new way 'taking stock.'"
But he's on the spot each morning
Oft before his mates arise,
And the Boss notes all Sam's punches on the clock.

VI. "Sam's a miser and a piker
And he isn't worth his salt,
Spends no dough in little friendly poker dips;
Says swearing is an insult
To our good old Mother Tongue—
Bah! Such spiel but brings the curses to our lips."
Yet he fans the baseball clashes,
Gives a ten spot to the rink
And the Boss is noting Sam's promotion slips.

VII. "Sam's a miser and a piker
And he isn't worth his salt,
So his going from the store is marked with cheer.
Sam, poor fish, will get no token
For he wouldn't join 'the bunch,'
Though he's going to a bigger job we hear."
Yet Sam's gaining grand success
Worked and saved thro' weary months,
And the Boss is loudly praising his career.

VIII. Now, Sam's gone from Brambleberry
Where he wasn't "worth his salt"
'Cause he wouldn't join "the gang" in sporting play,
Yet he fought a winning battle
Though his heart was often sad
For he wished for pals and loathed to answer nay.
But he's now the manager
In the firm's big city shop
And the Boss says, "you'll be partner, Sam, some day!"

Mrs. Alice M. Funk,
Mennon, Sask.

---

In New York there are 15,000 arrests yearly for shoplifting. 8,000 of these are sent to prison. Ninety-five per cent. of the shoplifters are women.



*There's greater comfort and longer wear in the Elastic top of* CIRCLE-BAR HOSIERY

# Circle-Bar Hosiery

## Satisfies discriminating women

because it has **all** the features they desire.

—the elastic top for comfort and durability
—the narrowed ankle with its glove-like fit
—the deeper heel that eliminates instep wrinkles
—the tapering toe that prevents discomfort and holes

All styles in silk, wool, mercerized, lisle and cotton. For men, women and children.

**We will gladly furnish prices and particulars.**

**The Circle-Bar Knitting Co., Limited**
*Head Office: KINCARDINE, Ont.*
Mills at Kincardine and Owen Sound

CIRCLE BAR
REGISTERED HOSIERY

## Xmas Specialties in our Ladies' Wear Department

We are opening daily new lines which are suitable for Xmas gifts. These include:

SILK BLOUSES in Georgette, Crepe de Chine, Pongee, and Habutai.

VOILE BLOUSES in many qualities.

CREPE KIMONAS, VELOUR BATH ROBES, LADIES' SWEATERS, BOOTEES, INFANTEES.



Japanese Quilted Silk Comforters, 27 x 36 in., suitable for baby carriage or sleigh.

VASSIE & COMPANY, LIMITED
Wholesale Dry Goods and Woollen Merchants
St. John - New Brunswick

# J. F. CARNALL & Co.

REDCROSS ST. LEICESTER, ENGLAND.

MANUFACTURERS OF

SEAMLESS HOSE,
½ HOSE & ¾ HOSE.
PLAIN & RIBBED,
FINE & COARSE MAKES.
MEN'S SELF, & FANCY MIXTURE, HOSE & HALF HOSE.
LADIES' SPORT HOSE.
GENTS' EMBROIDERED HALF HOSE.



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Honest Wool
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Honest Wear

ATLANTIC
UNSHRINKABLE

The UNDERWEAR
*that Overwears*

ATLANTIC UNDERWEAR Limited
MONCTON, N.B. 47
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Montreal & Toronto
Selling Agents for Quebec, Ontario and Western Provinces



# JEM KNIT GOODS

*Made in Canada*

**For Infants and Children**

Your Store—and JEM KNIT GOODS—if in your store you had knit goods so different from ordinary garments for Infants and Children, yet sold for no more than other lines, it would open new possibilities, a larger number of customers.

JEM is such a line.

**PROMPT DELIVERY**

CANADA'S BEST
JEM
KNIT GOODS
J.M. ROBERTSON KNITTING CO.

**J. M. Robertson Knitting Co. Limited**

129 Spadina Ave., TORONTO

# *How to Get the Hosiery Trade*

## *Whenever you desire to stir up Hosiery Sales— make a display of "Clin-Knit and Wearwell"*

**Thread Silk**

**Fibre Silk**

**Mercerized Lisle**

**Plain Lisle and Cotton**

**Heather and Cashmere in Novelties.**

CLIN KNIT TRADE MARK

The Clin-Knit Line makes friends all the time.




SIGNAL—SUCCESS (No. 642)
SCOUT HOSE

**Clin Knit and Wearwell Products are guaranteed.**

**Fast colors and double wearing qualities.**

**Wire or write.**

**Orders filled and shipped date of receipt.**

Wearwell TRADE MARK

Wearwell will always sell.

Handsome in style, fine in yarn, sturdy in construction and well shaped. Our lines lead in quality and popular prices.
See our range before placing Christmas and Spring orders.

**CLINTON KNITTING COMPANY, LIMITED**
CLINTON, ONTARIO

---

*Turnbull's*
**"CEETEE"**
**THE ONLY UNDERCLOTHING THAT IS REINFORCED AT ALL WEARING PARTS**
MADE IN CANADA
MADE BY *Turnbulls* OF GALT

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THE COMMONWEALTH REG'D HOSIERY

*Established over a Century-and-a-half*

**WM. GIBSON & SON LIMITED**

*Hosiery and Underwear Manufacturers*

Head Office and Warehouse:
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**Factories:—**

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Gent's, Ladies' and Children's Underwear in Cotton, Lisle, Union Mixture and All Wool, in weights to suit all climates.

Plain and Fancy, Striped and Embroidered Hose and Half Hose, Seamless and Fashioned.

***Registered Brands:***

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# *Hockey Uniforms*

We can supply you with any color combination— in goods that will satisfy your customers in Service and Price

*Place Your Order Now.*

## Lavoie Knitters
PETERBOROUGH, ONTARIO

Selling Agents: RICKERT AND McLAUGHLIN, 275 Craig Street West, Montreal.




# Winter—1922

## TWEEDS MACKINAW

*Now is the time to give immediate attention to the lines called for by the out-of-doors man.*

Heavy Tweed Pants
Mackinaws Socks

***Birds fill the Bill***

For fifty years we have been in close touch with the Lumbering and Farming industry and have had many opportunities to study their clothing requirements, and what applies to them also applies to nearly all other users of heavy woollen goods.

The above Trade Mark is not only a guarantee of pure wool quality, but a guarantee of High Grade wool manufactured in such a way as to give the utmost value to the consumer.

**We have the reputation for the best value; we intend to keep that reputation.**

*If you cannot get these goods from your wholesaler write us*

## The Bird Woollen Mill Co., Ltd.

Bracebridge, Ont.

# CELTIC HOSIERY




will be in demand
*for*
Xmas Giving

We have adequate stocks on hand to give you "last-minute" delivery on Celtic Pure Thread Silk Hosiery, plain or with hand embroidered clocking. Check over your stock and then send in your order at once.

*Selling Agents:*

**HARVEY BROS. & SEMPLE LTD.**

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## The Celtic Knitting Co.

Limited

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PURE WOOL
TRADE MARK
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# O.V. BRAND

## PURE WOOL UNDERWEAR

***For Men and Boys***

The O. V. Brand label guarantees every garment for service and comfort.

A quick seller and a long wearer. Supreme for 15 years.

Sold Through Wholesale Trade.

## BATES & INNES LIMITED

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# Many Demand Peerless Underwear

Careful housewives realize the full value in Peerless Underwear. That's why so many insist upon getting it. Its long wear, comfortable fit and reasonable price make it an unquestionably well-judged purchase.

Make a good profit as well as a satisfied customer.

**FOR WOMEN - CHILDREN - INFANTS**

**MOODIE'S**

*Peerless*

UNDERWEAR

**PEERLESS UNDERWEAR COMPANY Limited**

**Controlled by**

**J. R. MOODIE & SONS, LIMITED, HAMILTON, ONT.**

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**R. C. Poyser,** 417 King's Hall Building, St. Catherine Street West, Montreal, Que.

**PROVINCE OF QUEBEC:**

**Earnest Hamel,** 66 Rue de L'Eglise, Quebec, Que.

**MARITIME PROVINCES:**

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**MANITOBA, SASKATCHEWAN AND ALBERTA:**

**Hanley & Mackay Company,** 407 Hammond Building, Winnipeg, Man.

**BRITISH COLUMBIA:**

**J. J. MacKay,** 804 Bower Building, Vancouver, B. C.

# "Craftana"

Registered No 262.005




THE HALL-MARK OF

**Maximum Comfort and Durability at Minimum Cost.**

**FIRST IN THE FIELD AND STILL LEADING.**

Manufactured on THE GRADUATED PRINCIPLE, and Commencing with TWO THREADS in the TOP, it increases in WEAR-RESISTING PROPERTIES as it descends.

Thus THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR, and the HEEL and TOE FIVE, making it essentially

**A HALF HOSE FOR HARD WEAR.**

**ABSOLUTELY SEAMLESS**
**PERFECT IN FIT**
**GUARANTEED UNSHRINKABLE**

THE ACME OF PERFECTION IN FOOTWEAR.

**To be had from any of the Leading Wholesale Dry Goods Houses**

# THANKS!

*October Great! November Greater!*




See our range of Bathing Suits for Spring before you place your order. Some new style ideas now out.

**JERSEY'S LIMITED**

***Manufacturers***

**455 KING ST. W., TORONTO**




# *Examine Your Ladder*

There are manufacturers to-day who are not getting the profits they expect out of their business. It will be found in many instances this is due to a missing rung in their business ladder.

That rung is

## Dealer Co-operation

Without the good-will and support of the merchant, the business ladder is imperfect. It cannot be readily scaled to the "Profit" and "Success" rungs at the top, unless the Dealer Co-operation rung is in the proper place.

The following trade newspapers, all leaders in their respective fields, offer manufacturers the most economical and effective method of securing the co-operation and sympathetic support of the dealer:

**Canadian Grocer**
**Dry Goods Review**
**Men's Wear Review**
**Canadian Automotive Trade**
**Hardware and Metal**
**Druggists' Weekly**
**Bookseller and Stationer**
**Sanitary Engineer**

***All Published by***

**The MacLean Publishing Co., Ltd.**

**143-153 University Ave., Toronto**

Also publishers of Financial Post, MacLean's Magazine, Canadian Machinery, Power House, Marine Engineering News, Canadian Foundryman and Printer and Publisher.

# Demand For all Types of Laces

## Import Metal Alloyers Meet With Success—Bertha Collar Heralds Revival of Real Laces—All Kinds of Ribbons Selling Well—A New Roman Striped Ribbon Appears—Scarcity of Silk Braids —Handkerchiefs for Holiday Trade

LACES bid fair to be an outstanding feature of the dress accessory season, according to a Montreal importer of exclusive novelties of this description. Having lately returned from Paris and London this wholesaler is convinced that laces are only beginning their reign of popularity on this side of the Atlantic. All types of laces are selling well at present in Montreal, he reports, and the newest imports of metal allovers have met with enthusiasm everywhere. These metal laces are of two types—those entirely of metal, and those employing a net background through which a metal thread pattern is woven. The allovers make evening gowns of quite resplendent effect, flouncings forming an entire skirt while narrower widths are just the right depth to form a straight bodice to which shoulder straps of metallic ribbon or jewelled effects are attached. Four different tones are stocked, namely, gold and antique gold, silver and steel. Owing to the bright finish of these new laces they are known as "ciré metal" and can be had from narrow bandings of 6 inches up to the 36 inch flouncing. Still other metal laces are shot through with rich color such as violet with gold, rose and silver, apricot and silver, etc. A new development in radium laces of the regular kind is the filet mesh radium which is somewhat out of the ordinary in that the square filet pattern is large and looks very rich in such colors as Chinese blue, apricot, jade and white, etc.

Ordinary laces, such as can be used for Bertha collars, are scarce lately owing to the run on these varieties suitable for this new mode, namely the 12 inch widths in better grades. Real lace is due for a real revival on account of the Bertha collar mode which is particularly appropriate to chiffon velvet frocks. Chiffon velvet, by the way, has proved to be the fabric, par excellence, of the season and demands real lace such as Irish, Venise or the other heavier hand made varieties in preference to filets which are less attractive when worn on velvet.

### Panel Collars are Smart

From laces to collars is but a matter of changing the name nowadays, for apart from the ever popular Bramley effects, the Bertha is practically the only wanted style. Now however, there is a slight variation shown in the Bertha designed for mid-winter wearing, the newest models being more of a panel effect, hanging down front and back to quite a depth, the shoulder parts being either absent or quite shallow. Many of these panel collars are nothing more or less than bibs made of embroidery or lace. One charming model noticed this month was made of hand knotted filet mesh with a deep edging of Venise lace all round. It was designed to fit round a bateau neckline leaving the shoulders exposed.

Ribbons are another item of dress accessories that have proved surprisingly good sellers this Fall. According to a leading Montreal importer next Spring will see an even greater demand for all kinds of ribbons because their possibilities are only just beginning to be recognized by dress designers and milliners in connection with trimming effects. This season, it is pointed out, the majority of tailored frocks are elaborated with moire ribbon particularly in the narower widths and seams, and yokes and panels are all bound with it. Silk ribbon of a softer texture is much used by dressmakers on Canton afternoon frocks in ruchings and rosettes and shirrings. Quantities of narrow ribbons are being sold for this express purpose. Metallic ribbon has found its place in dresses for daytime and evening wear, in narrow and wide widths. The quaint type of evening frock is not complete without its streamers or ruchings of narrow metallic ribbon shot with tones to match the frock, and chiffon dance dresses, and even some velvet models, have simple sashes of metal ribbon in place of the more elaborate girdles seen formerly. Ciré and metallic ribbons are said to be among the newest importations received at a Montreal wholesale house this month, the metal being woven as a border effect upon the ciré ribbon. Other effects, called ribbon by courtesy, although resembling narrow widths of metal brocade, were noticed, one in particular, of heavy silver threads woven loosely through a grey fabric back, being especially beautiful and appropriate for ei-

(Continued on page 67)



*Leather travelling slippers in a leather case have been revived for this year's gift trade. The vanity pouch with puff and mirror is new and is already showing great promise. Shown by Julian Sale Leather Goods Company, Limited, Toronto.*

# Saying Right Thing at Right Time

## That is the Task of the Statesman and the Salesman—Talking Tactics Have Greater Effect on Women Than Men—Accessories Sales Depend on Careful Talking and Diplomatic Words—Some Hints on Salesmanship

SOMEONE has said that the two professions in life which depend on saying the right thing at the right time more than on anything else, are that of the statesman and that of the salesman. Both are the servants of the people's whims and of their shortcomings. Knowing what to say and what not to say is often a gift but it is also an accomplishment learned in the schools of commonsense, intelligence and experience.

Salespeople who have made a study of "talking tactics" say that words have a greater effect on women customers than they have on men. When a man starts out on a shopping expedition he has his mind made up to get something and gets it. Women are more inclined to be swept away by the prevailing wind. Style talk is listened to by men and results often in a moderation of their original intentions but it changes the minds completely of ninety per cent. of women shoppers. Flattery is said to have a greater effect on men than on women. Interest in personal appearance and suggestions for improvement, diplomatically given, have great weight with both sexes. Customers will listen to salespeople when they will not be advised by their friends.

The following suggestions have been gleaned from successful salespeople in various stores and are passed on by Dry Goods Review to young men and women who want to know how to sell scientifically.

### Selling Beauty Lines

Salespeople in this department have to be adepts in the art of disguising ugly truths. They must be optimistic, for three-quarters of their work deals with beautifying the impossible and they must have a fair amount of good personal appearance themselves.

Face powder is a beautifier which is much sinned against. Many women use powders which are so much at variance with their complexions that they are worse than none. "Suggest flesh powder to fifty per cent. of women," says an authority, "brunette to the next thirty per cent. and white to the remainder. Only the woman with a fair complexion and the one who affects a pale face with brilliant lipstick mouth should attempt white. Tell your customers that the flesh color gives that glow of health which they all desire and always suggest the best powder. Finding a good powder is like discovering Utopia to most women. They will come back to you because you have helped them in their struggle for beauty."

Rouge is another important item. The very dark shade is not suited to many complexions and the very red is dangerous unless carefully put on. The interested saleswoman gives a lesson to the woman who is buying her first box of rouge. She should tell her that it must not come far forward or it will spoil the natural curve of the cheek nor too far back or it will emphasize cheek-bones.

### Jewels and Accessories

Pearls are the cry of the moment yet there are many women who should not wear them. Don't be afraid to tell a customer that these are the most difficult as well as the most beautiful of jewels. This does not mean the loss of a sale—it means the suggestion that such and such complexion is adapted for neck chains of rich, dull gold or elaborate jet; it means moreover that the woman whom you have befriended will return for advice the next time she goes a-shopping.

This brings us to the question of color. Just because "they are wearing brown, you know," is a rather poor plank in a saleswoman's platform. It is a splendid piece of information in closing a sale but it won't do alone. The eyes, the hair, the complexion and natural glow, the height and weight should be first considered by the saleswoman but all of these should not be given as reasons against a color. In general it is well to speak of a customer's eyes in connection with certain shades.

There is the type of woman, of course, whose mother has decided when she was in her early teens that red or blue or pink were her colors and although her vivacity is gone and the pigments of her skin vanished, she will persist in asking for these. To such customers, the diplomatic salesperson will do her best if she says nothing. It is to women who do not know how to study colors and who appreciate interest on their behalf that advice is of any value.

### The Corset

This is one department where frankness may overshadow diplomacy because women will talk to their corsetieres. Now that so many women have ruined their figure by refusing to wear them, the saleswoman's work is doubly important. It is a safe rule that a customer once satisfied with corsets, rarely buys them elsewhere.

The corsetiere, after measuring her prospective customer, need have no reluctance about telling her where her figure falls short (or indeed has too much) of the regulation Greek measurements. One saleswoman has made it a point to suggest the exact exercise needed for a particular fault. She keeps an authoritative book on the problem of reduction behind her counter. This advice does much to help the work of the corset ordained for each type of figure. It does no harm to let patrons know that the corset cannot do everything. Don't be afraid to suggest diet, changes in footwear (for shoes have a tremendous effect on the bearing and figure) and massage.

The woman who measures more than she should above the waist should not wear a blouse and skirt. Contrary to what many think, those whose figure is large below the waist can wear full skirts and extended girdles—anything that makes the waistline even with the hips. Short-waisted figures should study lines which bring their waists at least an inch further down—low girdles, overblouses and belts to match the blouse. The corsetiere must not only know these things if she wants the correct corset to show at its best advantage but she must learn to speak of them to her patrons.

In selling brassieres, comfort is the best sort of talk to follow. Tell the woman who has never worn one that there is a feeling of firm trimness and grace that can never be obtained without it. Show the woman who has gone to the other extreme and worn a brassiere which is too small, how this hinders correct breathing and has a tendency to curve the shoulders.

### The Milliner

Selling hats is perhaps the greatest test of salesmanship. As a rule it is better to choose those which are best suited in your judgment and to trust to the mirror to tell why. But there are some women whose only eyes are those of the people at home and who like to know why they should not have certain hats.

If a woman wears glasses or has a very short neck, advise her to keep away from mushroom shapes. Unless the features are very good and incline to regularity in their general ensemble, advise hats that show the hair. Down-curving hat brims should be regarded as dangerous by figures which are large above the waist or by short-waisted people. Learn to know which is the best side of your customers and tell them so—some women like to hear for the first time that they possess something which is not quite as bad as the rest of them.

# The Making of Handkerchiefs

## Marvellous Machinery Imitates the Finest of Handwork—Industry in Canada Still in Infancy but Rapid Strides Have Been Made—The Various Processes Described—Handkerchief Demands

HOW IS a handkerchief made? This question can be easily answered by visiting a factory where hundreds of thousands of handkerchiefs are made annually in Canada, for men, women and children, where marvellous machinery performs miracles of intricate needlework, imitating all handwork so closely that it can scarcely be detected.

For a long time the idea has been entertained that the best handkerchiefs and the bulk of such merchandise sold in this country had to be imported from Europe, from Ireland or Switzerland, etc. It may come as somewhat of a surprise, therefore, to the user of these accessories of daily dress to learn that Canada is producing millions of handkerchiefs for her own consumption, made of linen, cotton, silk, lawn, etc., and finished with embroidery or other novelty effects fully equal in appearance to those made abroad. The handkerchief industry is, however, still in its infancy in this country due to the aforesaid belief that European merchandise is better in every way, but each year the demand is growing as Canadian-made handkerchiefs improve in design, quality and variety.

No matter of what material the handkerchief is to be made, the initial process is fundamentally the same, namely, the web of material has to be cut in a particular manner, which is done in this wise:

### The First Operation—Cutting

All the material comes to the factory in a 300 yard piece, and this long web is carefully unfolded on a very long cutting table so that the 300 yards forms only a few layers. This material is then divided by a cutting machine called an electric traveller which cuts the cloth into two or three pieces according as men's or women's sizes are called for. Each of these lengths is cut into sections measuring 60 yards in length and taken to a hemstitching machine which runs automatically and can be adjusted to run a quarter, half or one inch hem as desired, on the length of cotton. Fourteen of these machines can be attended to by one girl at once, so simple are they of control, and should a thread happen to break, the machine will stop of its own accord until the thread is once again running smoothly.

### Hemstitched on two Sides

When one long side is fully hemmed, the cloth is reversed in the machine and the opposite side is done in the same way, so that the length of cotton is hemmed on two sides the entire length of the 60 yards.

Next, the 60 yard length is cut or squared off to the correct size of the handkerchief. All but the cheaper grades of handkerchiefs are torn instead of being actually cut with a knife or scissors, since tearing ensures perfect alignment and accurate matching of corners when the handkerchief is folded.

The handkerchiefs are next taken to still other hemstitching machines, which are able to finish the hemstiching so skilfully that it seems to be done all round in one continuous operation, and the corners are finished without leaving any unevenness whatever.

### Pressing Improves Finish

After this the handkerchiefs are dampened and ironed, some on a huge mangle, others by hand to impart a linen-like finish which is particularly effective. Then they are folded into cartons or boxes, and are tied up, boxed and shipped for distribution.

Such are the main steps in the making of an ordinary hankerchief without any elaboration such as initials or embroidery, both of which are becoming a recognized embellishment of women's and children's handkerchiefs. The process of embroidering is one of the most interesting to be found in the textile industry and by its aid a simple square of white or colored material becomes a thing of beauty, imitating the finest handwork so closely as practically to defy detection.

### Embroiders 13 Dozen at Once

The hemstitched handkerchief is taken to the embroidering machine which is operated exactly the same way that would be employed by the average woman at home with an embroidery hoop and skeins of colored silks, except that instead of doing one handkerchief at a time, this machine embroiders thirteen dozen. Each handkerchief is adjusted with the utmost care, one after the other upon a rack, the part to be embroidered being extended upwards and caught firmly with a metal clip, after the principle used in connection with an embroidery hoop. All handkerchiefs must be adjusted accurately in this rack for if the least irregularity occurs, the finished initial or wreath will look badly and the handkerchief will be spoiled.

The machine is operated by a man who is seated at the extreme end with a sketch or drawing of the design or initial hanging before him. By means of an indicator he guides the machine, tracing each stitch on the design in such a way that the finished work looks exactly like hand embroidery. In and out go the needles and the machine moves backwards and forwards with no noise. The needles are threaded by another machine close at hand which is almost human in its efficiency. Into this auxiliary machine a girl feeds the empty needles which are automatically threaded from a large spool of thread. The machine cuts off the required length, puts a knot in the end and the needle is ejected in readiness to be stuck into a cushion preparatory to being placed in the machine.

Some designs take longer than others, but either simple or quite complex embroideries can be turned out equally effectively upon any texture by means of this machine. Owing to the fact that the present fashion demands corner embroidery done in the style termed "cross spanning," the process takes somewhat longer to accomplish and adds to the work of adjustment and working of the handkerchiefs.

Following the embroidering process, the handkerchiefs are treated as before described, being pressed or ironed to improve the finish, and are then boxed in the required numbers in preparation for shipping.

### Artistic Boxes Featured This Year

In anticipation of the coming holiday trade, hankerchief manufacturers are putting out a wide variety of art boxes in which two, three or six dainty novelty lines are packed. Although these fancy boxes necessarily add to the cost of the handkerchiefs, nevertheless, they improve the appearance of the gift so materially and keep the handkerchiefs in their original crisp condition, that boxed handkerchiefs should receive more attention than ordinary staple kinds during the weeks preceding Christmas.

For women's and children's trade it is said that colored novelty handkerchiefs will continue to be the most wanted styles for a considerable time to come. White handkerchiefs have not returned to their old time popularity insofar as gifts are concerned. Colored embroideries on colored grounds are the biggest item at present, the proportion of colored goods selling being in the ratio of 100 dozen colored to one dozen white handkerchiefs. Vivid shades are insisted on for holiday trade this year but for next Spring some very charm-

(Continued on page 67.)

### DEMAND FOR ALL TYPES OF LACES

(Continued from page 67)

ther millinery or dress accessory purposes.

**Fancy Work Ribbons Sell Freely**

A new variety of Roman striped ribbon comes in a fine corded weave over 6 inches wide, with three different colored stripes running across the width, being repeated twice. This ribbon is remarkably popular and can be had in any wanted ground color. Wonderful Dresden effects in heavy quality taffeta ribbons have just arrived for the holiday trade and are selling well already despite fears to the contrary. Even in the 6 inch widths these imported ribbons are so moderately priced that they are proving to be as successful as these fancy work ribbons used to be in former years.

Another Montreal wholesale house reports quite a demand for all black ribbons in gros grain effects for Spring and comments on the increasing demand for both moire and corded ribbons in all widths. Picot edged corded ribbons in all colors in the narrower widths are another "best seller" this month which has surprised the wholesale ribbon men.

**Silk Braids Scarce**

Fancy silk braids are in wide demand and an actual shortage of narrow widths of black silk military braid is spoken of in Montreal. One importer who has made a specialty of black silk braids informed Dry Goods Review that he could have sold double the quantity this season, even though his sales have been double those of other years. Newer than the all black braid is a variety called "Ukranian" fancy silk braid in military effect, usually about 1 inch wide. Quite gorgeous color combinations are worked out in these new braids which will be a smart trimming on Spring frocks.

Handkerchiefs as usual are engaging the attention of all buyers in anticipation of a good holiday trade. Some really beautiful Swiss novelties were just received in Montreal recently developed in finest Appenzall work with unusually fine border and corner effects in as many as four rows of hemstitching. These handkerchiefs are priced in the vicinity of $15 but are probably the finest examples of this exquisite needlework to be found in Canada.

Hand machine Appenzall embroidery is however to be had in a range of charming designs which compare very favorably with the genuine handwork. Very lovely borders and edges are developed on fine quality lawns in this embroidery and these handkerchiefs are very reasonably priced. A new idea in holiday goods, received by the same importer is a line of fine voile handkerchiefs with lace motifs inset and a scalloped edge, which are both delicate and fine enough for dress purposes. Prices on the finest qualities of men's Irish linen handkerchiefs are now very advantageous, one of the best values on the market being a range priced at $3.50 a dozen in any width hem.

### THE MAKING OF HANDKERCHIEFS

(Continued from page 66.)

ing effects in mercerized cottons showing a cord woven in border effect, combining white with pink, blue, orchid, or yellow, etc., will be put on the market. Pongee silk handkerchiefs are also increasing in demand and show various hem treatments such as colored threads and embroideries.

Children's lines continue to show the same nursery rhyme and fairy tale pictures, as well as certain new ideas such as the embroidering of the names of the days of the week upon a set of seven handkerchiefs boxed attractively.

---

A. G. Griffin, assistant general manager of Dent-Griffin Silk Glove Manufacturing Co., of St. Catharines, died very suddenly, October 30th.

### NEXT TEXTILE SHOW IS IN MONTREAL

*At a meeting of the Advisory Committee of the various needle trades of Montreal and district with representatives from Ottawa and Toronto, held in Montreal on November 13th, it was decided to inaugurate the newly-formed Canadian Garment Manufacturers' Association, which includes both women's and men's wear, by a Textile Exhibition to be held in that city in March of 1923. While the dates for this exhibition have not yet been definitely fixed, we understand that tentative dates are March 9th, 10th, 11th and 12th and that it will be held in the Mount Royal Hotel.*

*This exhibition will be conducted on much the same lines as the one held in Toronto in the early part of this year which was entirely devoted to men's wear lines. The Montreal exhibition, embracing women's wear lines, will necessarily be on a much larger scale. A feature of the exhibition will be a fashion pageant.*

*C. H. Gibbons, who was manager of the Toronto exhibition, will also manage the Montreal exhibition.*

### MANAGER ENTERS NEW BUSINESS

C. F. Fell, since 1906 Manager of the Hamilton Carhartt Cotton Mills, Limited, Toronto, and for 28 years with that company, has entered into business with H. C. Walker of Chatham. The firm will be known as the Walker-Fell Overall Company. On leaving, Mr. Fell was presented with a platinum and diamond scarf pin by the employees.





*HANDBAGS FOR WELL-DRESSED WOMEN*

*Left—Soft leather bag made of India goat with fancy filigree clasp. Right—Chiffon velvet bag with fancy filigree frame. Shown by Canadian Leather Products, Ltd., Toronto.*

ACME A MAKE

# NOW IT'S LINED GLOVES—

*for*
MEN
WOMEN
CHILDREN

*The beginning of November inaugurates the lined - glove season. We suggest that you feature Acme lined gloves, knowing you will satisfy your trade and profit yourself.*

ACME GLOVE WORKS LIMITED
MONTREAL

MAIL ORDERS
FILLED AT ONCE




This name
means much
to buyers of
NECKWEAR.

*Note*
Bertha effects and
Bramley are good.

Camisoles
Boudoir Caps
Aprons.

*Immediate*
*Deliveries.*

# PHOENIX NOVELRY CO.

*22 Duncan St., Toronto*

# *It's a Mesh Bag Year!*

INDICATIONS point to the 1922 holidays as the biggest mesh bag selling season in the history of the industry. Two years of continuous aggressive advertising persuasion featuring the **style necessity** of the mesh bag will have its logical culmination in exceptional sales. And then there is the merchandise appeal—the presentation of the most attractive styles ever offered.

The holiday demand has already begun. It is significant that dealers report a request almost exclusively for **Whiting & Davis Mesh Bags**—a known value advertised to millions. Get your holiday stock in order, through your wholesaler.

MESH WHITING & DAVIS CO. BAGS
TRADE MARK REG. U.S. AND CAN.

# *Whiting & Davis* MESH BAGS

In the Better Grades, Made of the Famous "Whiting" Soldered Mesh

L. W. Cook, Manager
Sherbrooke, Quebec




# Our Handkerchiefs Sell

**Assortment No. 1.**

50 patterns all hand embroidered in all white, white with colored embroidered corner and solid colors with embroidered corner.

**In Stock**
Immediate delivery.

**$2.15 doz.**

**Assortment No. 2.**

Fifty patterns all hand embroidered on 1400 sheer linen. All white, white with colored embroidery, or solid colors with embroidered corner.

**In Stock**
Immediate delivery.

**$4.00 doz.**

Our fancy boxed lines similar to above illustrations will appeal to your trade. A large assortment in stock for immediate delivery.

Handkerchiefs boxed, either two or three in a box, priced from $4.25 to $15.00 per dozen boxes.

Let us fill your requirement in initialled and plain handkerchiefs, men's and women's.

## Ladies' Wear Limited

563 College St., Toronto

W. F. Goforth President



# Christmas Trade

## Neckwear
*and*
## Underthings
*decidedly new*

Wire for an assortment from our wide and varied range attractively boxed for quick selling.

*Immediate Deliveries*





## "Eulalie"

*Something new in underwear. A new envelope chemise with a flare skirt so necessary when worn with the new dresses. This style in heavy Crepe de Chine is very popular.*

## "Venetia"

*Very chic! These Swiss Crepe de Chine Pyjamas are shown in all light shades and trimmed with a touch of black satin ribbon.*

If you want something distinctive in Dresses and Blouses write or wire at once.



*Manufacturers*
and
Distributors
of
High-Class
Ladies' Wear

# Ladies' Wear Limited

563 College Street, Toronto

W. F. Goforth, President

*Showrooms at:*
509 Drummond Bldg., MONTREAL.
102 Booth Bldg., OTTAWA.
205 Curry Bldg., WINNIPEG.
217 Lancaster Bldg., CALGARY.
Bower Bldg., VANCOUVER.

# "People buy when they see something new."

*That Extra Buying*

Do not risk trade losses through depleted lines.

HANDKERCHIEFS
a full range in Ladies' and Men's

also

Hand made Chinese Lace Doilies.
Cluny Centrepieces.
Embroidered Cotton Crepe Kimonos.
Silk Shawls.
Men's Knitted Silk Mufflers.
in exclusive designs and colors

Embroidered and drawn work Pongee Centres.

Fairy Queen Hair Nets
"The Good Net"

*Write, Wire or Telephone today.*

G. R. Gregg & Co.
Limited
50-52 York St., Toronto
Warehouses also at Winnipeg and Vancouver.

# *Kingfisher Linens*

## NOVELTIES FOR CHRISTMAS

Fancy embroidered handkerchiefs, nicely boxed, Swiss and Irish manufacture.

All pure linen sets of cloths and napkins, 45 in., 54 in. and 70 in. in a fine range of designs.

Bath towel sets in a variety of colours, nicely boxed.
Madeira napkins, cloths, scarves, etc., etc.

# *Kingfisher Silks*

Three leading lines now in stock in full ranges of shades and color combinations:

Kingfisher Quality "Damaswah" the guaranteed lining for fur coats.

Kingfisher Quality lining satin.

Kingfisher Quality taffeta.

Also all the fashionable crepe weaves, high novelties for evening wear and matalasse fabrics.

*Write for Samples*

# MARK FISHER SONS & CO.
# MONTREAL

# Promote January Corset Sales

## Detailed Publicity Should be Given if Buyers are to be Interested —A Mistake to be Avoided—Should Aim to Clean Up Loose Ends of Stock—Spreading the Sale Over the Full Month—The Price Appeal is Important

CORSETS have a logical and well-defined position in January clearance sales which is often disregarded with a consequent loss to the department at large in ways not realized by the average corsetiere. It is a well known fact to experienced corset buyers that the semi-annual clearance sales have a double duty to perform. They must clear out everything that is undesirable in stock but at the same time they must serve to popularize the department as much as possible.

Dry Goods Review is enabled to print herewith the views of two Montreal corset buyers of long experience with regard to the matter of emphasizing corsets in the January White Sales, both of whom have analyzed the subject thoroughly.

### Explicit Publicity

Speaking of the necessity for plenty of forceful advertising in this connection, one of the corsetieres pointed out that such publicity must be explicit. "Every woman," she said, "must be made to feel that there is something which she really needs awaiting her. To be effective so soon after the annual struggle of holiday buying, the lure must be strong and personal. A mistake is sometimes made in arranging merchandise for a special sale by separating lines according to prices instead of keeping garments of the same kind, although of different prices, together. One instance that can be quoted is where a store during a white sale, placed all goods up to a dollar in one section and all the better grade marked-down articles in another section at quite a distance, with the result that the cheap merchandise section was crowded all the time with people who were attracted by the low prices, and who would not take the trouble to come to the regular department at all. Consequetly, the better grade line suffered and the department lost some advertising. The next year there was a continuous arrangement of tables with much more satisfactory results, for many who came for the low price goods preferred the better grades when they were seen, business in all kinds was stimulated and a higher average price was obtained."

According to this buyer, the January White Sale, coming just before inventory, is the time to gather up the loose ends so that inventory will find a perfectly clean, strong stock to which new Spring or Summer lines may be added without a burden of left-overs to be got rid of. As the White Sale is expected to be particularly attractive, it is wise to begin ahead of time, to assemble any articles that are subject to notable reduction and hold them in reserve for this sale. It is much more practical to do this by degrees than to hurry through the stock the last two or three days selecting hastily what can be reduced.

*A CORRECTION*

*On Page 97 of the October issue of Dry Goods Review an error was made in the second column in quoting prices on bloomers. Shantung bloomers were incorrectly quoted at $2.00 a dozen. It should have read $24.00 a dozen.*

### Four Sales Better Than One

"Spread the corset selling over the four weeks instead of concentrating upon one big sale," was the next statement made to Dry Goods Review. "This way is easier for all concerned and relieves congestion about the bargain tables. A one price sale in which all corsets are priced at an attractive figure will bring splendid results right through the month, and if it is found necessary to vary the prices according to values, then the plan can be adopted of starting the first sale with the better grade merchandise, gradually working up the cheapest in a series of weekly events. If a small special purchase of fresh goods can be obtained from a manufacturer especially for this event it is often profitable to buy such extra merchandise, but the primary object of the clearance sale should not be overlooked."

### Keep Price Uppermost in Sales

In the average store it is found that the cheaper grades of corsets have the best chance of selling in January and price is the first and last inducement that brings in customers. For this reason, fittings must be given up to a certain extent except in the case of regular stock. However, one Montreal corsetiere finds that it pays to offer a fitting on the day after the sale if desired, if the customer will bring back the corset and this is appreciated in the case of rather unusual figures, but on the whole, the class of customer is quite content with her bargain and does not desire to be fitted.

Quality selling is another idea which should receive great emphasis in the January clearance sale. Instead of pricing brassieres for example at 69 cents each, why not try the plan of marking them at 3 for $2? In connection with corsets also, combination offers of corset and corset-brassiere should be effective, introduced by some such phrase as this, "To Save Your Best Corsets try these for wear round the house." Many a pair of summer weight or girdle corsets can be sold for this purpose, also for wearing while the regular corset is being laundered.

Anticipating the problems of another spring was the theme of still another corsetiere interviewed by Dry Goods Review. "It is part of the duty of the practical merchandise buyer to know all the goods themselves, then they can be pushed steadily until the lot is disposed of, for there is always at least a small market for articles that do not suit the majority. It is far better to know at once that goods are not taking well than to fill in sizes and keep along a line for a time that will never become really popular

### Supervise Stock Constantly

This corsetiere furthermore stresses the importance of accuracy in stock keeping at all times, irrespective of sales. "When goods are bought intelligently the selling end of the business can effectually spoil the good results of such buying if the buyer does not know what is in stock, what moves easily, and what seems likely to stay on the shelves. An occasional inventory does not answer at all. I find that one of the best helps to this knowledge is to keep a manifold order book in which a carbon copy remains of every order placed with a manufacturer. Every order, no matter how small, should be placed in this book, and, when the goods arrive, equal care should be taken to check them off in the book and ascertain whether the order is correctly filled.

"The price tags should have the cost and date of purchase marked in code, and the retail price in plain figures so that a glance will tell the exact status of the goods in question. The salespeople should know the code of date, but not necessarily that of cost, for there are some salespeople who are ready to volunteer information to outsiders. The date of purchase is a constant reminder to them that goods bearing the oldest date ought to be disposed of first. Careful merchandising requires not only careful ordering and marking of goods but also constant watchfulness after the goods are turned over to the salespeople. It is a strong temptation to the saleswoman to sell what is asked for or what is easy to dispose of without the effort of talking it up."




*This shop measures only* 30 x 14 *feet yet it is as complete as any corset shop we have seen. To the left of the picture are two fitting rooms at least* 5½ x 4½ *feet and to the right is a room used for office, stock amounting sometimes to $7,000, and parcel-wrapping. In the centre back you can see shelves with a good light where some stock is always kept for customers to see for themselves. The glass-topped counter displays brassieres as well as fancy ribbon lines. The little all-grey corner counter is where the cashier stays. No cash register appears to mar the air of pleasant quiet. The shop is finished in a warm tone of grey and mulberry (the latter appearing in the upholstering and window-draping and not being sufficient to give any feeling of heaviness to the atmosphere.) A touch of blue in the ceiling lights adds a French touch. The Carolyn Heyes Shop of Mrs. C. S. McMichael, Toronto.*

## Corset and Lingerie Fashion Show

A DEPARTMENT store in Niagara Falls, N. Y., has carried the Fashion Show idea into new fields. If women will flock to theatres to see gowns, hats, shoes and outer wearing apparel of every kind, why not try them with undergarments? This was the question which Beir Bros. asked themselves. There is not a woman today who pays attention to style in one without giving attention to the other. Moreover, this season has brought so great a change in the silhouette that women have been forced to take the matter seriously.

This store, therefore, took one afternoon of the week in which their styles were displayed at the leading picture house, for corsets and under-garments. Only women were admitted. Living models appeared in the newest corsets, girdles, negligees, brassieres, lingerie sets.

### A Corset Authority

Because very few women have yet learned the secret of good corsetry, Beir Bros. obtained the services of Miss R. Holmes, the expert on this line from Detroit. A general talk was given to the audience on hygienic laws as applied to corsets, the various figure types, the history of corsets, common defects and how to treat them. Different models were then corseted in the correct manner by the instructor and finally girdles and corsets were worn by models of every type and the points emphasized in each case.

Brassieres were treated in the same way. The reasons why every woman should wear a girdle were given, the correct one with each style of corset and the things to avoid were mentioned.

In undergarments, the women were told how to select a wardrobe, what is meant by tailoring in lingerie, when and when not to wear certain things.

As an added feature, several models demonstrated motions made in certain games, notably golf and tennis, which prohibited the use of some garments and required others. The point stressed was that one corset will not do for all occasions and neither will one type of undergarment.

### Women Liked It

The hour set for the undergarment display was 2.30. It lasted a half hour, after which the regular picture was shown. The house was packed. Of course, the novelty of the idea appealed to Niagara Falls but there was also the fact that nearly every woman realizes good corsetry is essential. The lingerie drew its quota as well because of the feminine love of beautiful things.

Miss B. E. Temple, the head of the corset and underwear department of Beir Bros., told Dry Goods Review that every day since the showing there have been dozens of inquiries and several sales directly traceable to the interest aroused at the Fashion Show.

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### William Agnew

William Agnew, for many years a well-known dry goods merchant in Montreal, where he carried on business under the firm name of William Agnew & Son, died at Victoria, B. C., at the age of 74. He was a member of the Montreal Dry Goods Association and of the Board of Trade for a long time, and for two years represented the Dry Goods Association on the Council of the Board of Trade. He retired from business about ten years ago, and moved with his family to Victoria, where he has since resided.

# *Warner's* *Rust-Proof* Corsets—

## And their Interesting Record of the Past

For over fifty years the Warner Brothers Company have manufactured corsets for women of the United States. For two years now we have operated a complete factory in Montreal.

Few people realize how much this Company has done during the past fifty years towards the development of every modern Corset sold to-day. For instance, here are certain features of every modern corset which were invented or originated by the Warner Brothers Company.

**Rust-Proofing** of all corset wire, clasps, etc.

**Double Boning** — affording extra strength and greater suppleness.

**Hose Supporters** attached to the corset—to hold the corset in place and permit the abolishment of the old "Hour-Glass" waist models of thirty years ago.

**Rubber button grips** on hose supporters—to prevent tearing the stockings.

In addition to the above features to be found in corsets generally to-day, we have, during the past three years, originated and developed certain features in the corset art which have appealed strongly to many women. These are

**The Corselette,**
**The Wrap-Around Corset,**
**The Panel Bandeau.**

Our new complete Canadian line for January delivery is now being shown. It will pay you to go through the samples carefully and we believe you will be agreeably surprised at the splendid values, the original designs, and the general standards of the entire range.



# The Warner Brothers Company

356 St. Antoine St. Montreal, P.Q.



# Christmas Handkerchiefs

— and now

## for Selling

Make your department attractive by displaying an abundance of Handkerchiefs. You will be surprised at the increased interest. We live up to our name—

## "The Handkerchief House of Canada"

We have Handkerchiefs by the thousands

*Write—Wire or Telephone*

and we will do the rest

## Lace Goods Company Limited

79 Wellington St., West Toronto

Importers and Manufacturers' Agents

# Late Novelties for Xmas Trade

## Promoting Sale Ivory Toilet Articles by Sets Will Bring Better Results—Economy Appeal—Some Imported Cosmetics—Demand Growing for Better Grade Perfumes—The New "Tooth Pencil" Whitens the Teeth—Handbags and Leather Goods

RETAILERS who are inclined to relegate ivory toilet articles to a second place by reason of the fact that it is becoming difficult to secure really new additions to already wide ranges of the various designs, will find it worth while to promote the sales of all kinds of ivory, shell and ebony toilet sets in a new way this Christmas. A Montreal importer of these lines, who has given the subject close study, has stated to Dry Goods Review that holiday gift seekers will readily respond to the suggestion to buy ivory toilet ware as in former years if gift departments will feature the various items in sets, priced say, from $10 to $25 not necessarily boxed, demonstrating the purchasing power of these amounts where ivory pieces are concerned. For example, a display of three-piece sets priced at $10 will find many purchasers, whereas a sale of single items would not have the same appeal. According to this importer, the retailer should be able to offer a good quality set of French ivory including such items as brush, comb, mirror, powder box, hair receiver, tray, manicure pieces, cream jar, perfume bottle and jewel box for $25 and he should make this set standardized so that extra pieces can be added later if desired from the same pattern. The main idea underlying this merchandizing suggestion is to encourage quantity sales in place of single items and to make the customer think in terms of sets. The sale of ivory boudoir lamps has been exceptionally good this month as has also been the case with ivory clocks in different shapes, both of these items being among the newest additions to ivory sets. Shell ivory sets are in good demand for holiday trade, but the most favored novelty in this line of goods is the engraved and hand-painted set of white ivory in either a forget-me-not or pompadour rose pattern. These are exquisitely dainty and rank with sterling silver toilet ware in appearance. Brushes and mirrors for children's use are engraved with artistic pictures from the old nursery rhymes and colored in red, etc., for the holiday season. A brush, for example, bears a picture of "Tom the Piper's Son" running away with his pig.

### French Cosmetics in Demand

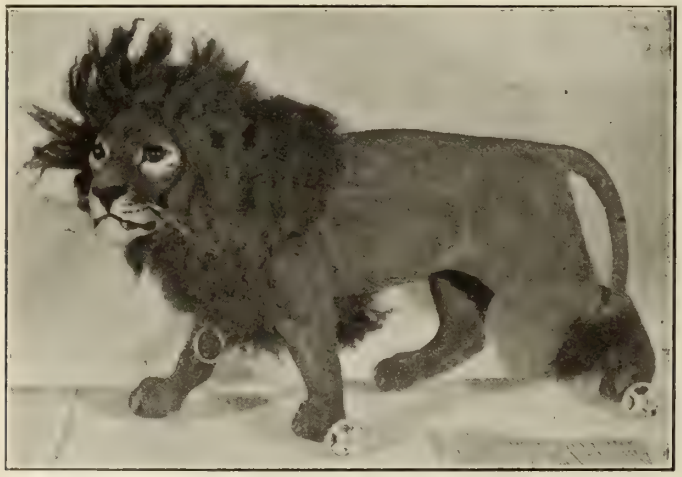
One of the outstanding features of the present season in fancy toilet articles is the increasing demand for face powder compacts and rouges. "Women have come to recognize the necessity of the compact," said a Montreal importer, "and are willing to carry the new large flat metal container in their handbags and even use it on their dressing table in place of loose powder which so often spills and shows upon the wearing apparel. French rouges and compacts are so entirely natural in appearance that their use cannot be detected and sales of brunette rouge are so much ahead of other years that it is apparent the use of these cosmetics is on the increase rather than on the wane."

Where perfumes are concerned the general demand is for better qualities and in the majority of cases, retailers report a preference for an ounce of the finest perfume rather than a bottle of cheaper quality. The day of very cheap perfumes is about over it is found, and manufacturers are casting about to find new ways of presenting high grade scents so that these may appeal to discriminating buyers. One of the newest ideas on the market this fall in Montreal is a dainty cut glass container about 2½ inches in height, fitted with a gold cap engraved on the top with the name of the scent and the maker's name below. This smart little conceit is especially designed for Miladi's handbag as it takes up practically no space and imparts a delightful fragrance. It comes boxed in a smart little grey container its own size and serves the double purpose of sampling the more costly French perfumes as well as helping the retailer to introduce the demand for regular sizes or varieties of these products from Paris. The leading scents in demand from the wholesale at present are given as "Quelques Fleurs," "Coeur de Jeannette" and "Mon Boudoir" which are standardized in both bulk and fancy containers.

### Manicure Gift Sets Are Artistic

A really worth-while gift package has been put on the market this month by a leading manufacturer of manicure preparations in the shape of sets priced to retail from 60 cents to $5 apiece. These new sets are artistic in the extreme.

(Continued on page 81)






*The lion, king of all the stuffed animals. This is well shaped and made to last. The dancing donkey is a novelty in wooden toys which is getting attention this season. Shown by Nerlich & Company, Toronto.*

# Must Keep Everything in Gift Line

## This is the Opinion of Woman in Niagara Falls, N.Y., Whose Store is Patronized by Buffalo and Toronto People—Caters to Exclusive Trade—Some Essentials in Running a Gift Shop Successfully

HAVE you a Gift Department? Does it pay? The following story from a little lady who manages one of the most successful Gift and Art Shops in New York State may interest you. This department is in the store of the Niagara Dry Goods Company, Niagara Falls, N. Y. During the two years in which this shop has been carried on along these lines, the volume of business done has been greater than in one of the largest department stores in Buffalo.

Mrs. F. J. De Shinsky says there are two principal reasons for the success or failure of a department of this type. One is the quantity of stock and the other is the quality of it. She believes that the man or woman who would work up a department of the kind must have everything that the ordinary customer would include in a gift list or in fancy work lines. Not many of each thing need be carried but certainly the sample alone is not sufficient. As to the quality of merchandise carried, the manager who does her marketing only with the highest grade manufacturers and importers, will have the best results.

### Exclusive Trade Best

The department devoted to these lines which attempts to please the cheaper class of trade runs into great dangers. The point Mrs. De Shinsky emphasized in this connection was that people whose patronage is worth while are those who go to a store where they can get something a little different.

This applies particularly to embroidery and art work of various types. When she goes to New York, she buys at the places which are not frequented by the ordinary stores. Moreover, she tries out nearly everything which is new. She believes that it is not wise to wait until the customer, returning from abroad or elsewhere, asks for a novelty. To be the one who first tells the public is her aim. That there must be a sound merchandising principle behind this theory is fairly certain for the Niagara Dry Goods gift shop is known not only by Buffalo and Toronto people but by the thousands of tourists who flock to the Falls during nine months of the year.

### Selling Brassware

The brassware in the gift department of this store is particularly worthy of mention. Mrs. De Shinsky believes that every article of practical use should be carried here. She frequently has orders from all over the United States for pieces to match heirlooms. People who can afford this ware will pay for service and there is therefore no reason to skimp in profits where orders are placed.

Mrs. De Shinsky does not even give instruction in embroidery, the making of lamp-shades or in any of the things she carries, although she believes this is very good. For those stores who have not the room or the capital to keep a permanent instructress, she thinks careful selection of salesgirls is most necessary. They must have taste, a good eye for color harmony and the capacity of knowing how to relate sales. There is probably no department where one sale can effect another as much as here.

### Minimizing Losses

Many merchants tell Dry Goods Review that the risk in operating a gift and art department is very great. They often have quantities of merchandise left on their hands. Our informant says that the dangers are very few if the following basic principles are kept in mind:

Mention the department in regular advertising at least once a week. Do not stock heavily in the lines which other stores are carrying. Go to market often and keep up regular correspondence with your supply houses. If you like a line, order the first time you see it because several weeks usually elapse before your merchandise arrives—this makes chances for competition greater.

Watch stock from day to day; have a few of everything. It is rarely wise to stock heavily in either fancy work or gift goods.

Get your display man to give you at least one window, one day a week all the year round. During the Christmas, wedding and holiday seasons, have gift windows at least three times a week.

Select a quiet spot where customers can look around and do not allow salespeople to force sales.

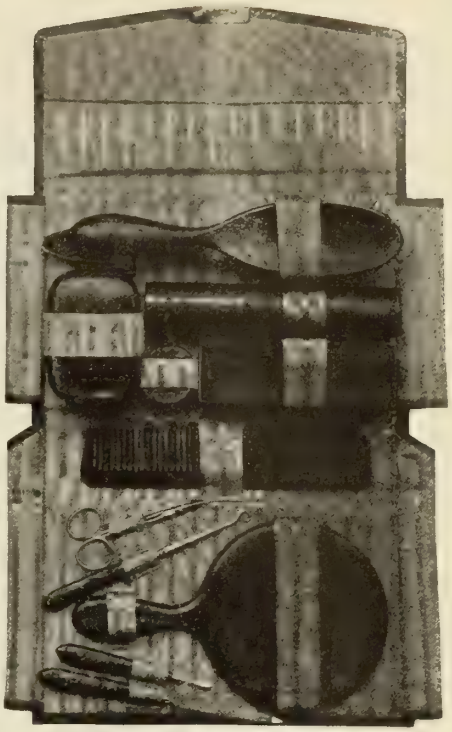
Use only the best samples in needlework. If these are sold replace them immediately, for most women want to see the finished product before they will invest in materials.

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A new store has been opened at 2092 Queen Street East, Toronto. It is called Model Men's Furnishings.

N. Shiffman, 1117 Granville Street, Vancouver, was robbed of about $1,000 worth of men's suitings on November 4.

C. P. Wegner, of London, Ontario, is combining his two stores into one. He had stores at 371 Talbot Street and 120 Dundas Street. The two stores will now be at 371 Talbot Street.



*The prevailing mode for tortoise shell has brought out this neat dressing-case equipped with toilet articles. Shown by Julian Sale Leather Goods Company, Limited, Toronto.*

**BEADS**
**for all purposes**
LARGE VARIETY, IMMEDIATE DELIVERY.
Bead Necklaces — Girdles, Earrings—Bar Pins—Combs and Hair Ornaments.
Mail orders have our prompt attention
THE BEAD HOUSE
**R. A. PHILLIPS**
77 York St. PHILIPPA Pearls Toronto

**Travellers Are Now Out with Complete Lines**
French Ivory.
Greeting Cards and Post Cards for every Season and occasion.
Decorations and Novelties for Christmas, Hallowe'en, St. Valentine and Easter.
Pennants, Cushions, etc.
Tags, Seals and Cards, Toy Books.
Souvenir Novelties (Biggest Range in Canada).
Conserve Lunch and Bib Sets.
Christmas Stockings.
Celebration Goods. Powder Puffs.
THE PRODUCT OF FIVE FACTORIES WE OWN OR CONTROL.
We are the Canadian Representatives of S. Langsdorf & Co., New York City, makers of the best popular priced line of French Ivory Toilet Lines, Toilet Sets and Manicure Sets in the United States.
We have a Christmas catalogue worth having. Your name on a post card brings it.
**PUGH SPECIALTY CO., LTD.,**
38 to 42 Clifford St., Toronto, Canada.

# Sells More Merchandise Through Efforts of Community Savings and Loan Company

## Erie Organization is Capitalized at $100,000 and is the Creation of the Merchants of That Town—Makes it Easy to Buy Articles and be Under No Obligation to Any Dealer—Debts May be Paid and Misfortunes Made Less Burdensome

COMMUNITY efforts of one kind and another are quite the vogue these days. If there is anything to be done for the betterment of the community someone tries to get citizens of all classes together in a concerted effort to achieve this thing on which they have set their hearts. Out of such sentiments, the Rotary and the Kiwanis Clubs have been organized and are doing a wonderful work in this country and in the United States.

### Community Savings and Loan Company

The town of Erie, Pa., has a community organization that will be of interest to Canadian dealers to know about. It is called the Community Savings and Loan Company. It is not an organization of mixed classes in the community; it is an organization fostered and operated by the merchants of that town. The president of the company is F. S. Bond, a leading men's wear dealer in that town. It is capitalized at $100,000 and it is under the supervision of the State Banking department. It performs the same service for the average individual that the bank gives to the big business man, a service which the banks do not want to give because the amounts are small and do not come within the scope of their ordinary risks. It provides an easy method for persons of moderate means to secure loans of money in any amount up to $300 at reasonable rates of interest, payable by small weekly savings. Its scope is so broad that if you have a financial problem of any sort a visit to the offices of this organization will show you an easy solution, a solution that brings satisfaction to both the applicant and to the merchants throughout the town of Erie. It helps to eliminate the worry of unpaid accounts, if you happen to have any, and the embarrassment of collectors or weekly or monthly statements is done away with.

### Ready Money to be Had

The manner in which the company operates is a very simple one. Suppose you feel that you need and should have some useful article—it may even be classed as a luxury. You naturally may hesitate at the sum involved because it is an outlay of considerable money—more, perhaps, than you have at present and it may be many months before you will have the required amount. You can borrow this money from the Community Savings and Loan Company, under certain regulations that are by no means onerous, and the cash is paid to the dealer and you are relieved of a feeling of obligation to anyone. You call at the offices of the company weekly, or semi-monthly as the case may be (regulated according to pay days) and by small savings you have accumulated a sufficient sum in a short time to pay your indebtedness. You have had the use and the pleasure of the article you wanted and have not missed the small deposits that have been made—2% on the principal and 2% on the total interest each week.

### Paying Debts

There is one other service which this company offers that is invaluable to the customer and which takes care of him at a time when "a friend in need is a friend indeed." Suppose, for instance, that a man owes acounts in the town amounting to $300. Suddenly, misfortune overtakes him. Perhaps his wife

**Community Savings and Loan Company of Erie, Pa.**

$..... Erie, Pa.....19....

For value received, the undersigned, jointly and severally, promise to pay the Community Savings and Loan Company of Erie, Pa., the sum of..... .....Dollars, with interest, under Act of 1915 P. L. 1012 and the supplements and amendments thereto, at the office of the said company, without defalcation, or set off, and.....hereby authorize any attorney of any court of record in Pennsylvania, or elsewhere, to appear therein and confess judgment against..... for said sum, with interest as aforesaid and costs, and ten per cent. attorney's commission if collected by process, waiving inquisition, exemption and stay of execution, and waiving all benefit from any stay, extension, or relief laws.

It is understood that the undersigned shall pay this obligation by repaying the sum of $.....this day lent in.....installments of $.....together with interest.

The undersigned hereby pledge.....as security, for the payment of this obligation, and also for the payment of any other debt or liability of the undersigned to the said company or holder hereof, whether as maker or endorser, surety, guarantor or otherwise, and whether absolute or contingent, or now existing or hereafter incurred, all.....interest in Certificate of Investment, No.....of said company to the amount of $..... subscribed in accordance with its by-laws, together with the following collateral: ..... .....

When this obligation matures or otherwise becomes due and payable as herein set forth, the book value of said certificate may, at the option of the company, be applied as credit thereon.

The undersigned further agree..that..... will deposit with the said company such additional security as said company may from time to time require, and in default thereof this note shall at the option of said company become forthwith due and payable as though it had actually matured; also at the option of the company this note shall become due and payable upon notice to that effect upon default in the payment of any installment payable to said company upon said Certificate of Investment, or upon the breach of any regulation of the company; and upon any such default before the maturity of this note, or in payment of the same at maturity, the maker....hereby authorize....and empower....the said company, its successors or assigns, to sell, assign and deliver the whole of said Certificate of Investment or other collateral security, or any part thereof, or any substitutes therefore, or any additions thereto, either at public or private sale, or upon any exchange or any broker's board, with or without advertisement, and without further notice, for the purpose of paying this note and any interest, or other charges thereon, or any other debt, or liability of the undersigned to said company whether due or not. All costs and expenses incurred by said corporation or any agent thereof, in realizing upon said collateral, and all expenses of sale, shall be chargeable to the maker and may be paid out of the proceeds of sale; and said company, or its assigns, may become the purchaser of said collateral or any part thereof, when sold at public auction or upon any exchange or at any broker's board.

Protest, presentation and notice of dishonor are hereby waived.

Addresses:

..... ..... (SEAL)
..... ..... (SEAL)
..... ..... (SEAL)
..... ..... (SEAL)

is taken ill, an operation is required, and death knocks at his door. All at once, a very heavy expenditure is incurred, an expenditure which he is totally unable to meet. Not only his debt of $300 but new debts hang over his head and he sees no way of meeting them. Ordinarily, creditors would be staring him in the face every corner he turned and the future would seem very discouraging ahead.

But the town of Erie through its Community Savings and Loan Company has made provision for just such an emergency. The money can be borrowed on the endorsement of the notes by the firms to whom he is indebted. With the endorsement of these notes, the money is handed over and the man goes and pays off all his accounts. In the meantime, his credit which is listed with the Credit Rating Bureau is not affected in any way.

There are other cases of a similar nature that are handled by this company. Suppose, for example, that a man loses his position through no fault of his own —unemployment becomes more or less rife in the community. He is unable to meet payments that are falling due because there is nothing coming in, at least not more than he needs to keep body and soul together. He can borrow from this company to pay his debts and be free of the financial worry that drives many a man to desperation and sometimes worse. It is a known fact that financial worry impairs greatly a man's usefulness to the community and his earning power. This Community System takes much of the strain away. It is a fact mentioned by Mr. Bond in the course of a conversation which Dry Goods Review had with him that during the recent winter when there were many men in Erie out of employment that the Company had borrowed some $47,000 from the banks there to help men who were out of work or who had met with one misfortune or another during the business depression.

**The Feeling Behind It.**

In discussing the operations of the Company with Dry Goods Review, Mr. Bond pointed out that it made for a much better feeling in the community than would otherwise exist. Citizens felt that merchants were interested in them and their welfare and were anxious to make buying an easy as well as a profitable thing for all concerned. It sold more merchandise because it made buying easy and relieved it of much of the unpleasantness that sometimes creeps up if accounts are not paid on the minute and if misfortune comes robbing a man of his ability to meet obligations entered into when skies overhead seemed blue enough. It made every consumer feel that the merchant was his friend rather than a mere dealer in merchandise whose sole and only object in being in business was to make a profit at any price.

## LATE NOVELTIES FOR XMAS TRADE

(Continued from page 78)

coming in blue and silver toned wrappers altogether distinctive in appearance. The idea which has been emphasized by this maker in putting out these manicure sets is the fact that they may be used appropriately as gifts on any occasion, so that should any sets be left after Christmas they can just as well be sold for New Year or for other special occasions. Included in some of these holiday sets are two radically new nail polishes which are already proving acceptable holiday novelties in toilet goods. These polishes are liquid and can be quickly applied. The new polish dries instantly and lasts for days without being renewed, thus supplying a real need for the dressing table.

Still another novelty for the dressing table is a "Tooth Pencil" or rather a pencil which will remove any discoloration from the teeth and keep them white and in good condition. This novelty has just arrived from England and will be widely popular when introduced, as it is convenient to carry like an ordinary pencil and can be applied anywhere at any time.

A leading Montreal manufacturer of leather goods pointed out to Dry Goods Review the fact that the newest leather handbags are fitted with the large size metal compact case so that ladies who prefer the new style of face powder convenience can slip it into a compartment of the right size. These containers do not include the powder however, and this must be added by the purchaser of the bag.

**English Effects in Handbags**

The English style is a leader in fine handbags for the holiday season, beaver and velvet calf being especially popular. Flap-over bags in rather severely plain effects, finished with double strap handles in such colors as browns, tans and greys are considered especially smart at the moment. Linings are matched or harmonized and carried out in rich moiré as a rule, which suits the dull finish of the leather. The medium-sized bag is most in demand at present but there is a choice of three sizes to select from, ranging from rather small to large effects, including the new crescent-shaped bag.

Tan calf bags finished with a 14 karat gold frame and lined with rich rose-colored silk are among the handbags "de luxe" offered by this Montreal firm for the holiday trade. An ingrain leather of new appearance is also shown in strongly-made and useful styles coming in four colors and fitted with change purse, mirror, compact, lipstick and rouge. These can be had from $36 upwards and are particularly good for spring trade.

Bridge sets are a new idea offered by this firm for Christmas selling and come in tan or assorted colors in rich suede and other leathers. The set comprises 2 packs of cards, score pad and pencil and folds up compactly in oblong shape. This item is to be a leading feature of all novelty and art goods' stores this year. A bill fold for ladies is also shown, fitted with mirror and powder chamois. Any of these articles can be initialled if the personal touch is desired by the purchaser.

# The Store of Specialty Shops

**Department Stores Dividing Into Several Specialty Shops**

There is a growing tendency among department stores to subdivide their departments into shops. This is an outgrowth of the specialty idea. Those who have made a study of the small shop say many people have learned to patronize these because stores which stress one line have all that can be desired in it. This means that the larger stores which may have just as complete a range are overlooked.

The Wm. E. Hengerer Co., of Buffalo, N. Y., calls their large house "The Store of Specialty Shops." General departments have certain sections set aside for particular lines. There is the "Toy Shop," the "Art Shop," "The Boys' Shop" and "The Shop for Larger Women." This system means, of course, stocking a complete range in the section named and the result is less going around on the part of the customer. In most cities and even in small towns, merchants tell Dry Goods Review that one of the biggest problems of the large store today is to get people to exert themselves. They like the convenience of the little store which is just off the street.

**Sections Every Store Could Have**

While many stores might not find it possible to have some of these shops, there are a few which all should have. One is an Infants' Section or Layette Room. There is not a store with which our representatives have discussed this, which has found it unsuccessful. Everyone is specializing on infants' clothes because of so many outside forces, from the Dominion and provincial governments down to the school girls in their teens.

Then there is the Gift Shop. This is an absolute need at Christmas time. No matter how small the section, let it be suggestive, let it be artistic and customers will frequent it.

American stores say that sections for larger women are necessary. In Canada the need is not so great. Yet those stores which have them are developing a class of trade which, in former days, went to dressmakers for all their needs.

# Feather Fans

are

appropriate gifts

Ours are boxed separately
Solid and slat handles
all colors

**$36.00 per doz. up**

## Metallic Flowers and Fruits

a large range

## The Boutonniere

a neat little gift
Attractively Boxed

**$2.50 per doz. up**

Present these with your
Christmas Message
to your customers

## Wait

for our salesmen
now out with the best range of

Feathers and Flowers for Spring

* * * *

*As Always*
*"The New Things First"*

**Stocks carried in Ottawa-Montreal-Winnipeg**

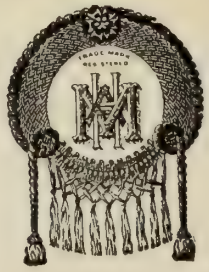
**DOMINION OSTRICH FEATHER CO., Limited**

78 Wellington St. W. - Toronto

**Representatives:**

H. B. Taylor, Mappin Bldg., Montreal.
J. G. Martin, Hammond Bldg., Winnipeg
E. R. Briggs, Western Ontario.
J. A. Ayearst, Ottawa.





*It will add to your profit to investigate our lines. Our prices are fair and our dealings are square. We have built our business on service.*

Braids — fancy and military;
Beads, Chenille, Cords, Drops,
Fringes — fancy and plain;
Girdles, Ornaments, Tassels,
Knitted Trimmings and
Soutache.

## The Moulton Mfg. Co.

Limited

4 Inspector St. - Montreal



IMPORTERS and MANUFACTURERS

**Art Needlework and Fancy Goods**

"Peri-Lusta" *Mercerized Cottons*
"Crystal" *Artificial Silk*
*Embroidery Materials*

***Fancy Linens and Piece Goods***

MADEIRA HAND EMBROIDERED
LINENS and HANDKERCHIEFS

**Campbell, Metzger & Jacobson**

932-938 Broadway New York Cor. 22nd St.

*Canadian Showroom and Factory:*

Bay and Wellington Sts., - Toronto, Canada





# "You're Going to Have a Good Christmas!"

Shirt and Neckwear Gifts will easily lead among the practical Gifts for Men this Christmas.

We have prepared a special selection of Shirts and Neckwear particularly suitable for Christmas trade; the patterns are particularly attractive, and every item is put up in individual boxes.



## NECKWEAR

Lot "E"—Comprehensive selection of American silks in two and three-color combinations particularly suitable for Christmas business; Made in "Prince Shape." **Individually Boxed.**

**$6.50 Dozen**

Lot "F"—American and European Silks of the better qualities made in Medium width, "Byng Shape" with Slide Easy Bands. **Individually Boxed.**

**$8.00 Dozen**

Lot "G"—Our best range of selected silks to sell at $1.50 Retail, in novelty effects, handsomely colored, "Byng Shape," Slide Easy Bands. **Boxed in a Dignified Way.**

**$10.00 Dozen**

## *Order by Lots*

Lot "A"—As Illustrated New Radio Silk Brocade Shirts, heavyweights in 6 different striped patterns, assorted colors. Extra Special Value. **Individually Boxed.**

**$51 Dozen**

Lot "B"—All-White Habutai Silk shirts, medium weight, washes well—Always a Good Seller. **Individually Boxed.**

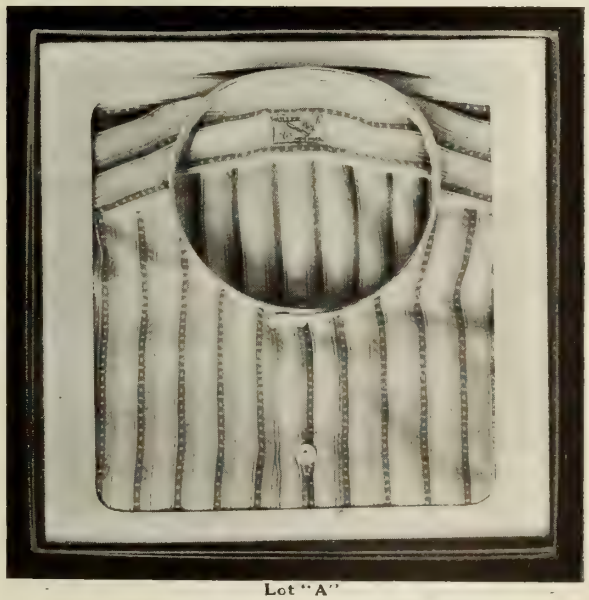
**$51 Dozen**

Lot "C"—Jap Tub Silk Shirts in 10 different striped effects. Remarkably low priced for a Pure Silk Shirt. **Individually Boxed.**

**$42 Dozen**

Lot "D"—English Woven Cotton Crepe Shirts, in 7 exclusive designs showing mercerized stripes and cords. **Individually Boxed.**

**$24 Dozen**



Lot "A"

All Miller Shirts are made up to the usual high Miller Standard, being cut and tailored by hand for the most discriminating buyers.

Neckwear, also, in new, striking patterns for Christmas sale.

**BUY NOW WHILE WE HAVE PROPER ASSORTMENTS TO TAKE CARE OF YOUR REQUIREMENTS**

# Miller Men's Wear, Limited

44-48 York St. Toronto

# A Novel "Nine-Day Nine-Cent Sale"

## Sales Idea That Helped Out the Notions Department—Started at Nine O'Clock on Ninth of Month and All Prices Contained the Figure Nine—An Old Style Sewing Bee Sale Brings Good Results —Getting Good Mailing List From Clearance Sale

SEMI-ANNUAL clearance sales are prosaic matters at the best of times and need, more than any other variety of merchandise, the stimulus of original, fresh ideas in order to attain the maximum results. In particular, such lines as smallwares and fancy goods require careful forethought where sales are concerned, otherwise the same old hackneyed and threadbare merchandising methods will once more be called into play. Dry Goods Review has interviewed four or five retail buyers of these goods in order to put the question "Is there a new angle possible for the January clearance sale?" and in each case, the reply was in the affirmative where smallwares and fancy goods are concerned.

"My most successful notion sale occurred last year," said one buyer. "I intend to feature it annually hereafter and called it our annual 'Nine-Day Nine-Cent Sale.' The idea underlying this event is the featuring of the figure nine which is not often met with in this connection. As far as possible we featured goods at the nine cent price, but where this was impossible we used figures in which nine predominated. The sale begins on the 9th of the month and lasts nine days. The doors are opened at 9 a.m. and consequently there are plenty of 'extraordinary' 9 o'clock specials to act as 'door jammers.'

"As this particular price figure is an unusual one and comes between the proverbial nickel's worth and the dime, it requires somewhat close watching to see that values are really given. However, the possibilities in the idea as regards advertising and display are decidedly worth while, since the sight of a huge figure 9 dominating a page of advertising or a huge window display of the usual wanted lines will make even the most hardened bargain hunter sit up.

"Arranging merchandise in a rising scale of values priced from 9 cents upwards such as 19 cents, 29, 39, 49, etc., is also a novel way of attracting attention and practically anything in notions and left over Christmas goods can be rapidly disposed of by means of such groups and prices."

### "Old Style Sewing Bee"

Although more properly belonging to an early Spring or Fall sewing week, another sales idea which quickly effected a clearance of notions and trimmings for dresses of all kinds is worth mention. This event was called "An Old Style Sewing Bee" by the store which originated it last year and partook of the nature of an educational event since a miniature button covering factory was installed in the smallwares department together with a hemstitching machine for finishing all kinds of garments and household linens, while sponging and free hemming of linens was also undertaken during the fortnight of the January clearance sale. In addition, an experienced dressmaker was on hand in the dress fabrics department to advise customers on how to utilize



*The first of the Robert Simpson Company's series of Christmas toy displays. This is the large corner window at Queen and Yonge Sts. Of the hundred or more dolls shown, not a single one is hidden from view. The clown in the centre is a life-sized mechanical toy which turns completely around in his seat from morning until night and brings hundreds of young and old from across the street. Above his head are balloons. Display under the direction of E. P. Burns.*

remnants to achieve smart effects. A great sale of remnants of all kinds was staged towards the close of the month and it was found that practically every piece was sold when customers could feel assured that the remnant which took their fancy was really sufficient for the particular need they had in mind.

The manner in which these various services were operated was as follows. The buttons were to be purchased at the department and the material for covering supplied by the customer. There was no cost for the process of covering which was done inside an hour or two.

The sponging also was done by an improved process right in the department by an experienced man, and was also done gratis when goods were purchased at the store. The hemstitching and picot work was done as well in the department, a nominal charge being made per yard for each kind of work which in the case of thin, sheer materials was a little higher than that charged for cotton goods. Ordinary hemming upon table linens, sheets, pillow cases, etc., was done free of charge on all goods purchased during the January white sales.

*A CORRECTION*

*A typographical error occurred in Ribbons Limited advertisement on page 5 in the October issue. It should read—"for winter wear fur and velvet are giving way to collars of Ribbon Roses and wide ruches."*

At the same time the counters of the departments were overflowing with notions and smallwares marked at attractive prices to encourage quantity buying. Such goods as hair nets, mendings, hairpins and threads were priced by the dozen and sold more easily than they had previously done by the single item.

**Free Samples Drew Buyers**

The idea of "something for nothing" exercised considerable influence in a very successful semi-annual clearance sale of smallwares featured by Murphy's of Montreal when that store offered to give with every sale of fifty cents worth of notions a choice of one of the following five items:

1 pkge. of the best needles; 1 set of shell hairpins; 1 card of high grade safety pins; 1 set of lingerie pins; 1 "Handy Kit" holding assorted notions.

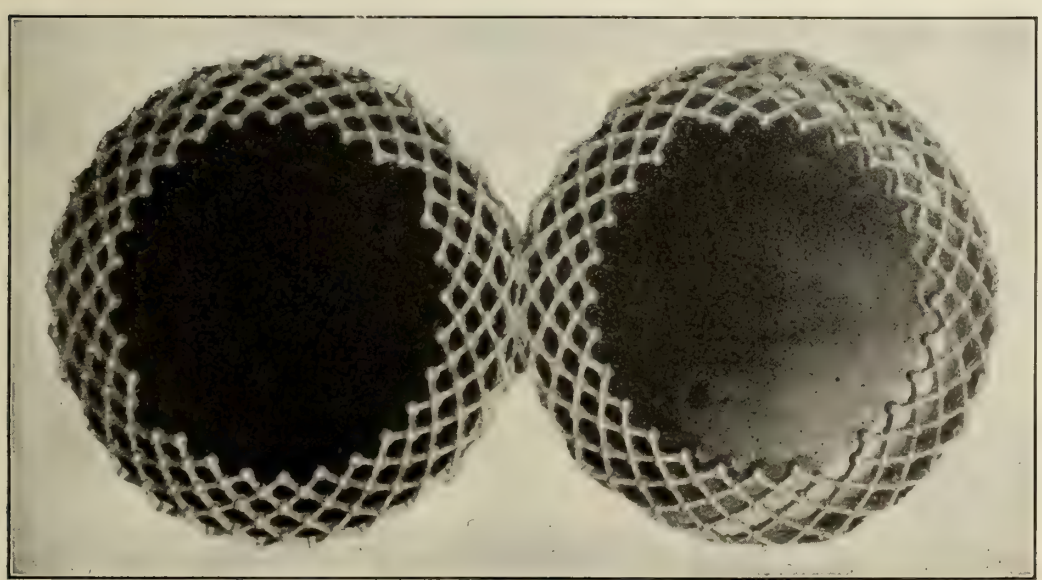
The only condition attached to this free gift was that the sales slip of the fifty cent purchase should be presented at the time the request for the free gift was made. To announce the sale, the Murphy store featured a remarkably effective window display in the centre of which a pretty girl was seated holding up the free gifts for passers-by on the sidewalk to see. Among the many splendid values offered by this department were a large assortment of hangers for clothing, made of wire, wood, etc., which were priced in quantities varying from 2 to one dozen, and advertised with the suggestion that enamelled or gilded they were appropriate for gift purposes.

**Mailing List From Clearance Sale**

The same idea, namely, that of giving away free samples, was tried out

(Continued on page 112)





*BUCKLES ARE A LEADING TRIMMING*

*on this year's gowns, suits and even blouses, is what both Paris and New York say. Here are two numbers which justify the demand.*

*TOP—Celluloid engraved with electric pencil. They come in white and black. Some are set with rhinestones and others have silver and gold tassels.*

*BOTTOM—Also celluloid trimmed with metal in all the new shades, (silver, gold, red, jade, etc.).*

*Shown by Button Sales Limited, Toronto.*



## WM. E. WRIGHT SAYS:

"There is always a noticeable activity in sales of bias tape in the weeks preceding the holidays. The business is mostly done in the colors. This is easily explained. The various utility articles which clever-fingered women design for gifts require binding and the use of our tape saves time and money and gives the home sewer a better job.

"We decided this year that we would develop this business for the benefit of the dealer. During October and November we are advertising tapes especially for gift making in a list of tested women's publications, and we are distributing a new sewing book "Christmas Gifts of Real Value," uniform in size and general appearance with our regular sewing book but devoted entirely to articles suitable for Christmas giving.

"Be sure you have plenty of colors on hand during the weeks between now and Christmas. Many of the articles in the book call for the new taffeta silk bindings. Your notion department cannot afford to be without these. Buyers in notion departments who write for the book on the firm stationery will be supplied with a copy without charge. We are asking the public 10 cents for it."




## Send for Color Card of

# WRIGHT'S BIAS FOLD TAPE

with full description of widths and materials for reference—showing our full line of fast colored percales in 13 plain colors, 7 colors checked and 6 colors striped; also taffeta silk in 6 plain colors and white and black.

THE BIAS TAPE WITH THE GREATEST ELASTICITY.

"IT'S IN THE MAKING."

WM. E. WRIGHT & SONS COMPANY

*Manufacturers*

350-370 Scotland Road

Orange, N.J.







# Infants' Knitted Goods

**Hand and Machine made.**
**Our range is most complete.**

BOOTEES, MITTENS, TOQUES, HOODS, SCARFS, VEILS, LEGGINGS, JACKETS, SHAWLS, OVERALLS, CLOUDS.

JAPANESE SILK SHOES, JACKETS, PRAM COVERS.
HOLIDAY SILK NOVELTIES.

**Knitting Wools—all colors.**

# Hambly & Wilson

LIMITED

11 Wellington Street, W.
TORONTO




**Make Your Show Windows Pay Your Rent**

A Chest Full of Interchangeable

**Window Display Fixtures**

For Displaying All Kinds of Merchandise
That Will Give 10 Years Service at Little Cost.
Enough Good Oak Fixtures to Fill Your Windows.

Ask for Catalog.

Shipped Thru Jobber or Direct from Hamilton, Patented and Made in Canada

**The Oscar Onken Co.** 3851 4th St. **Cincinnati, O.**

## "Canada's Oldest Fixture House"

# A. S. Richardson Co., Limited

BELLEVILLE, ONTARIO

Let us figure your Display Fixture wants.

Papier-mache forms, wood and metal fixtures, hangers and silent salesmen.

AGENCIES—Halifax, Montreal, Ottawa, Toronto, Windsor, Winnipeg, Regina, Calgary, Vancouver.



# *For Your Ready-to-Wear—*

Nothing finer is extant than our forms, perfect in shape—quality the best.

Write for our catalogue showing a complete line of display forms.

***We do not import figures***
***We make them.***



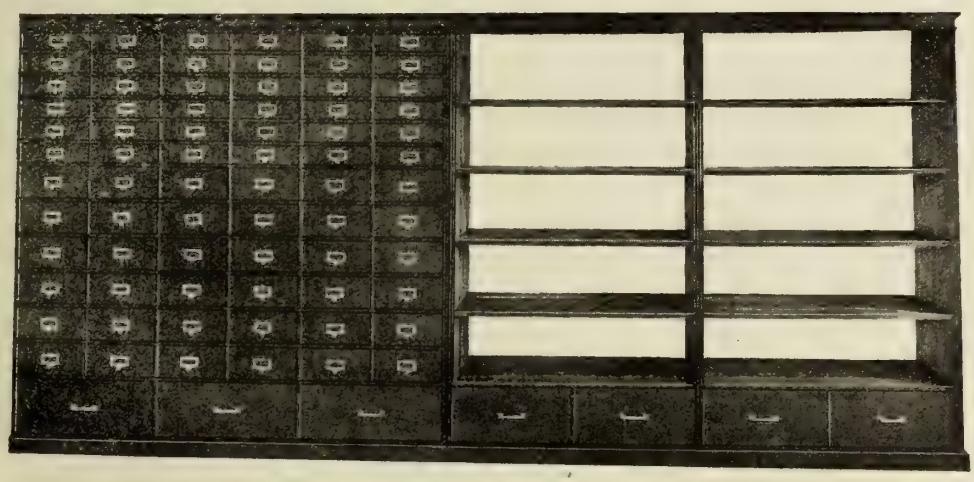
## Dale Wax Figure Co., Limited

*Canada's Leading Manufacturers of Display Forms and Fixtures of all kinds.*

**86 York Street - Toronto**

*Agents:* **MONTREAL—P. R. Munro,** New Birks Bldg. **WINNIPEG—O'Brien, Allen & Co.,** Phoenix Block. **VANCOUVER—E. R. Bollert & Son,** 501 Mercantile Bldg.

## COMPLETE STORE EQUIPMENT



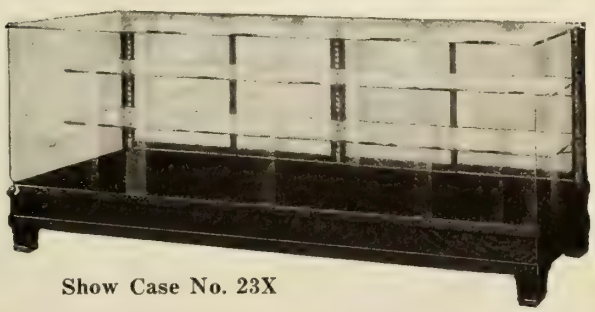
Wall Cases
Show Cases
Counters

**Illustration of Glove, Hosiery and Furnishings Fixture.**

***Send us your floor plan and idea of requirements. We make plans and quote you in detail.***

***Right construction, price and life service in these fixtures.***

**The**
**Walker Bin & Store Fixture Co.**
**Limited**
**Kitchener . Canada**



**Show Case No. 23X**

# The Art of Showcard Writing

## Suggestions as to How to Hold the Pen and Obtain Greater Facility—Some Alphabets Adapted for Use in Pen Lettering—Satisfactory Color for Pen Work—The Practical Importance of Pen Lettering

By JALEXO

THE pen has a definite and prominent place in the hands of the experienced cardwriter. It is through the medium of the pen that the desired " gray " effect is obtained on showcards, which are lettered in paragraph fashion. It may here be explained that in showcards where caption, reading matter and price are lettered on a card, it becomes necessary to distinguish these elements by correct display and contrast. A showcard of this sort lettered in black, permits of three contrasting effects—black, gray and white. We may also observe here that the caption and price provide the black contrast, the reading matter provides the gray contrast and the spacing around and between the various elements of display provide the white contrast. Hence we have the black, gray and white, which must be kept continually in mind during the layout and lettering of the card.

Obviously it is to the pen that the cardwriter looks for the means of acquiring the desired gray contrast which is so appropriate when rightly used.

### How To Hold The Pen

The pen, you will notice, is held in much the same manner as the brush. In the accompanying sketch we have two methods of holding the pen. Both ways are recommended, since each brings a distinctly different result. Position 1, illustrates the upright effect in lettering obtained by holding the pen squarely to the line, and keeping it in this position for the execution of both straight and curved strokes. Similarly in position 2 we have a distinct change of lettering which comes from holding the pen at the angle shown, and (as in the case of position 1) keeping it in this position during the execution of both straight and curved strokes.

### Pen Easier To Master Than Brush

It is popularly recognized, however, that penwork is more easily mastered than brushwork, due to the fact that in using a pen, the hand obtains a firmer hold on the card as a result of the pressure required in making the characters. A first attempt at penwork, of course, is likely to prove disappointing. Penwork is not so simple that it can be mastered in a day. As with the brush, so with the pen, careful, attentive perusal is imperative at every stroke. It is only through constant practice that one reaches any marked degree of proficiency. Devote but thirty minutes a day to the pen and the numberless little difficulties will practically vanish within a week or so. Any cardwriter who questions his ability to bring the pen under complete control, will upon giving the matter sufficient study and practice, discover that his "troubles" were rather imagined than thought.

### Color for Penwork

Black is the most satisfactory color for use with the pen. The ordinary brush color, diluted with water to the right consistency is in universal usage. If, however, you wish to mix some color of your own, there is an excellent formula: First, obtain some lamp black; second, dissolve water-soluble nigrosine dye in water; third, mix these to the desired consistency; and fourth, add glycerine and mucilage for a binder. This color will be found suitable alike for pen or brush.

### The Soennecker Pen

The beginner is advised to experiment with the Soennecker pen. It is simple in construction and comparatively easy to handle. These pens come in a variety of sizes, from narrow to wide. Any supply school (or dealer in cardwriters' needs) will be able to meet your requirements in this respect. When new, pens are not sufficiently pliable for immediate service. Preparation is essential. Each pen ought to be held in the flame of a match for about five seconds. When taken from the flame, the pen should be dipped in cold water. This process softens the pen and makes possible that smooth fluent lettering so much admired.

Nobody ever mastered the pen without patient submission to a discipline far from attractive and entertaining. Penwork bristles all over with technical difficulties, and I will hazard the assertion, without much fear of contradiction from those acquainted with the subject, that it offers drudgery enough and disappointment enough to be a training both in patience and drudgery.

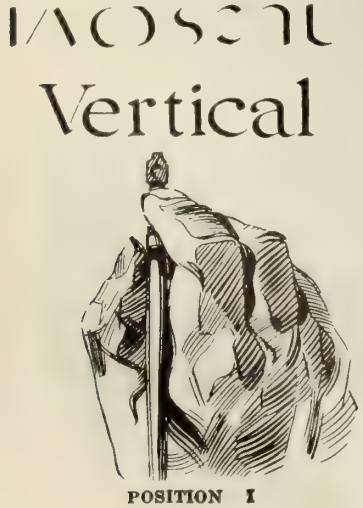
### Practice Strokes For Penwork

From the illustrations herewith the student will observe that the practice strokes which comprise the pen alphabets are executed in the same series of movements required for brush work. The same principles hold good throughout the alphabets.

When charging the pen with color, it is a good plan to shake off the surplus so as to avoid "blotting" on the card when strokes overlap. This is a frequent cause of disaster and demands constant care and supervision.

### Penwork on Large Showcards

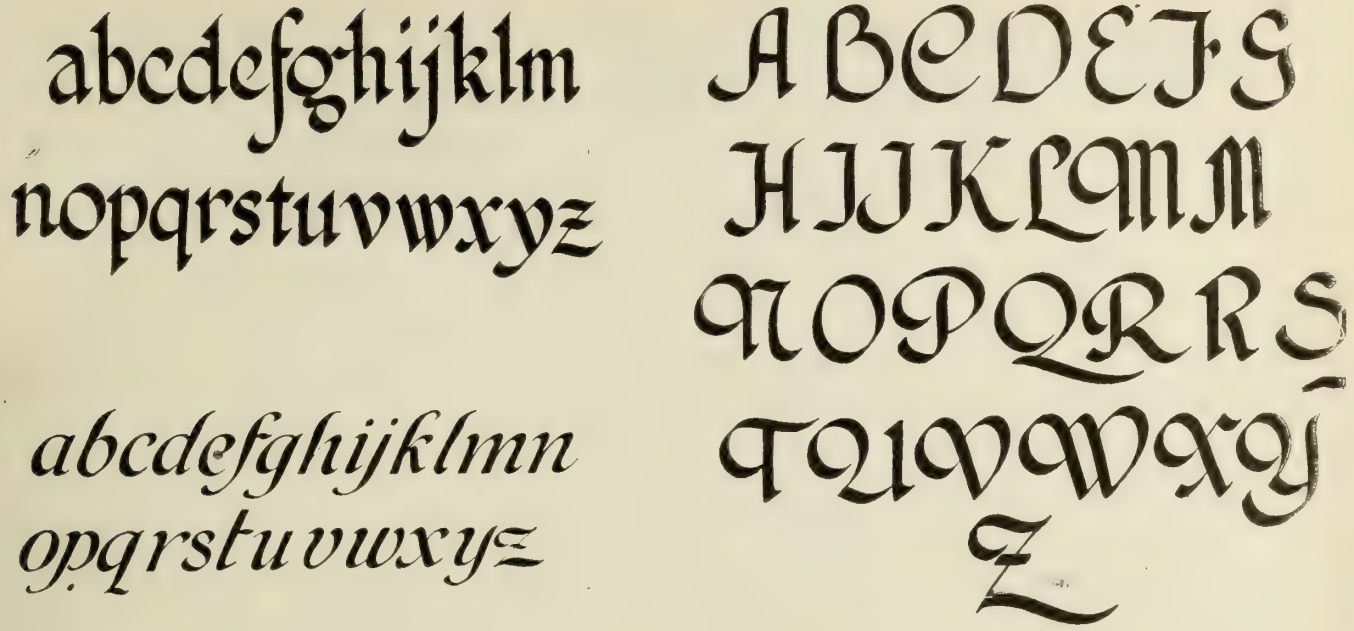
Although pretty generally used on small cards, penwork is also adapted for the lettering of showcards in the larger sizes, namely, half and quarter sheets. The writer recalls a series of interesting half-sheet (14 x 22-inch) cards used in the windows of an exclusive men's and boys' clothing store in one of our Canadian cities. These showcards featured merchandising messages referring to the goods in the window, and were lettered exclusively with the pen. An initial letter on each card at the beginning of the first paragraph was the only display element observable. Wide borders, margins and thin line borders produced an effect that forcibly impressed the onlooker. The penwork on




POSITION I




POSITION II




those showcards was invariably done in black color on white cardboard.

The smaller store, however, might easily secure this refined, inviting style for its particular use, by specifying a smaller card, say the quarter-sheet (11 x 14-inch) size. This would be found obviously more appropriate. Lettered solely with the pen, the showcard, whether half or quartersheet, may be made to deliver the message in a quiet, unmistakable manner. Details to keep in mind, while doing cards of this description, are, wide margins, thin line borders and if desired, an initial letter or other dainty ornament. Above all, penwork must be clean-cut. It has to be, in order to gain clear, readable results. There's no reason why this kind of lettering should be stiff and labored. Upon overcoming the first beginnings, as it were, during which every practice sheet will be an advance on its predecessor in style, construction and technique, the student will quite naturally acquire the ability to do penwork that reflects the neatness and freedom of the expert.




## Display Men's Club is Organized

**Toronto Display Men Form Association —Entertained by Claude Forsyth of Kitchener**

A Display Men's Club has been organized in the city of Toronto, similar to those that have been operating successfully in many cities of the United States for some years. It is to known as the Toronto Display Men's Club and it will be conducted under the rules and regulations of the International Association, with such modifications that are deemed necessary. A good deal of the credit for the organization of the Toronto club is due to F. G. R. Lacey, the Canadian representative of the International Executive Committee.

It is the intention of the club to hold their meetings on the second Monday of each month and competent speakers will be secured for the occasions.

The officers of the new club are: Hon. President, E. P. Burns; President, F. G. R. Lacey; Vice-president, C. L. Brown; Secretary, G. E. Duffy; Treasurer, C. L. Morden· trustees, C. H. Bray, W. H. Mould, A. S. Hardy, N. L. Birrell

On Monday evening, November 20th, Claude Forsyth of Kitchener entertained the members of the club to a dinner at the King Edward. Over forty men have joined the club already.

# Cardinal Points in Advertising

## Its Primary Purpose is to Bring People to Your Store—Every Word, Layout and Picture Have Dollar and Cents Value—Layout and Display—Knowledge of Typography a Most Important Factor in Advertising

By D. L. WESTON, Advertising and Sales Promotion Manager of Jas. A. Ogilvy's, Limited, Montreal

STORE advertising is primarily intended to bring people to your store. That is the first and greatest thing never to be lost sight of. Every word we write, every layout we plan, every picture reproduced, is meant to have a certain very definite dollars and cents value. No matter how beautiful an ad looks, no matter how many dictionaries you have consulted, unless your advertising brings customers to your store, it is a failure, and with space costing anything up to $750 a page you cannot afford to lose sight of your one great objective. Is it any wonder that store advertising men, either have heads like billiard balls or badgers? So the first great essential of store advertising is that every advertisement must bring you definite returns. If it does not, then you have to find out why, and find out P. D. Q.

If your advertising fails to bring returns then either the merchandise, the price, or the advertising is at fault. Strictly between ourselves I might add the weather, but if you were to search the whole of the United States and Canada you would not find a single store owner or general manager who would concede that the weather could ever be responsible.

No, Sir! So knowing the causes of possible failure it is our daily duty to beware of them. How? First of all watch your advertising. Let your work be your constant thought. Live with it; love it; study it; ever be on the lookout for chances of improving it; above all, keep your finger ever on its pulse, for the pulse of advertising is the response on the part of the public. Also by inspecting the merchandise—seeing it is wanted merchandise, up to the standard of your store, and consider prices. This last is a pitfall. A department buyer naturally seeks to make all the profit he can for his department. Each buyer knows how much percentage of profit his department has to show at the end of each trading period; but seeing that our wives insist on bargains, he naturally has to put a little extra on now and again to level things up. Other things besides water seek their own level. Of course, the great majority of bargains are really bargains, merchandise bought below market prices for a variety of very good reasons, and sold to the public at prices lower than those generally prevailing.

As to the actual ad itself. How did the items get in—how were they selected and how were they assembled?

### No Hit or Miss Method

In all large stores there is a certain definite schedule whereby certain departments are allocated certain days for advertising. This is no hit-or-miss method—in fact I may say parenthetically, there's no hit-or-miss methods in department store advertising at any time. Friday is usually the bargain day, whether you call them bargains or not. Saturday is the day for ready-to-wear selling. The middle of the week is good for piece goods. The latter part of the week for house furnishings. Monday is usually a good day for kitchen ware, etc. So a department buyer knowing that he has to advertise more or less regularly takes care to select wanted merchandise at an attractive price for his advertised items, or goes out into the open market to see what he can pick up cheaply. And here you find the greatest differenece in buyers. Some of them seem to have a sixth sense in ferretting out cheap merchandise, whilst others wouldn't see it unless they fell over it. Having bought his merchandise, or having certain stock on hand, he writes out the details of his offerings and sends it up to the advertising department, where it is filed under the day of the week his announcement has to appear.

Each morning an assistant gathers up all these manuscripts and compares them with the list to see they are adhering to the schedule. From January to May, and September to January, the advertising manager is an autocrat sternly denying publicity to a buyer unless he, the advertising manager, wants it. From May to September he is a humble supplicant at the knees of the buyers, beseeching them with tears in his voice, and curses in his heart, to give him copy. When the assistant has collected all the copy it is taken to the advertising manager who looks it over—seeing it is seasonable—seeing it is not old stuff revamped—seeing the comparative prices are not exaggerated. You either O. K. the MSS. and hand it over to the copy-writer to add the garnishments, or else pick up offending copy and get after the buyers hot foot. Eventually everything is lovely. Each department offering is typed on a separate sheet of paper, so as to leave room for you to add some of your own scintillating thoughts if you wish to, or delete some of the adjectives provided.

Now for your layout. Probably no two ad men do their layout in the same way. Personally I consider this a very important feature. Some ads look as though the different items have just been thrown in anyway; in fact I once heard an advertising manager pick up his telephone and calling a buyer say, "Say, Jim, I have 3 inches over 2 cols. that wants filling up, can you give me anything?" Gentlemen, as advertising men you will appreciate what a poor ad that sort of a man will generally turn out. Personally I tabulate the items I have to advertise into three columns. Big display, Medium and Fill Ups. Then I take a small dummy sheet, provided by myself, 8 x 11, ruled into squares representing column widths, 25 agate lines deep. Then I make my dummy layout. I may make 1, I may make 3 or 4, but I go on making trial layouts, until I get one which contains all the items harmoniously balanced without any extravagant use of space. Fifteen minutes spent on trial layouts often saves me $45 worth of space. With that as my guide I then proceed to make my final layout for the printer, wherein, every heading, every piece of body matter, every cut is accurately placed and allowed for; every rule indicated; and all headings, at least, type specified, both as to the kind of type and the font. Then it goes to the printer.

### Should Know Typography

It is absolutely essential that the department store advertising man should have a thorough practical knowledge of typography. Fortunately I spent many years in the "Montreal Star," and I know of no experience more valuable to an advertising man than the advertising department of a good newspaper. It gives him an education which will stand him in good stead every day of his advertising life. The typography of advertising can make or mar a sale. Time was—and not so long ago either—when 72 point Cheltenham bold upper case screeched its message across the pages of our favorite papers. Cotton sheets would be advertised in Ecclesiastical Church text and women's new fall hats in Antique, bold also. Every reader of every paper, be he Bank Manager or Street Cleaner, has an aesthetic sense, whether he knows it or not, and the

psychological reaction of inharmonious type has been, and is to-day, responsible for many lost and diminished sales.

Compositors, excellent men in many ways, are as a rule bad guides in this respect, although, of course, there are exceptions. Of recent years they have learned not to mix fonts in an ad, but a department store manager must be able to specify his type to secure the best results.

### Matter of Display

It is also absolutely essential in making your layout to pay strict attention to your display. Remember a paper is not bought primarily for the advertising: It is bought for the news, and people will only read your store news if it is presented in a thoroughly clear manner. To achieve the best results you must have the ad well balanced, you must not let the display heading for one line of merchandise be too close to another line of merchandise. We have to break the ad up. Separate your display sections with small items, for by so doing you not only secure each display section receiving the attention it deserves, but the small items sandwiched in between, also receive a prominence of their own.

Use pictures. The more pictures you use in your advertising the better results you will obtain. Don't keep using the same pictures over and over again. A good neat service is comparatively inexpensive, and provides you with constant new material. And be sure your illustrations are pictorially faithful to the article you are advertising. If they are not, trouble will soon be your middle name.

### Dignity and Simplicity

Store advertising has to be dignified and simple. Clever advertising defeats its own ends. Readers will remember a clever, smart advertisement, but usually fail to remember what it advertised or who advertised it. Spending money to-day is for most people a serious duty and not a pleasurable avocation. Your advertising should reflect this. For the same reason do not sell a coat as a coat. Sell the person the warmth the coat will give, the fashion it displays, the sound workmanship it contains.

That I think exhausts what I may call the mechanical side of advertising duties. There is another side more onerous, more exacting. I refer to the allocation of your advertising appropriation to the different departments.

Each department is allowed a certain percentage of its sales for advertising, the percentage varying from ½ to 1 per cent. to as much as 8 or 10 per cent. I know the amount of business the buyer has been told to do in the year. I know the advertising percentage for his department, so I easily know how much he may spend in the year. That amount I have to allocate into twelve irregular monthly instalments.

(Continued in December issue)

COME TO OGILVY'S FIRST

JAS. A. OGILVY'S Limited

ST. CATHERINE ST. & MOUNTAIN ST.

# Friday Bargains Classified to Make Selection Easy

**Women's Winter Coats**

WOMEN'S COATS—Here is a real special indeed. Women's and Misses' Winter Coats in newest winter colorings in brown and green mixtures, reindeer and mixed tweeds. These coats sell regularly for $25 to $35 each. Special Friday Bargain ..... $15.00

**Women's Wear**

SILK STOCKINGS — Women's thread silk hose; full fashioned spliced heels. Come in beige, camel, sand, grey, brown and black. Tops are very elastic. A regular $1.25 stocking. Friday for ..... $1.08

HEATHER STOCKINGS — Women's wool heather stockings in a double soles, seamless. Colors brown, grey and Lovat mixtures. Special ..... 95¢

PULLOVERS — Knitted wool Pullovers in side showing the new fashionable style neck, long sleeves, a large variety of colorings. Repriced for Friday Bargain at ..... $2.98

HANDKERCHIEFS — Fancy Handkerchiefs, hemstitched or scalloped edges with embroidered corners, sheer or heavy quality. Regular 65c and 75c each. Special for Friday, each ..... 25¢

VEILS—Mona Lisa veils of silk Shetland mesh, perfect fitting. Colors, black, brown, taupe and navy. Special ..... 50¢

GUIMPES — Just thirty-six Jumper Guimpes fashioned of fine voile with dramley collar and cuffs, hemstitched, in white only. Special ..... $1.00

RIBBONS — Fancy Novelty Ribbons, colored silk with tinsel. Picot edge, both solid and combination colorings, per yard ..... 25¢

GLOVES—Women's Chamoisette Gloves in suede finish, 2 dome, come in grey, black, brown, beige, fawn, sand, black points, lined wrists, per pair ... 85¢

CORSET COVERS—Crepe de chine and wash satin corset covers, in high and low quality. Lace trimmed with ribbon shoulder straps, a delightful piece of wear for ..... $1.00

APRONS—Gingham and Print Aprons in a large variety of colors and designs made in good full size with wide belt and neat pocket. Friday ..... 49¢

**Corsets and Underwear**

CORSETS—In small sizes only, 19, 20, and 21, models for almost all styles of figures. In pink coutil and brocade. Clearing Friday, at per pair ..... 98¢

UNDERWEAR—A line of Women's Vests, Drawers and Bloomers of wool and cotton mixture, in heavy wool finish. The vests are both low neck and no sleeves and high neck and long sleeves. Regular selling $1.50. Friday Special ..... 98¢

UNDERWEAR—Heavy Ribbed Cotton Vests and Drawers. Very warm and comfortable fitting, medium weight. Regular and opera style. Regular price $1.00 a garment. Friday Special 69¢

UNDERWEAR—Another line of Vests and Drawers in wool and heavy cotton mixture. In the vests there is choice of high neck and long sleeves, and low neck with no sleeves. Regular selling $1.48 to $1.98, for ..... $1.25

**Art Needlework**

LUNCHEON SETS—Unbleached Cotton Luncheon Sets of five pieces for colored embroidery in French knots. Friday ..... 59¢

HUCK TOWELS—In French knot designs and scalloped ends ..... 59¢

CHILDREN'S DRESSES—White only. Stamped at neck and sleeves for solid embroidery. Sizes 2 to 4 years ... 59¢

WHITE LUNCHEON SETS—Many designs and styles for eyelet and solid work, also for daisy and French knot stitches in various colors, scalloped edge ..... 59¢

CREPE DRESSING SACQUES — In mauve and pink, all stamped to make up. Friday ..... 59¢

**Toilet Requisites**

TOILET TISSUE, 6 large rolls. Friday for ..... 25¢

**Smallwares**

C.M.C. HOSE SUPPORTERS — White, children's sizes. Regular 30c and 35c. Special, per pair ..... 15¢

MAMAZON — Combination Waist and Hose Supporter, size 2 to 12 years. Regular 75c. Special ..... 59¢

**Men's Furnishings**

BELTS—Men's and Boys' Belts, made of finish leather in a black and grey with patent and plain buckles. Regularly sold up to 85c. Friday ..... 50¢

SUSPENDERS—Men's Braces, made in cord style and leather ends, in a fine assortment of light and dark colors. Worth up to 85c. Friday ..... 50¢

BOYS' BLOUSES — Boys' Percale Blouses, every blouse guaranteed full size, in light and dark ground with a fine assortment of hairline and fancy stripes. Friday ..... 85¢

**Boys' Clothing**

BOYS' SCHOOL SUITS with extra Golf breeches. All wool Scotch and English Tweeds, Fox's blue cheviots. Well made with wool serge linings. All sizes from 7 to 18 years in a variety of models. Ogilvy's Special Friday, for ..... $15.00

**Beds**

SIMMONS METAL BEDS—Wood finished, on square seamless steel tubing, continuous posts, five fillers. Double, three quarter or twin widths. Walnut, Ivory or Mahogany finish. These beds are usually priced at $28.25. Special for Friday ..... $15.95

DOUBLE COUCHES—Various patterns of cretonnes or green denim, woven wire spring, rope edge, couch, when open makes full size double bed. Regular $18.00 and $20.00. Friday .. $10.98

KAPOK CUSHIONS—Kapok that is as soft as down, covered with white cambric ..... 69¢

**Furniture**

**Toys**

THREE PIECE KINDERGARTEN SETS—Consisting of heavy square table strongly made and two straight back chairs, 3 colors, golden, red and green. Friday ..... $2.50

**Basement Offerings**

ALUMINIUM WARE—Real aluminum ware at real Friday Bargain Prices. The celebrated Duro wear, 8 quart preserving kettles. Regular $2.50 each, for ..... $1.67

One, two and three quart saucepans. Regularly selling at $3.75 each, for ..... $1.59

Six quart Cook Pots. Regularly selling for $1.98, offered for ..... $1.59

APARTMENT CLOTHES DRYERS—A strong, well made dryer with 24 ft. drying space when opened, but closed up to 9½ inches x 9½ inches. A regular $4.98 value. Friday, for ..... $2.49

**Grocery Specials**

Comfort Soap, 14 bars ..... $1.00

St. William's Pure Plum Jam, 4 lb. tin ..... 59¢

St. William's Pure Raspberry Jam, 4 lb. tin ..... 85¢

McLaren's Invincible Jellies, 3 pkgs. for ..... 25¢

Royal Brand Tomatoes, 6 tins ..... 90¢

Ice Castle Corn, 6 tins ..... 90¢

Fairy Soap, 10 bars ..... 69¢

H.P. Sauce. Regular 35c, for ..... 30¢

**Toilet Sundries**

Toilet Soaps. Regular $1.50 ... for ..... 59¢

Odd lines of Face Cream. Regular ... for ..... 25¢

Talcum Powders in glass bottles. 50c and 65c, for ..... 39¢

Face Powders. Regular 75c, for 45¢

**Enamelware at 69c**

The entire stock of our High Grade White Enamelware will be offered for sale on Friday at sensational reductions.

There are about 400 pieces in the lot including:

3 qt. Coffee Pots
4 qt. Sauce Pans
6 qt. Sauce Pans
4 qt. Cook Pots
6 qt. Cook Pots

The former prices were from $1.25 to $2.50. The whole will be placed on Friday at, per article

**69c**

The sale starts at 9 A.M. sharp and early shopping is recommended.

*Reproduction of a novel advertisement used by Jas. Ogilvy Co., Limited, of Montreal. The layout which follows the classified advertisement style attracted a good deal of attention and brought good results.*

R. A. Macauley, of Macaulay Brothers, St. John, N. B., was a visitor to Upper Canadian cities during the past month.

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Announcement is made of a departure by the Montreal branch of Debenhams Canada Ltd., which has installed a ready to wear department in addition to its regular dry goods specialty lines. A fine showroom has been opened up on the fifth floor and in addition a factory in which ladies' coats and suits will be made for the coming spring season. The formal opening of this new department will take place towards the first of January next.

### SLOGANS SELL GOODS

"Suppose you had a new veil" is a slogan which a Toronto wholesaler has gotten out recently and sent to his customers. Several reports have been received as to its selling merits. The head of the veiling department in a Belleville store says that at least a dozen sales resulted directly from this slogan in one day. A store in Dunnville, Ont., showed an improvement on sales through pasting it across the showcase. This shows that apt, catchy phrases help business and that merchants who spend a little time on them get results.

# You Can Afford These "*NEW WAY*" Unit Fittings Now

Just what would it mean to you to have your shop fitted out with the new modern fittings—*NEW WAY* Unit equipments. You would save money—save your customers' and your salespeoples' time and temper—save labour—cut down your wage account—sell more goods—prevent depreciation of stock and eliminate lost motion. Make your shop bright, interesting up-to-date and efficient. You can, and at very little cost, every week, after their installation, save and make something towards the initial cost.

***High Quality and Low Cost***



***Catalogues on Request Write Now***

You cannot make more money by pursuing the old methods. Why not modernize now?

## AND AS TO COST

You think it would be expensive. Not at all. *NEW WAY* mass production has brought prices for Units down, down, down. *NEW WAY* Units pay their way. That's surprising, isn't it? But it's true. You can start with ONE group of Units and add to them as you go on.

Tell us about your shop and we will send suggestions and prices.

# JONES BROS. & CO.

LIMITED

*29-31 Adelaide Street West*

TORONTO, ONTARIO

**WESTERN BRANCH**
**102 Travellers Bldg.**
**Bannatyne Ave.**
**Winnipeg**

**EASTERN BRANCH:**
**71 Bleury Street**
**Montreal, P. Q.**

# MERCHANTS EVERYWHERE

## Endorse this new LAMSON idea —

EVERY tack in this map indicates a merchant who is using the kind of Store Service System you too will eventually want to have—a **complete** Lamson System with the new Automatic central station that is making such records for economy and service.

In the short time since this system was perfected, merchants everywhere have come to regard it as standard. It is being installed in most of the newer stores, and merchants now using older types of equipment are fast adding the new units, which are interchangeable with the old.

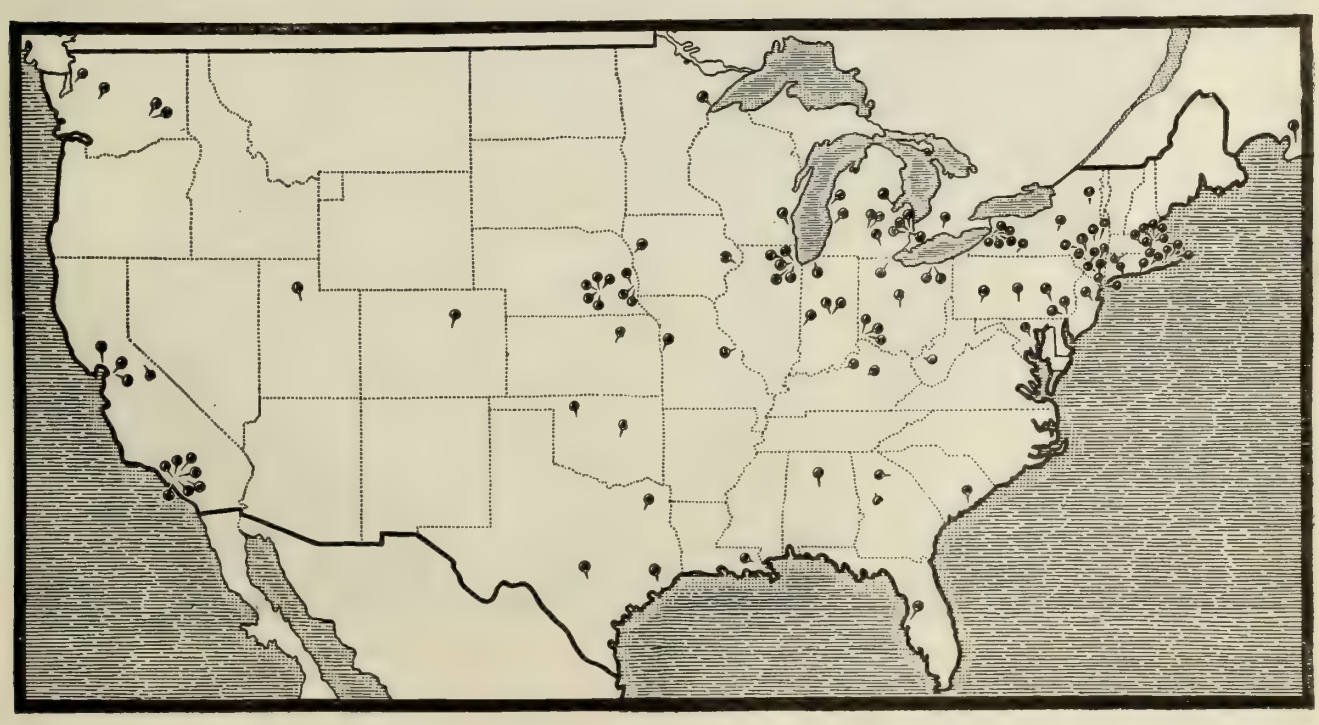
Write for a list of the names of merchants represented on this map who are using this new system. These are not partial users or stores which have put in a trial station or two, but all are **completely** equipped with the new service, and most of them are handling cash, charge and special sales, from all store departments.

Our local representative will tell you more about the economy and better service you can get by using this new system.

## THE LAMSON COMPANY

**130 Wellington Street W.**
**TORONTO, ONT.**

**603 Hastings Street**
**VANCOUVER, B.C.**



# Are Featuring Household Linens

## Montreal Houses Anticipate Holiday Trade Will be Big—Improved Demand for Linen Damask—Smaller Patterns in Huck Towels—More Artistic Designs in Turkish Towelling—Lighter Weight Spreads in Demand

AS MOST buyers are well aware, there is little to be said of such staple lines as sheetings, pillow cases or towels in reviewing the current offerings of the leading wholesale houses but there is, nevertheless, a perpetual demand for a new selling angle for all branches of the linen and cotton business whether it refers to new designs, colors, sizes, etc., or just a new way to feature old merchandise.

Household linens of all descriptions are a leading feature of nearly all the Montreal wholesale firms this month in anticipation of holiday selling. Full ranges of both staple and fancy linens offer wonderful possibilities for sorting up retail stocks. For example, following the demand for small sized tablecloths, such as are called for to supply apartment house dwellers, Montreal wholesalers are well stocked up with new designs of smaller figures in Scotch and Irish damasks in all the wanted sizes, especially those styles which feature a centre medallion effect surrounded by a border and corner motifs. Lunch sets comprising a hemstitched cloth and half a dozen napkins to match are also in stock in the finest qualities which are so well adapted for initialling and are priced at the moderate figure of $7.50 a set, which represents a decided drop over former prices.

Perhaps on account of the universal need for small sized tablecloths, linen damask by the yard has improved in demand, the 70 inch width as usual outselling other kinds. It should be borne in mind that the best quality linen damask can be got this season for as low as $2.50 a yard. The preferred designs in these damasks are the Scotch thistle, ribbon and fern, Acacia and spot, Greek key, and double key with spot. Many other floral variations such as the wild rose pattern, the grape vine, etc., are still included in the ranges of staple damask but the fashion of the hour is apparently in favor of geometrical figures.

Among the novelties noticed was a scalloped damask linen tablecloth in a two yard square size priced at only $4. This cloth can be matched in scalloped napkins as well.

### Smaller Designs in Huck Towels

Pure linen huck towelling comes in particularly beautiful patterns this Fall, the tendency being towards smaller and neater figures such as the fleur de lys, star, or small flowers. In 31½ inch widths these towellings are ideal for making up into either full or guest styles and have a rich silky finish. The current price is only 55 cents a yard.

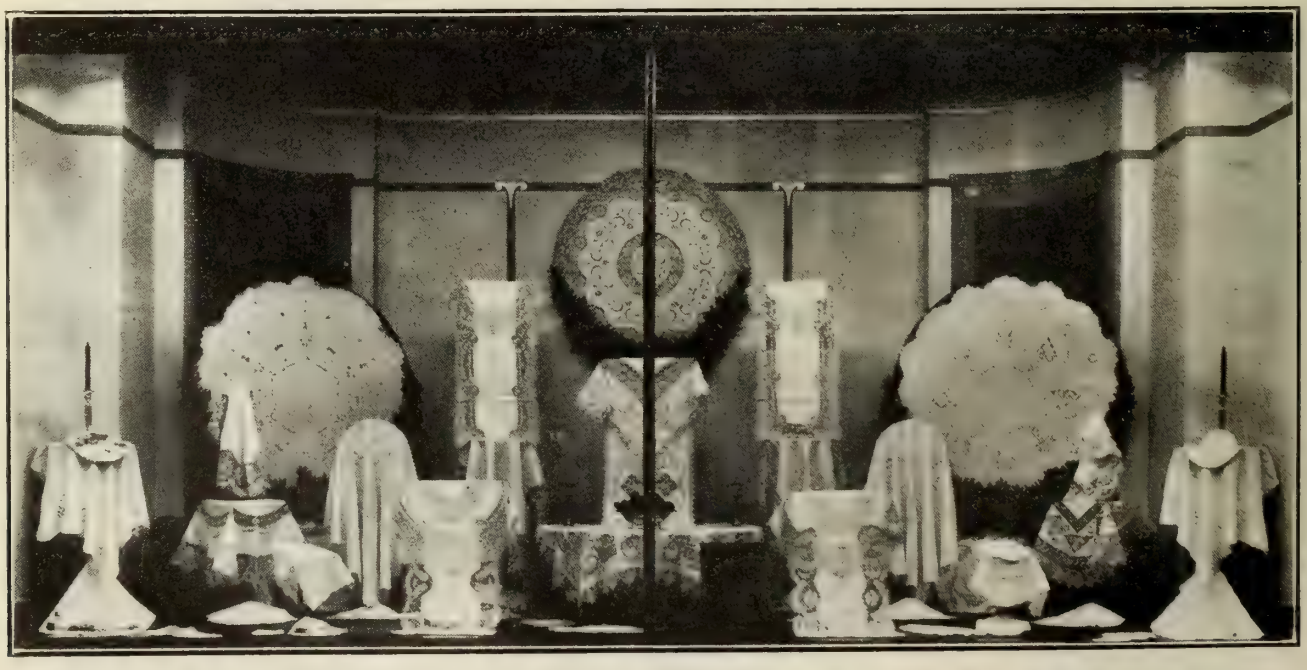
A real holiday seller is shown in another line of pure linen huck towels which come in two sizes priced at $13.50 and $15 a dozen in either hemstitched or scalloped edge finish, further embellished with solid embroidery set a few inches from the edge at either end.

Bath towels are improving in design year by year and a special consignment but lately received from England by a Montreal wholesale house bears out this assertion. Many of these new Turkish towels are developed in an artistic Jacquard design in combinations of white with rich tones of yellow, blue, rose, orchid, etc. These are matched with face cloths in which the design is duplicated in a reduced form. The new mode of striping, namely colored bars running lengthwise through the towel, crossed by solid stripes at each end with a space for embroidering a monogram if desired, is altogether attractive.

### Good Demand For Natural Linens

Colored linen towelling has been spoken of tentatively in retail circles but the demand has proved so limited that Canadian wholesalers have not found it worth while to follow up. On the other hand, there is a decided demand for natural and full bleached linens lately, due to the slight drop in prices and the

(Continued on page 99)



*Crescent shaped wreaths of foliage together with a bowl of artificial fruits provided touches of color to relieve the whiteness of this effective display of embroidered linens shown by Goodwin's for Thanksgiving. The same display would be appropriate for the January white sales.*

# Sells Draperies From Samples

## Flint & Kent, of Buffalo, Have Not Only Increased Their Business by This Method, But Have Cut Down a Good Deal of Loss Consequent Upon Carrying Stocks—Can Fill Any Order in Two Days—Method Also Helps Customer

HAVE you ever tried to sell draperies from samples alone? A Buffalo store, which has one of the biggest drapery departments in the city, says that this method is responsible for its huge turnover. This is the department house of Flint and Kent, a store which has the reputation not only among Buffalo people but throughout New York state, of being one of the most reliable concerns in the dry goods business. While it is spoken of as a more or less exclusive house, this exclusiveness refers rather to its methods and to the type of customer which frequents it rather than to its prices. Buffalo people know it as a store which is owned and operated by Buffalo men and look upon it for that reason as an institution of which they should be proud.

### How the Sample Method Is Carried Out

According to the manager of the home furnishing department, what customers want most of all in choosing draperies is a big selection. No matter how much they are pleased with the lines shown, they hesitate to buy if the range is small. As every merchant knows, this means in most stores the carrying of a very large stock. The Flint and Kent firm found it impossible to keep an amount which they considered sufficient for an ideal drapery department. Moreover, they discovered that if the merchant can be trained to select from samples so can the consumer. On these bases they, therefore, installed a full range of samples of every fabric on the market.

The samples are never less than 1½ yards in length and never more than 3 yards. They are always bought from the manufacturer, not borrowed. Every new design and every new fabric which seems to the buyer at all possible can in this way be tried out. The samples are carded as to price and quality and placed in piles on tables in the department. They are divided into classes according to material and grades. For example, there is one table which holds cretonnes ranging from 50c to $3.00, another for those from $3.00 to $10.00 and a third for the higher-priced samples. Velours, brocades, casement cloths, even scrims and marquisettes are sold in the same way.

In the case of wash materials and some of the staple upholstering and drapery lines, stock is carried **but kept in a stock-room, not on the floor.** Other goods are bought direct from the manufacturer. An arrangement is made by which these can be obtained on two days' notice.

### Advantage To the Store

By this method not a yard of goods is lost through being counter-soiled. Nor are the edges of the bolts marked, as happens almost always when goods have been on shelves for a few weeks. There is no loss through cutting of pieces. If customers want small samples they are taken from the lengths on display or these are sent up to their homes for approval.

Even the store's decorators bring only sample lengths when they go to homes to give advice. It is claimed that some stores lose hundreds of dollars' worth of merchandise a year through accidents that happen to their outside men when carrying full webs of material.

The only expense in connection with this scheme is the initial cost of sample pieces. This is more than made up for by the fact that there is no old stock on hand. The buyer is never held back until he can get rid of last season's goods and the salesmen are not pressed to sell what they know is not new. Whether the goods sell or not is a matter for the manufacturer to worry about, not the retailer.

If certain lengths which have been displayed for a fair amount of time do not cause interest they are removed and others take their place. At the end of the season most samples are disposed of at cost and a fresh stock obtained.

"Will not the delay in obtaining goods keep some customers away?" asked Dry Goods Review. "No, we have never found this to happen," was the answer. "People who are buying furnishings usually take their time. Rarely do we find one that is not willing to wait two days and they have only to do this for the higher-priced materials. All of the wash lines and many of the others we stock all the time."

The principal feature of the above method seems to be the fact that the range carried is at least three times the size it would be if sold in the usual way.

### Advantage to the Customer

Most women are better pleased with a 2 or 3 yard piece which they can carry over to the light and take up and down from certain positions than they are with loose ends from heavy webs. Moreover, these drape very much better.

Everyone who enters the Flint and Kent home furnishing department knows that the salesman is not "boosting" old stock. They even are pleased that a special order is going through for their particular needs and that other customers have not handled what they buy.

Many like to browse among these samples until they find two or three which they fancy. They then call the salesman who brings the correct pieces in the draperies which are to go with these. In this way a customer may have three or four settings to choose from. (This store makes a point of having sufficient window forms, furniture and rugs on the floor so that the salesman may group things to the best advantage).

Besides these large samples this department has on racks, books of small samples such as every manufacturer sends out. These racks are about five feet high and have several panels each three feet wide. The books are hung on hooks and may be taken down as required. The using of the book samples is a saving of the larger ones where only color is required. For example in selling velvets for hangings one large sample is placed on the table. This shows the quality, width and general features. For color the customer is referred to the big range in the books.

The general appearance of this department was one of the points which impressed Dry Goods Review. The sample method tends toward greater neatness because each table is carefully watched or chaos would result. The different grades of each fabric must be kept on their own tables and even the piles must be classified in order to cause no delay when needed. A certain amount of time is, of course, required in obtaining and marking these lengths but every clerk in the Flint and Kent department seems convinced that this is the ideal way of selling draperies so there must be a good foundation beneath it.

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The new Workman premises are three storeys high at one end and four at the other. Of modern design the store has been built on the "daylight" plan with windows on three streets, allowing a flood of natural light to enter the store. The interior decorating will include mahogany show cases and other furnishings, with a white background.

The first floor will be reserved for men's furnishings, and on the second there will be the children's department, which will include a children's hair-dressing parlor and dressing room. The fitting rooms will also be upstairs. There is about 15,000 square feet of floor space in the new building.

# Feature Linens in January Sales

## Quantity Sales on Economy Appeal—"Initial Sales" or "Demonstration Linen Display" Are Methods of Promoting Sales—The Question of Display—Lectures on Table Etiquette—The Bride-to-be is a Prospect

LAST year linens received far more than the customary attention accorded to this class of homefurnishings in the annual January clearance sales held in Montreal for the reason that leading merchandise managers believed that the public can be induced to buy quality goods in quantity when the idea of economy is properly presented. It is all very well, they say, to feature the old fashioned window displays of piles of sheetings, pillow cases and table cloths—these goods are always in demand—but there is a decidedly valuable opportunity in the January clearance sale to push decorative linens of all sorts and it is well worth while furthermore, to present these goods with what is sometimes termed "atmosphere" even though price be given more than usual emphasis.

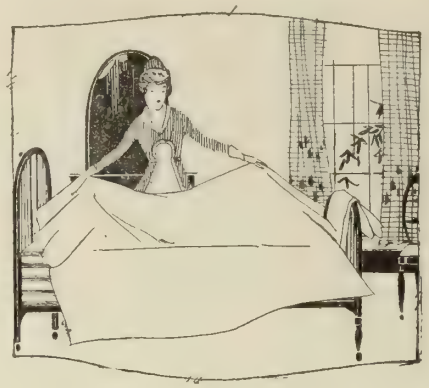
There are a large number of people who anticipate the January linen sales with a great deal of interest who should be more directly catered to in the matter of store advertising. For example, the June bride is already planning the requirements for her linen closet and will be on hand early to pick up any particularly tempting bargains. The housekeepers of leading boarding houses or public institutions also are regular attendants at clearance sales although their wants are rarely if ever presented in definite form. The average housewife can be interested as well in renewing her table napery or towels, etc., if she is told of the newer things on sale at special prices. Variations on the regular linen sale can be experimented with also, such as the idea of an "Initial Sale" in conjunction with a sale of cottons and linens, whereby customers might have any article purchased during the special event, initialled free of charge, or monogrammed for a slight extra cost.

In one Montreal store noted for its January sales of decorative lines and staples the invariable custom is to mark the regular stock down from 10 to 20 per cent. during the period of the sale but specials are offered at even lower prices in addition.

The problem of how to lift the January linen sale out of the ordinary run of white sales is easily solved if attention be given to the question of the right atmosphere.

### Natural Settings Promote Sales

A comparatively small American store last year doubled its business in table linens of this description by trying out a new scheme in connection with its sale displays. This event was called a "Demonstration Linen Display" and consisted of an exposition of the finest table naperies of all sorts shown just as they would appear when in use in the average home. That is to say, regular dining tables were used, set correctly with silver, china, glassware and flowers, with all the attractiveness of a home atmosphere, yet complying with the requirements of good taste in every particular.



A room was set apart for this display, furnished with a number of tables, each set according to the directions of an authority on etiquette and each showing a different arrangement of drapery and appointments. For example, there were tables for formal dinners, luncheons and suppers, as well as others for informal repasts of similar kinds, for bridge parties and afternoon teas, while other tables showed sample sets suitable for presentation to brides at showers, etc. Delightful novelties for the summer cottage were also included in the exposition, which was attended by crowds of women who expressed themselves as pleased with the educative character of the idea. No prices were featured with the exhibition tables, the feeling being entertained by the store in question that it is possible to create a more permanent sales basis where such goods are concerned by inspiring an admiration and a desire to possess fine linens of the various types, in the minds of housewives. This result was definitely achieved by the store in question.

The same idea could be further developed in connection with a linen sale by featuring a good window display along the same lines, showing a dining table fully set with napery, silver and dishes, wax figures being seated in the chairs as though about to commence dinner. An announcement card could be placed prominently in the foreground of the window to read as follows:

"You are invited to attend the lectures on Table Etiquette given in our Linen Department twice daily by Mrs. John Brown, during our January White Sales. Hours 10 to 11 a.m. and from 3 to 4.30 p.m."

The same invitation should be embodied in the store's newspaper copy and a capable woman of refinement and experience should be engaged to talk on the many problems incidental to entertaining correctly. Problems of etiquette are really serious matters to many women and this idea should prove an attraction to hundreds who have attempted formal entertainments or even semi-formal affairs without a maid to assist.

### Brides-To-Be Good Customers

Brides should not be forgotten in connection with the January White Sale of linens and a "Hope Chest Sale" will prove interesting to many who are not even engaged. One store did exceptionally well last year by featuring trousseau sets suitable for brides in moderate circumstances during the January sales. The items included in such sets were given as follows:

6 sheets, 8 hand towels, 6 guest towels, 1 bath mat; 6 pillow cases, 2 pair blankets, 6 bath towels, 1 down comforter, 3 bedspreads, 1 dozen dinner napkins, 1 doz. serviettes; 2 table cloths, 1 lunch set, 1 dozen doylies, 2 bureau scarves, 12 dish cloths, 6 glass towels.

These sets were offered in a range of three qualities, varying from quite inexpensive linens up to really high grade lines of the more conservative sort. Special rates for initialling any of the linens were offered by the fancy work department of the same store during the month.

### "Free Hemming" Still Attracts

In many localities the habit of offering free hemming still prevails as an inducement to purchase yardage sheetings and other linens at a specified period, usually during the first two weeks of the January sale. This idea is not gaining ground however, for the reason that hemmed sheets, pillow cases, etc., are now on the market in such a wide range of sizes and qualities that it is no longer necessary to make them by hand. Hemstitched effects are

(Continued on page 97)

# "Damasclene" is New Material

**Being Introduced This Month—Many Uses in Hospitals, Hotels and Private Homes**

Just in time to give a stimulus to the January white sales comes a brand new item for the homefurnishings department in the shape of a table cover material called "Damasclene." This new fabric which somewhat resembles table oilcloth in appearance is in no way related to this substance. On the contrary it is introduced to the Canadian retail trade as a substitute for real linen rather than for oilcloth. In connection with the introduction of this new product from England certain particulars regarding it should be considered carefully by retailers in each locality.

To begin with, "Damasclene" cannot crack, will not stain and can be washed like oilcloth by wiping over with a damp sponge or rag. It can be ironed out to remove folds or creases and is readily adaptable for decorative effects such as hemmed edges, lace trimmings, etc. It comes in four very artistic designs, entirely white, in the following damask patterns:

1. Allover damask in rose design.
2. Floral damask in wild rose design.
3. Marled effect.
4. Alternating narrow and wide stripe.

"Damasclene" comes in 50 inch widths and is manufactured in England under a secret process by which a good quality cotton and linen fabric is coated with a substance known as pegamoid which is a derivative of imitation leather rather than an oilcloth product. Hence there is rather a silky and supple texture to the fabric which lends iteself admirably to a variety of uses including that of table linen, lunch sets, bedroom runners, etc., for use in hospitals, hotels, private homes and anywhere where the appearance of fine napery is desirable but laundering costs are unduly heavy.

Taking into consideration the manifold advantages of this new napery its cost will not be considered excessive as it will be priced in the neighborhood of $1.25 a yard wholesale. The makers issue a guarantee that for six months at least this material will not require anything more than sponging with water to retain its high gloss and satin line finish and at the most nothing but a good cleansing powder should be used on it.

"Damasclene" is to be distributed to the Canadian trade through the leading wholesale firms of Canada this month.

## FEATURE LINENS IN JANUARY SALES

(Continued from page 96)

rapidly supplanting ordinary hemmed cottons in favour and this also has a decided influence upon the liking for "Free Hemming."

According to an experienced display man, there are few window displays which equal the old fashioned piles of sheetings, pillow cases, towels, etc., such as have been featured for decades past in January sales along with plenty of neat price tickets and no ornamental setting. The sight of snowy piles of cottons has a never failing appeal to the older generation of shoppers especially and will sell goods in some localities when "atmosphere" sales fail.

A remnant sale of table linens, dish towellings or sheetings is always a good wind-up for the month's activity and in connection with this event any odd lines or items left over from the regular sales should be quickly disposed of.



*"DAMASCLENE"*

*A new material for table coverings. One of four designs in damask effect made of "Pegamoid," a chemical preparation applied to a linen back, guaranteed not to crack or stain and which can be washed off like oilcloth with a damp rag. If creased, this material can be ironed out like a tablecloth on the wrong side and can also be hemmed or lace trimmed if desired. Shown by courtesy of G. C. Egan, Ltd., Montreal. Made by New Pegamoid, Ltd., of England.*



*"DAMASCLENE."*

*In another design which is one of four patterns, each coming in 50 inch wide goods, requiring no laundering. This material has been largely taken up by hospitals, hotels, etc., owing to the saving which it effects in laundering costs. Shown by courtesy of G. C. Egan Co., Ltd., of Montreal, and made by the New Pegamoid, Ltd., of England.*

# The Ubiquitous "Miss Smith"

## Ogilvys of Montreal Celebrate Their 55th Anniversary and Give a New Personal Touch to Salesmanship—Suggestions Double the Sales in Some Departments—Making Use of a Sales Thermometer To Speed Up Sales

ANNIVERSARY sales would appear to have lost much of their original value as a means to draw crowds to the store by reason of the numerous events called by this name which have been tried out all over Canada, yet when the volume of sales recorded at the end of a "Birthday Sale" is fully 50 per cent. ahead of the best results achieved at any preceding event held by the store in question, it is tangible evidence that the drawing power of the Anniversary Sale is by no means diminished.

The Jas. A. Ogilvy Company store of Montreal has just completed the celebrating of its 56th birthday to commemorate the founding of the firm. Each successive year this store endeavors to formulate and carry out new sales promotion ideas which probably have not a little to do with the success that always attends the efforts of the management.

According to D. L. Weston, publicity manager of the firm, plans for this annual anniversary sale were formulated long before the actual sale began and buyers were sent abroad to seek new and attractive merchandise to be featured specially at this time. Not a single item of regular goods was marked down for the sale, but an entirely new range of goods was introduced, priced so low as to ensure immediate clearance.

In order to introduce the sale to the women of Montreal, a very attractive scheme was adopted which consisted of issuing invitations printed in a neat folder, colored in red and blue, which reproduced the five different stages of development of the Ogilvy store in pictorial form beginning with the small shop of 1866 and showing those occupied by the store in the successive years of 1877, 1884, 1896 and 1912. The wording of the invitation was as follows:

"You are cordially invited to attend Ogilvy's 56th Anniversary Sale. Celebrate with us the crown of achievement; for it is no light thing to be still running strong after 56 years of merchandising effort.

"To celebrate the passing of another milestone we shall hold a great week of sales from October 30 to November 4. For the sale, every department in the house has made very special purchases—the most beautiful furniture and home furishings, the most up-to-date wearing apparel for men, women and children—at very special prices; and we shall sell these very special goods at a mere fraction of profit in order that you may celebrate with us the crown of achievement."



*A 750 Pound Birthday Cake*

*was featured by the Jas. O. Ogilvy Co. store of Montreal during their recent 56th anniversary sale. This cake was cut up and distributed to customers during the sale.*

Inside this artistic invitation was tucked a spray of real Scotch heather imported from Scotland by the firm to lend a touch of distinction to the printed cards, and these were distributed to customers the week preceding the sale by three dainty Scotch lassies garbed in kilts who stood inside the main entrance and did their part to convey the spirit of the sale to customers.

### A Monster Cake

The window display prior to the sale likewise did much to attract crowds of interested customers, featuring, as it did, the proverbial cake of monster proportions occupying nearly the entire space of the large corner window and weighing well over 700 pounds. On either side of the cake were placed two wax forms representing "Miss 1866" and "Miss 1922" each arrayed in the fashion of her times. The window was beautifully decorated with potted ferns and drapes of silk brocades while the topmost pinnacle of the cake was surmounted by a huge bouquet of roses and carnations.

When the sale opened every member of the staff wore a white satin ribbon badge with the words "56th Anniversary Sales" printed in gold letters on it, and these small but conspicuous reminders of the event kept the latter constantly before the attention of visitors to the store.

### Suggestions Doubled Sales

A series of sales features were arranged, announced in the huge two-page advertising spreads which the store ran daily during the entire week of the sale. A group of related house furnishings were featured during the early part of the week, followed by a sale of sewing and dressmaking needs also related, and finally a sale of ready-to-wear apparel for each member of the family at the close. Each sales clerk was instructed to suggest merchandise either in her own or another department which would be of interest to customers and it is estimated that due to this scheme much of the increased volume of selling may be attributed this year. At the same time it was found extremely helpful to customers to be directed to another department by means of another simple expedient. Suppose the customer had bought a rug and had expressed a willingness to have a vacuum cleaner demonstrated to her while in the store.

The rug salesman in closing the sale of the rug would remark: "If you will enquire for Miss Smith at the vacuum cleaner section, she will gladly show you how the machine is operated." The customer feels that the personal touch is different from the usual impersonal method of selling and usually accepts the invitation to ask for "Miss Smith." Here is where the point comes in. Every saleswoman in that particular section is instructed to reply to the query for Miss Smith, "Why I am Miss Smith, can I do anything for you?" and so the customer is given prompt attention besides feeling flattered at the service afforded by this personal touch.

### A Sale "Thermometer"

Downstairs in the basement of the store, close beside the time clocks, was placed a monster double thermometer which was explained as follows: The first thermometer was called "Where We Should Be," and the second "Where We Are," and by means of the two the sales staff could see, day by day, just how the mercury of sales volume compared with that achieved during 1921. On the very first day this year the mercury stood fully half as high again as it did during the first day last year, and was kept ahead of its record through the event. The reason given for this excellent showing on the part of the sales staff was the fact that a generous cash bonus was offered to the entire personnel of the store, including non-selling members as well as sales clerks, on condition that each day's sales should exceed those of last year. This incentive proved wonderfully stimulating and down to the humblest window washer the staff co-operated to "put over" the biggest birthday sale ever held by the Jas. A. Ogilvy firm.

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## ARE FEATURING HOUSEHOLD LINENS

(Continued from page 94)

fact that there is a wide assortment of widths to select from. A well known make of natural linen can be had in five widths from 18 to 50 inches, while the full bleached linens can be had in an even wider range up to 90 inches. The prevailing vogue for lunch sets, runners, cushion covers, etc., developed in pure linens or crash has led the majority of retail linen sections to call for large quantities of these goods. Linen buyers are advised to bear in mind that the oblong shape doyly is by all odds the most popular in these lunch sets and it is believed that this fad will become a permanent one. At all events there is not the same demand shown for plain round effects. Oblong mats are larger in proportion than the round ones so as to hold an entire service of plate, silver, and cup and saucer.

According to wholesale importers the humble red bordered glass towel is in good demand at present particularly in



17½ inch widths in bleached crash which can be had in various qualities ranging from $2.25 to $6 by the piece. Quite a demand is also registered for the new patterns in colored table damask in red, green, etc., with white, which can be had this Fall for 75 to 80 cents a yard wholesale. New designs are also offered in unbleached table damask around $1.50 a yard wholesale.

### Call For Light Weight Spreads

Another wholesaler attributes the demand for lightweight bedspreads to the fact that women are doing more laundering at home with the aid of electric washing machines and hence they demand something without undue bulk and weight. All the light weight varieties command a good sale at present and this fact should prove a valuable selling pointer to sales clerks.

Retail linen buyers are commenting particularly this month on the attractive boxing featured by manufacturers of these goods. In the case of a line of towels nothing more attractive can be imagined than a bridal set comprising 7 items including a large bath mat, the entire set coming in a choice of three pretty colors and tied up with big bows of satin ribbon to match the set. The price on these sets has recently shown a slight advance but the present quotation of $9.25 is remarkably reasonable for merchandise of this quality.

---

## ENTERTAIN STAFF

Macaulay Bros. & Co., St. John, N. B., played the host to their employees on Monday evening, October 30th, when they entertained them with a very enjoyable dance.

The decoration of the room was the work of Mr. Bustain, the decorator of the store, and was beautiful, touching on the Hallowe'en effect. About seventy-five were present and a very enjoyable evening was spent by all. Refreshments were served about midnight. The committee in charge was composed of Miss Magee, Mr. Macaulay and Mr. Shaw.

## HOME DECORATING AND FURNISHING

J. A. Nadeau of the interior decoration department of Henry Morgan & Co., of Montreal, gave an address last month before the Business Women's League, on the subject of "Home Decoration and Furnishing" in which he pointed out the importance of studying the different rooms of the home and stressed the point that interior decorating was a profession which required close study and attention to master successfully.

Mr. Nadeau made his address practical by supposing a six-room apartment, and proceeding to suggest the decoration and furnishing suitable under different conditions. The kitchen, he said, is really one of the most important rooms of the house, since so much of the work is done there, and it should be bright and cheerful. Putty color or some other light wall covering and a good deal of blue in the linoleum were suggested. It was not so much the shape of the dining-room as the proper grouping of the furniture that mattered. A plain material was perhaps better for the draperies than one that is flowered. Cretonne or chintz was beautiful and suitable for curtains, etc., in the bedroom. The order of choosing should be first the suite, then the rug, the draperies, and last, the paper. It was easier to harmonize the draperies with the rug, than the other way about. When the draperies were flowered the paper should be plain. Plain walls with a few good pictures were always satisfactory for the living rooms.

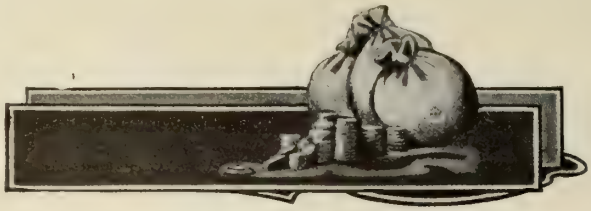
Dominant hues for different exposures were suggested, and personal disposition should also be taken into account.

## GIFT TABLE IN EACH DEPARTMENT

Most stores like to give customers a slogan at Christmas time. Here is one for the store itself and for its salespeople: A Gift Table in Every Department This Year.

Try this out. There is not a branch of the regular dry goods store which cannot stress the gift idea. The old story of some departments being quiet at this period has been proved fabulous. Even the notions sections carry Christmas goods nowadays. Basements can be made attractive haunts for gift hunters as well. There is not an article sold, from a tin kettle to a boxed ornament in a millinery department, which cannot be included in this year's business.

Attractive island displays, large clear signs, artistic arrangement and variety in selection are the four silent salesmen of the "Gift Table in Every Department" plan.

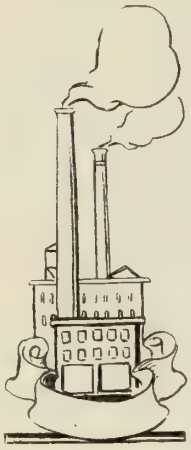


# $50,000 at 50?

Will you have $50,000 at 50? Are you systematically building an estate of sound income bearing investments?

Just as the giant skyscraper must be solidly built from foundation to cornice so must your estate be firmly built if it is to withstand financial stress.

Bond upon bond, stock upon stock, insurance policy upon insurance policy—you must exercise care and discretion in building your fortune.



## Turning Knowledge Into Profits

Such is the basis of all business endeavor. The more thoroughly you understand the fundamentals of your business the more quickly you will achieve financial success in that business. So it is with investing. The more thoroughly you understand investment fundamentals and financial conditions the more quickly will you achieve the aims of your thrift—whatever they are—comfort in old age, education of your children, provision for your family or what not.

## Here is the Dependable Guide You Need

For sixteen years THE FINANCIAL POST has been leading the way for Canadian investors. Its expert analyses of industrial conditions and of the business outlook, of individual securities, of all matters pertaining to personal financial affairs have given it the largest circulation of any Canadian investment paper.

**It is the investment newspaper you have been looking for. Subscribe to-day and prepare to lay your investment plans of 1923 on solid foundations.**




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143 UNIVERSITY AVE., TORONTO.

Send me The Financial Post for one year, 52 issues. You may draw on me for $5.00. (Or enclose cheque).

NAME .....

ADDRESS .....




Fast Stitch
Lace Curtains
Lace Nets
Casement Nets

Fast Colour
Madras Muslins
Delhi Muslins

A pattern book containing a selection of "Beau-Fast" designs will be sent to any reliable Draper or Furnisher who writes for same. Write to Glasgow.

"Beau-Fast"
Filet Nets
Tuscan Nets
etc.

MANUFACTURED BY

C. & J. Robertson
87 McAlpine Street
Glasgow

**Factories: Galston, Ayrshire.**
**London Office: 42 Gutter Lane.**

CANADA

Edgar Fenton
718 Empire Buildings
64 Wellington Street W.
TORONTO



# Dalmor PRODUCTS

This Trade Mark means an absolute assurance of durable goods of the highest quality.

Every time you sell

"Dalmor" Shades

you not only have a satisfied customer but a friend as well.

## DALY & MORIN, Limited

LACHINE - MONTREAL

# DARVEL, SCOTLAND

is known all over the world as the chief Madras manufacturing centre in Scotland.

We are large manufacturers, and our business has been built by a combination of

**Superfine Material** **Finest Finish**
**Artistic Colorings** **Reasonable Prices**

and every piece **GUARANTEED** against fading through exposure or washing.

When you can get a Guaranteed Service,

**Why Trust to Luck?**

Send at once for particulars and prices to our Canadian representative

**Gabriel S. Young**
303 Southam Buildings, 128 Bleury Street, Montreal.

## MESSRS. MORTON BROTHERS LIMITED

*Madras Manufacturers,* *Darvel, Scotland*

# KING'S CELEBRATED SCOTCH WINDOW HOLLANDS



have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."

SOLD BY ALL LEADING WINDOWSHADE JOBBERS

Made by

## JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

# LION CREST FABRICS




## CASEMENTS

We keep up our large variety in 27in., 30in., and 50in. casements. Best value on the market.

## CRETONNES

Extensive range in 30in. Domestic and Sateens.

Specially in 50in. Reversible and 50in. Taffeta Duplex High class and latest styles.

**Through Wholesale and Shipping Only.**

## JAUFFRED & GARIEL

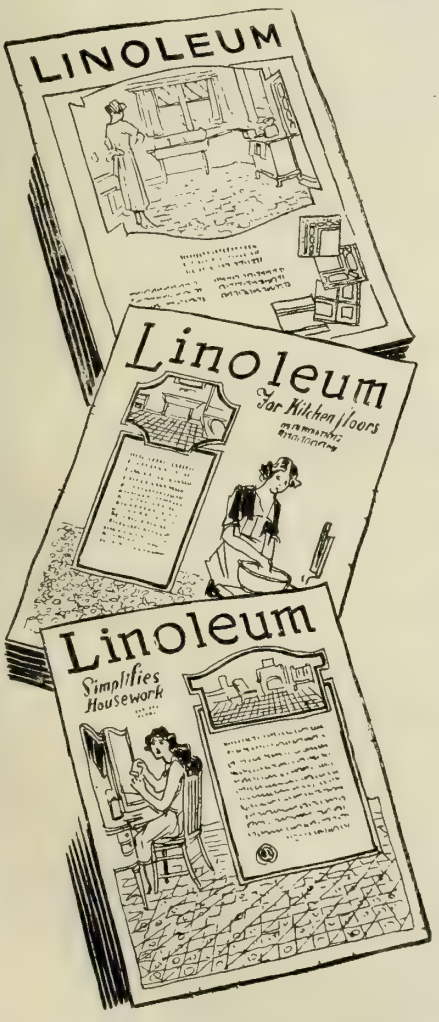
Manchester, England.

CANADIAN REPRESENTATIVES

George H. Napier, 417, Coristine Building, MONTREAL

Andrew Wilson - - - 91, Albert Street, WINNIPEG






## *"Slavery has been abolished" —BY LINOLEUM*

You, Mr. Merchant—can appreciate the strong selling points of Linoleum as suggested in the picture.

Linoleum has solved a big problem in thousands of Canadian homes. But there are many to whom you should explain Linoleum's advantages.

Make your Linoleum Department hum with sales by playing up the outstanding qualities of this practical and sanitary floor-covering. You can double your sales with but little effort. Linoleum is an easy seller. So are genuine Dominion Linoleum Rugs. Canadian housewives need it, but you should take the initiative.

Link up your local advertising with our Canada-Wide Linoleum Advertising Campaign. We will send you electros free. Make window displays that will interest the customer—that will sell, by using our window trims. They are sent free to merchants selling

# DOMINION LINOLEUMS

***Distributed by Canadian Dry Goods Jobbers***

## Dominion Oilcloth & Linoleum Co.
Limited
Montreal

DOMINION OILCLOTH & LINOLEUM CO. LIMITED · MONTREAL · MADE IN CANADA



# *This is the blanket so many leading stores are featuring this season--and for good reasons*

Pure NEW wool—Pre-shrunk—
Unusual warmth for weight—
Patterns approved by Fashion

The above are but four of the many advantages which have caused these prominent merchants to display and sell—

KENWOOD WOOL PRODUCTS

## KENWOOD PURE WOOL BED BLANKETS

Kenwoods are a new type of blanket in which LONG FIBRED Wool (for serviceability) is spun in a thicker yarn (for comfort). This selected wool creates a resilient body and permits a high, fleecy, long-wearing, permanent nap.

The result is lightness, warmth and serviceability that give wonderful satisfaction to the purchaser. To prevent shrinkage in washing, Kenwood Blankets are woven 100 inches wide and PRE-SHRUNK to 72 inches. There are eleven patterns and color combinations. Write for particulars.

**KENWOOD MILLS LTD., ARNPRIOR, ONTARIO**

BLEACHED BY THE SUN

# About Babies

WHETHER your linen department is in its infancy or whether you have a baby linen department—

Nothing is too good for the baby!

Not even "Old Bleach" Linens.

"Old Bleach" provides for the present generation with its fine damasks and household goods and for the next with its special sheetings and towels, soft as feather-down so as not to irritate baby's skin.

Nothing is too good for the baby! This is a selling thought that will yield profit through "Old Bleach" Linens—bleached by the sun.

The OLD BLEACH LINEN Co. Ltd. of RANDALSTOWN IRELAND

44-46 East 25th Street New York

Canadian Representative:
W. H. STELEY
22 West Wellington Street, Toronto, Ont.




MEMBER IRISH LINEN SOCIETY







# *"Dalmor"*
# NOVELTY CURTAINS

Illustrating here a few of our new ideas in Novelty Curtains.

Panel effect fringed curtains are the popular idea in curtaining to-day. We are showing an extensive line in this type of Novelty Curtains for both at once and Spring delivery.

## Daly & Morin, Limited

***Manufacturers and Converters of***

LACHINE





# The Line That is Made Right

These curtains are made of the finest of voiles and marquisettes in both plain and fancies, trimmed with silk and cotton fringes.

Samples are now in the hands of our travellers. Don't fail to see this line.

## Daly & Morin, Limited

***Scrims, Marquisettes and Voiles.***

MONTREAL



# More Attention to Baby Department

## No Reason Why Special Effort to Sell This Type of Merchandise Should be Left to a One-Week Effort—Program Outlined for a Week's Event With the Babies—Featuring a Fashion Revue —The Appeal of the Window

BABY departments are receiving greater attention on the part of leading Canadian stores of late years, but it is only quite recently that it has been deemed worth while to devote entire pages of advertising as well as greatly enlarged floor space and window displays to the various kinds of merchandise destined for His Majesty the Baby. Although Canadian stores are yet behind American firms in the matter of getting business for the infants' department, there is nevertheless a noticeable improvement shown due to a wider recognition of the benefits following in the wake of all such efforts.

Although the late Spring is usually the time selected by most stores in which to feature baby goods, there is really no reason why this merchandise should not be pushed several times a year. However, if it is desired to hold a Baby Week or Children's Festival of an elaborate character, once or at most twice a year is sufficient. One firm which experimented with a Festival Week for Children last year commented on it as follows:

"We are sometimes asked if we feel repaid for the expense and trouble incident to these annual events in our store and we can only say that there is no measuring the benefit that follows in the wake of such publicity, for judging from the enthusiasm from parents we do not try to measure results in dollars and cents alone but remember that little children do not forget and they are our customers of tomorrow."

This store planned its week to include all children up to 14 years of age, providing something of interest to each group on each day of the event. Beginning with Monday morning, an invitation was issued to all mothers to have babies weighed at the store. Prizes were awarded at the end of the week to the heaviest baby in the following groups: 6 months, 18 months and 24 months. Each baby entering this competition received a free gift of a dainty pair of garters.

On Tuesday, children from 4 to 6 years had their turn when they were invited to the store auditorium to listen to a professional story teller who varied her narratives with phonograph records from the famous "Bubble Books," after which balloons were distributed by a man in humorous costume. On the same day, a Mother's Hour was held when the auditorium was filled with mothers who came to hear a local librarian talk on "Choosing the Proper Books for Children."

On Wednesday, a local dentist addressed mothers and children both on "The Care of the Teeth," and showed lantern slides illustrating the various points.

Thursday was set apart for older girls from 11 to 14 when a recreation leader of the Y.W.C A. gave a talk on attire for sports and school, which was interspersed by calisthenic drills by a group of her pupils. Booklets illustrating the newest styles in gym and school dress were distributed.

A promenade of living models was the feature of the last day of the Festival, Friday. From 4 to 5 p.m. the public was invited to witness a fashion revue of children's wear worn by children of all ages, from a baby in arms to a girl of 14 years. The baby in question was wheeled in a lovely carriage by a correctly dressed nurse, while the older kiddies wore dresses and other garments suitable for the different hours of the day and carried toys or school books, finishing up with party frocks and finally nightwear, which was amusingly enhanced by each child carrying a candle in a brass holder as though in the act of going to bed. An orchestra was of course, a feature of this revue.

As a buyer of baby goods pointed out to Dry Goods Review, there is a constant demand for such merchandise all the year round, irrespective of Christmas or birthdays, for the reason that it is customary to give little presents of baby wear to young mothers as well as to celebrate christenings. One Montreal store makes it a practice to send a lovely Baby Book free of charge to every baby whose arrival is announced in the newspapers, so that proud parents may record such momentous events as the appearance of the first tooth, his first attempts to walk, etc. These books are also given free on request at the department and are most artistic, being printed in dainty colors and profusely illustrated.

The Henry Morgan & Company of Montreal find it worth while to advertise their infants' shop located upon the fifth floor in a charming and secluded room, quite extensively. In one of their recent advertisements, nearly a page was devoted to "Thing-amajigs For His Cuddly Highness" including a full range of wearing apparel illustrated by cuts, and accessories and toys, as well as baby furniture and carriages, weighing scales, and bath tubs. Prices were freely quoted and full descriptions of merchandise given, so that the advertisement equalled the proverbial mail order catalogue for clearness and mail interest.

Baby Week window displays are always irresistible to passers by to judge by the crowds which invariably stop before such a showing of pink, white and blue garments offset by bows and streamers of ribbons together with plenty of toys and dainty novelties. Such a showing is materially enhanced if realistic doll babies are used, sleeping in basinettes or seated in swings. A wax figure representing a nurse is always a good addition.

There is a decided demand for reasonably priced layettes this year, attractively put up in baskets trimmed with ribbons. In this regard it is advisable to feature qualities which represent good values, since there is every inducement offered by the fancy work departments to encourage home sewing. It often happens that ready prepared layettes are called for as gifts from grandparents or relatives, and these have met with much success when well advertised in a range of two or more prices, including the basket and usual toiletries.

In advertising the various articles of baby wear, it is advisable to explain to the uninitiated in such matters how the sizes are taken, for example, if a little bonnet is under consideration, explain that measurements are taken round the face and run from 13 to 16, while caps for boy babies in sizes from 19 to 22 are measured round the head. Other garments should be explained accordingly with regard to age.

**FIVE YEARS—**

PRACTICAL BUSINESS EXPERIENCE

divided thus:

Retail Selling 2 years.
Retail Management 1 year.
Wholesale Selling 1 year.
Advertising 1 year.

AND A PARTIAL COLLEGE EDUCATION

are at the service of the firm who is willing to pay $2 000 initial salary to a capable, energetic young man (Canadian), 23 years old, who desires a position of responsibility in active business circles.

If you could use such a man in your business, write Box No. 71, Dry Goods Review, 143 University Ave., Toronto, Ont.



## *Fashions in Filmland*

*This illustration is from "Anna Ascends," the new photoplay which Paramount has just finished at the Famous Players studio in Long Island. Nita Naldi and Alice Brady, both leaders of fashion in the motion picture world, are shown here in costumes worn during the play.*

*Miss Naldi is on the left. She is wearing an evening gown of beautiful lace over a lustrous satin crepe. There is deep fringe on the sleeves of the tunic and it is embroidered in chenille and sequins in much the same way as many of this year's overdresses are done; nevertheless it is very different from the usual conception of a tunic. Not the least interesting from the viewpoint of fashion is Miss Naldi's headdress—her heavy, glossy black hair is coiled many times and placed softly about the ears well out on the cheeks. Covering the top of the head is a cap which resembles her famous Juliet cap of pearls.*

*Miss Brady on the right is wearing an afternoon dress of heavy crepe charmeuse. It drapes softly about the figure, closing at the hips with a large clasp ornament. The neckline is bateau while the shoulder lines and sleeves are very artistic as well as unusual. A deep fringe, ten or twelve inches long, falls over the hand. The whole effect is chic, an ideal costume for wear under a wrap or fur coat.*

*Shown by courtesy Famous Players Canadian Corporation, Limited, Toronto.*

# Waist Department Made to Pay

**Experience of Buffalo Merchant Shows It Can Be Made To Pay**

Does your waist department worry you? Is it yielding you a profit or merely holding its own? Here is a story which proves that the blouse and waist business is not dead, in spite of the many merchants who believe it is.

The manager of one of the largest of the series of New York waist shops says that turnover has so far this year been equal to last year. There are 55 of these stores in the United States, situated in all of the most important cities of that country. The business that this firm is doing is worth consideration by the ordinary merchant dealing in waists because the stock carried is popular-priced and not exclusive as in most specialty stores.

### The Sale Problem

These stores do not have January clearance sales. In fact they have no regular sales. The management believe that where merchandise is marked closely all the time, customers soon learn to appreciate fair prices without sales. When it is necessary to reduce goods, they are marked with the old and the new prices and placed for regular customers to see. The secret of disposing of merchandise in this way is being the one store in the town or at least in the vicinity known strictly as a blouse shop. The New York stores now carry lingerie and dresses but their reputation was built up on waists. For that reason their stores are always included, no matter what others are visited by chance, when women go waist hunting.

### Certain Conditions Necessary

This brings us to the knotty problem: what conditions should exist for a merchant to stress a waist department or to open a waist store? Our informant says there should be no other outstanding store or department of the kind in the same town. Then the possible turnover must be considered, for exclusive blouse trade will not yield big profits these days. This means that popular merchandise ranging in price from $1.95 to $6.50 should make the bulk of sales. The best district is the one which gets the business women's trade these days since the dressy blouse finds so small a part in the wardrobe. Lastly, there must be sufficient capital to carry a large stock and to make an attractive setting for it. Counter space, wax forms, sectional fixtures and good windows are all necessary for the man who is planing the best waist department or waist shop in his town. Getting 80 per cent. of the town's possible trade must be the objective.



# The City of Window Sales

**Buffalo Merchants Have Trained Citizens to Follow Window Advertising Closely**

Buffalo, N. Y., might well be called "the city of window sales." There is something offered in every store window every day. The merchants of that city have trained their customers to follow this kind of advertising very closely. Shoppers of Buffalo do not depend on the newspapers alone; they start out on regular excursions to discover by the "window shopping" method where they can get what they want. Whether this method of publicity has been responsible for the large number of smaller stores which Buffalo has or whether the small stores have developed window advertising as a money-saving device is a problem worth considering. The fact remains, however, that this city has a surprising number of stores, particularly ready-to-wear shops, which depend almost entirely on their windows for business. Moreover, almost all are in a very thriving condition. Canadian customers are given by one house as a very good reason why they need to pay so much attention to their store-fronts. A great many women from Toronto, Hamilton, St. Catharines and other towns come over regularly to shop no matter how vigilant the customs officials are. These women have not read the Buffalo papers and so depend on what they see up and down Main St. and Washington Ave.

### Typical Buffalo Windows

Few merchants in this city use the elaborate display type of window except for after-hours. During the shopping day, they usually keep to merchandising purely and simply. They emphasize price-cards. The general principle seems to be to show one of every line carried. This means very little overcrowding because of the variety offered. For example, apparel shops, which outnumber every other class, show as a rule a collection about as follows: one evening gown, two afternoon dresses, one coat, one or two pairs of hose and a sweater or underskirt. This holds for those stores have only one window. Department houses and shops which have windows on both sides of the entrance are more inclined to show only one type of goods in each.

No matter what opinion one may hold as to what is the best type of window, certainly the merchants of Buffalo, have the scheme of displaying something of everything without crowding, developed into a real science. No doubt they learn from each other. Moreover they are not afraid of work. Many of them are not satisfied with changing their windows once a day. Some admit that they make certain alterations every noon hour and have another set of models for the people who walk the street by night.

### A Surprising Story

In connection with the large amount of business which Buffalo is said to be doing in sale merchandise, the manager of one store which carries only ready-to-wear but is the size of a department house, made a very interesting survey of business in his city this Fall. He told our representative that while every one who walks into his store this year is looking for a bargain, they want them in the higher-priced lines. Good suits and good gowns will sell if the price is right, but the very cheap lines are moving very slowly. Our informant was D. W. Goldthorpe, manager of the Walter E. Bedell Co.

# Make Profit on January Sale

**Manager of Buffalo Store Says Old Stock Should Be Cleaned By Dec. 31**

A. D. Friedman, manager of the Michael Leo Company of Buffalo, believes that ready-to-wear houses and departments need to take advantage of January for clearing. This store is one of the largest strictly ready-to-wear houses in Buffalo. The ideal way, says Mr. Friedman, is to have this stock so clean by Dec. 31 that a buyer can go to the market on the first of January and get merchandise at a price. Those who can do this can make of their January sales a real money-making scheme.

This year, however, he believes that few stores are in a position to go to market for all their January supply. The season was so late in wearing apparel that most of them are fairly heavily stocked. In these cases he thinks it wise to buy some new stock and to mix it with the old. Most of the marked down merchandise will go at a loss so manufacturers' stocks are really necessary for those merchants who want to make any profit during this month. Moreover many customers will have seen the pre-Christmas lines and even though they know January is devoted to clearance, they will not buy unless they see goods which are fresh. In other words, ready-to-wear lines must be up to the minute in style or people will not buy no matter how great the inducement.

# Increased Output of Women's Wear

## Official Government Report Covering 1920 Shows Production in 1920 to be $5,278,154 Greater Than in 1919—Custom Made Clothing Small Item—Ontario Leads With Quebec and Manitoba Following—Capital Invested Less

THE total value of all women's wear produced in Canada in the year 1920, according to a recent report of the Dominion Bureau of Statistics, was $64,939,019. This was an advance over the previous year of $5,278,154. These figures cover factory and custom-made clothing and millinery. Of the total production of all establishments in the country, Ontario is credited with $38,325,134 and Quebec with $23,089.397. The next in importance is Manitoba with only $1,104,909.

Comparatively speaking, custom-made clothing amounted to very little in the year's operations. The total production figures for the three branches of the industry were: factory made clothing, $52,874,565; custom made clothing, $3,280,372; millinery, $8,784,079. While the millinery figures for 1919 are not available, those for the other branches for that year are shown as follows: factory clothing, $44,381,417; custom clothing, $15,279,448.

The increase in the number of establishments was only 34. In 1919 there were 231 factories and 1,545 custom clothing establishments, a total of 1,776. The custom establishments included millinery and dress and mantle-making. In 1920 there were 274 factories; 216 custom made, and 1,320 millinery establishments, a total of 1,810.

### Capital Invested

The amount of capital invested in 1920 is shown to have been less than in the previous year, viz: 1920, $27,883,652, and in 1919, $29,759,416. The falling off occurred in both branches of the industry. The total factory investment of 1920 was $22,750,922, as compared with $23,343,671 in 1919. In the custom clothing establishments the total amount invested in 1920 was $5,132,730, as against $6,415,745 the previous year.

The total amount paid out in salaries and wages in 1920 in all branches of the industry was $17,427,857, as compared with $15,422,762 in 1919.

### Employment

During 1920 the entire industry employed 4,179 men, 13,152 women. The clothing factories employed 3,589 men, 9,627 women and paid out in salaries and wages, $14,333,280. The custom tailoring shops employed 277 men; 819 women, and paid out in salaries and wages, $988,160, while the millinery shops employed 313 men, 2,706 women and paid out in salaries and wages $2,106,417. For all establishments the month of highest employment was April for women with 14,025 and for men with 3,358. December was the lowest month for males and females with 2,338 and 9,917 respectively. The yearly average is of 2,887 males and 12,037 females. Employment is considered to have been fairly consistent throughout the year.

### Expenditures

It cost the entire industry in 1920 for fuel, $15,524 more than the previous year, the total cost in that year being, $125,565. In this connection the factories spent $67,033, as compared with $49,499 in 1919, while the custom establishments spent $58,531, as against $60,541 the year previous.

The cost of materials in all branches of the industry in 1920 was greater than the previous year by $5,277,450. The total outlay for this purpose in 1920 was $36,842,339. This was divided up as follows: factory made clothing $30,956,445; custom made clothing, $1,494,887; milinery, $4,391,007.



*Gown of Plush Stripe Roshanara Crepe designed by Madame Crone, of the Fashion Art League. Material from H. B. Mallinson and Company, New York.*

---

Parker's Ltd., Calgary, Alta., have opened a dressmaking and millinery school in their store, the lessons being under the direction of Ruth V. Winnek.

# Reduce Complaints 80 Per Cent.

Do your customers ever dispute the denomination of a bill which they have given your salesclerks? For example, does this happen occasionally in your store? A one-dollar bill is given in payment for a small sale, the amount received is marked on the sales-slip as well a the amount of the sale and this passed with the bill down the tube. When the change is returned the customer declares that a two-dollar bill or even a five-dollar bill was given. Sometimes it is impossible to prove that this was not the case and the customer leaves the store believing that either the salesgirl or the one who made change at the other end of the tube, was dishonest. Sometimes stories of collaboration between the two have been concocted by indignant patrons. This is said to occur principally with women customers because they do not as a rule keep as close check as men do.

### A Simple Method

Some stores have adopted a policy which is almost certain to avoid this unpleasantness. Every clerk is instructed to repeat clearly the amount received before placing it on the sales-slip. Although it is not often necessary when silver is given, salespeople are required to make this a constant practice lest it should be omitted when a bill is received. One store which has adopted the plan in the last few months has found that complaints of the kind have been reduced 80% since its installation.



*A Martha Mansfield gown of Kerry Kord designed by the Meyer Chic Co., New York. Material is from H. R. Mallinson and Company, New York.*

# DOUBLE BUYERS' MARKET GUIDE

**The McElroy Mfg. Co., Ltd.**
MAKING
Royal Royal Garments
REGISTERED TRADE MARK
FAMOUS FOR THEIR
*Fit, Cut, Style,*
*Hang and Finish*
HEAD OFFICE:
**47 Simcoe St. - Toronto**

La Vogue
BRAND
(REG.)
"DRESS FABRICS"
**F. A. RODDEN & CO.**
*Dry Goods*
*Commissioners and Importers*
52 Victoria Square MONTREAL

GIMP YOUR PATTERNS
With Hardaker's
"EASICUT"
MACHINES
It makes them more attractive
Economical, Fast, Practical, Neat.
E. W. McMARTIN
45 St. Alexander St. MONTREAL

### KENT-McCLAIN AGAIN

**Holt Renfrew & Co. Montreal**

Messrs. Holt Renfrew & Co., are opening a store in the Mount Royal Hotel. The contract for fixtures has been secured by Kent-McClain, Limited (Toronto Show Case Company).

### NINE DAY NINE CENT SALE

(Continued from page 111)

by another store in connection with its semi-annual toilet goods. Plans were laid for this mammoth event well in advance and the firm in question wrote to manufacturers of standard toilet preparations requesting liberal amounts of samples. Instead of cheap bags these were packed in attractive boxes the size of a one pound candy box, the cover of which carried the legend "Toiletries from Smith's Semi-Annual Sales." These boxes were given with each purchase of toilet articles of $2 or over, and the recipients were required to sign a slip containing name and address certifying to the receipt of a box. The purpose of these slips was of course to compile a good mailing list.

### Buttons Sell in January

Whether or not buttons are fashionable there is always a demand for them in some variety or other. Last year on January 23rd a large Montreal store featured a one day button sale for which every card of buttons in stock was specially priced.

### NOTES

Dickison, Nicholson Ltd., wholesale milliners of London, Ont., are retiring from business.

The Fashion is the name of a new store devoted to ladies' and children's garments which has opened in Fredericton, N. B.

"The Art and Gift Shop" is the name of a new store which has been opened in Ingersoll, Ont. J. H. Murray is the proprietor.

Laurence Billinghurst, formerly with the Woolworth store in St. Thomas, Ont., has been promoted to that company's store in Toronto.

The Calgary Dry Goods Ltd, have purchased the stock of the Brown Co. Ltd., and Robinson & Co., Ltd., at 108 Eighth Ave., East, Calgary, Alta.

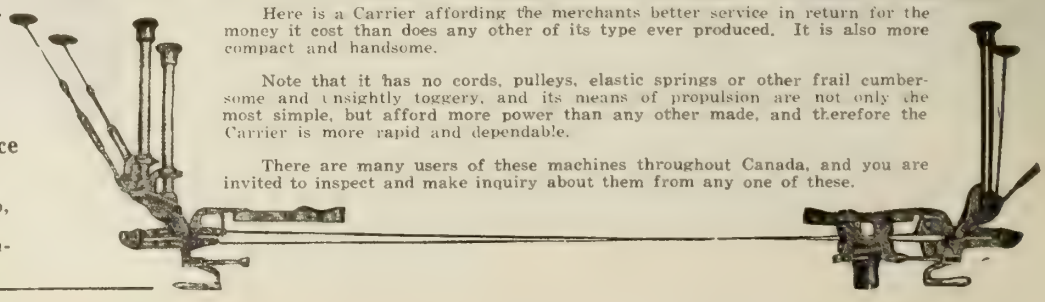
The Nelson Knitting Co. of Nelson, B. C., are opening a factory and store at 55 Baker St., Nelson. Goods sold in the store are manufactured on the premises. Garments are also knitted to order.

The Wilson Style Shoppe is occupying the store vacated by Dowker's Limited, Ottawa, Ont. This shop features exclusive styles in English, American and Canadian goods. Sports outfits are also a specialty.

The dry goods business conducted by Messrs. Ball & Co., in Kitchener, Ont., has been sold to H. E. Maddick. The new proprietor has had many year's experience in the general store business in Kincardine, Ont.

Ritchie
QUALITY GOODS AT COMMISSION PRICES
**ALL WOOL FLANNELS**
Cream, Scarlet, Navy and Natural
Immediate delivery from stock at prices varying from 64c to $1.10 (the last a fine baby flannel). Samples gladly sent on request.
**JOHN E. RITCHIE, Dry Goods Commission Agent**
591 St. Catherine Street West, Montreal.
*Branches :* 64 Wellington St. W., Toronto. 29 Minshull Street, Manchester, Eng. 615 Pender St., W., Vancouver, B.C.

Further information for the asking. All kinds of wire cash and parcel carriers and pneumatic tubes.
**Gipe-Hazard Store Service Co, Limited.**
113 Sumach St., Toronto, Ont.
Also 318 Homer St., Vancouver, B.C.



Here is a Carrier affording the merchants better service in return for the money it cost than does any other of its type ever produced. It is also more compact and handsome.

Note that it has no cords, pulleys, elastic springs or other frail cumbersome and unsightly toggery, and its means of propulsion are not only the most simple, but afford more power than any other made, and therefore the Carrier is more rapid and dependable.

There are many users of these machines throughout Canada, and you are invited to inspect and make inquiry about them from any one of these.

# BUYERS' MARKET GUIDE


## COMFORTERS
COTTON-DOWN-WOOL FILLED
**The Toronto Feather & Down Co. Ltd.**
2154-56-58 Dundas St. W., Toronto

**The Canadian Lady Dress Co., Limited**
Kitchener, Ont.
Manufacturers of
*"The Canadian Lady Dress"*
Ginghams, Crepes, Chambrays, Prints
Write us for catalogue and Prices

## WILL P. WHITE, LIMITED
Head Office: Toronto, 65 Simcoe St.
Montreal, 137 McGill Street
Manufacturers' Agents and Distributors and Smallwares Specialities.
Wholesale and Manufacturers Only Supplied.




## "HOOSIER"
The best 36-inch brown domestic in America
*Buy it by the bale; sell it by the bolt*
Indiana Cotton Mill
Cannelton, Ind., U.S.A.

## T. H. Birmingham & Co.
LIMITED
533 College St., TORONTO
Makers of
Women's High Grade Neckwear
*"The Exclusive Neckwear House"*

**LARGEST MANUFACTURERS**
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our Catalogue. It's free for the asking.
**The Botanical Decorating Company**
(Incorporated)
208 W. Adams St., Chicago, Ill.

## FRED JONES & COMPANY
*Manufacturers and Importers*
Babies' Hand Crochet Goods — Notions
Babies' Hand Knit Goods — Novelties
Art Needlework Materials
Room 712 Empire Building
64 WELLINGTON ST. WEST, TORONTO

Fiskhats AND MERCHANDISE
**D. B. Fisk & Co.**
**Chicago**
**New York Salesroom:**
***Open Throughout the Year***
**411 Fifth Avenue**

**MESH BAGS**
In Silver, Gun Metal and Green Gold Finish, Metal Frames for Ladies' Hand Bags.
*Made in Canada for the Canadian Trade*
**WHITING & DAVIS CO.**
SHERBROOKE, QUEBEC

## VEILINGS and SILK NETS
**HODGES & LETTAU**
14 St. Helen St. Montreal

SHOWCARDS, PRICE TICKETS, etc. Christmas samples, 25c. M. MOORBY, Newmarket, Ont.


### KENT-McCLAIN AGAIN

**R. Dack & Sons** — **Montreal**

Another high class specialty shop for the new Mount Royal Hotel is that of Messrs. R. Dack & Sons, Ltd. The contract for fixtures has been entrusted to Kent-McClain Limited, (Toronto Show Case Co.)

### NOTES

J. B. Reilly has been made general manager of the Robert Simpson Western Co., Ltd., in Regina. He succeeds K. E. N. Cornwall, who resigned a month ago.

A representative of the J. Ramsey Ltd. store in Edmonton, Alta., was in Toronto for some time this fall on a buying trip. He reports that business is good in the West.

L. H. Bond, formerly assistant superintendent of the Waterloo, N. Y., Woollen Mills, has been made superintendent of the Canadian Woollen Co., Ltd., at Peterborough, Ont.

The J. A. McNabb Co., Ltd., of Peterborough and Kingston, are opening another store at Belleville, Ont. J. J. O'Brien, who was connected in turn with the Ritchie Co. and the Sinclair Co., of Belleville, has been made manager. The new store will be devoted exclusively to ladies', misses' and young misses' wearing apparel.

The official opening of Elzear Lepinay's new store in Quebec, Que., took place Nov. 11. Mr. Lepinay has been in the dry goods business for forty years. The store which he is now occupying was owned formerly by T. D. Duboc. The business itself was established in 1834 by Thomas Donohue.




## CLIMAX PAPER BALERS
ALL STEEL--FIREPROOF
*"Turns Waste into Profit"*
12 SIZES
*Send for Catalog*
CLIMAX BALER CO.
Hamilton, Ont.

## BUCKLES
Pertaining to
**Millinery, Dresses & Gloves**
Designs of many Shapes and Sizes
Colors—Black, Green and White
**THE SCHULER BUTTON CO.**
LIMITED
Brantford - Ontario

## Artist Supply Co., Ltd
Room 50, 77 York St., Toronto
Complete Show Card Material Dealers
Write for Price List.

**RIBBONS OF DISTINCTION**
"J-C" Ribbons have peculiar charm. Widely advertised to the consumer under their trade-mark names for the protection of the dealer.
"SATIN DE LUXE"
"TROUSSEAU"
"LADY FAIR"
"SANKANAC" "VIOLET"
"DEMOCRACY"
JOHNSON, COWDIN & CO., 40 E. 30th St., New York, N.Y.
Made in U.S.A.

## HABERDASHERY
Every description of Haberdashery and Smallwares for Drapery, Dressmaking, Millinery, Fancy Needlework, Outfitting and Tailoring Trades.
**FREDERICK NEWTON & CO.**
8&9 Hamsell Street, London E.C.I.
*Established 1871*

Red Seal Zephyr Ginghams
Everett Classics
Eden Cloth-Peggy Cloth-Blankets
**Smith, Hogg & Co** 115 Worth St., N.Y. 77 Summer St., Boston 226 West Adam St. Chicago

**To Buy or to Sell in Canada**
USE
**Fraser's Trade Directories**
*For Sample Copy Address*
Head Office—128 Bleury St., Montreal
Branch " —122 Wellington W., Toronto
(The Six Specialized Red Directories of Canadian Trade.)

# Future Greatest Within Empire

## So Says Dr. H. J. Cody in Addressing the Commercial Travellers' Association at the King Edward—As Manager of the Association he Gives a Record of his Travels in England Last Summer—Deals With Many Questions of Imperial Importance.

"AS ONE of you, I tried during my trip to the Motherland, to sell Canada."

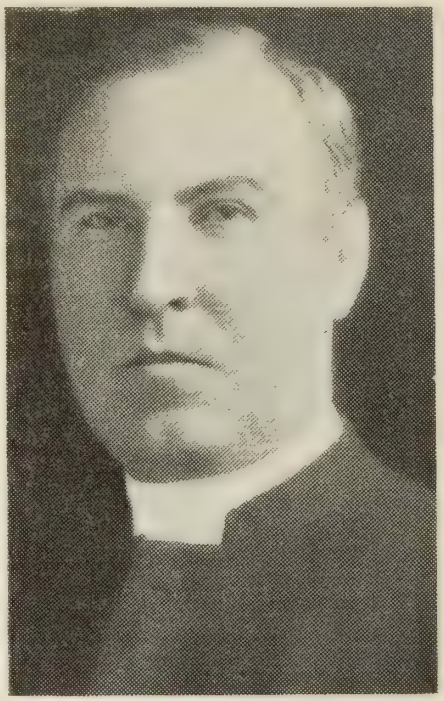
So spoke Dr. J. H. Cody at the first of the season's dinners held under the auspices of the Commercial Travellers' Association at the King Edward Hotel, Toronto, on Saturday, October 21st. There were two or three hundred members of the association present. Harry Dodgson presided in a very happy manner and made the announcement that it was the intention of the association to hold these dinners on the third Saturday of every month during the winter. Several members of the Montreal branch were in attendance and were accorded a special welcome by the presiding officer.

### Dr Cody's Report

Dr. Cody is a member of the Commercial Travellers' Association of Canada and in addressing the gathering stated that, like all travellers, he desired to give a report of his journeyings. In referring to men living in the Motherland who were staunch supporters of all things Canadian, Dr. Cody mentioned particularly the Duke of Devonshire. The Duke, he said, would probably brook no criticism of this country. If the statement were made to him that much of the land in Canada was not arable, the Duke replied that it was, then, mineral; if the claim were made that the climate here was too rigorous, he replied that it made vigorous men. In this connection, Dr. Cody made a plea for cheaper transportation rates as one of the factors that would make Canada much better known in England. Distance, he said, was measured by the cost of transportation; for that reason England to-day was farther away than it was before the war.

### Will Keep Her Word

Throughout his entire address, Dr. Cody made strong appeals for the continued relationship at present existing between the Motherland and Canada. He was very strongly of the opinion, he said, that the greatest future of this country would be as an integral part of the British Empire rather than as an independent nation. There were certain national characteristics that were common to those who lived here and those in the Motherland. One of these which the speaker particularly emphasized, was England's remarkable record in keeping faith with promises



*DR. H. J. CODY*

*who addressed the Commercial Travellers Association at their regular monthly luncheon.*

given. In this connection the enormous debt with which England is faced was mentioned. The speaker said that responsible statesmen in England had never suggested that the debt owing to the United States should ever be cancelled. No reputable statesman ever would suggest such a thing. It was true that, for the first time in her history, England had been obliged to ask for a little time in meeting her foreign obligations but there was certainly no thought of sidestepping the burden however heavy it might be.

### Burden of Taxation

Dr. Cody expressed it as his opinion that the foremost danger confronting the Motherland to-day was this awful burden of taxation. He quoted a financial expert who has recently visited Toronto as saying that 60 per cent. of all the earnings of the British people were earmarked for local and imperial taxes. Such a staggering burden of taxation could not be easily borne and it constituted a real danger, he thought, to the political situation in the Motherland.

### A Word About Politics

The speaker was very careful in referring to the political situation. Summarizing the opinions of men from all shades of political thought with whom he had had the opportunity of talking, he believed that there was a feeling for, perhaps, a little less brilliance and a little more solidity to government. After all he had heard while in England he could not say that the present situation there came as a great surprise to many who had been following the course of events carefully.

### Westminister Abbey

One of the most interesting passages in Dr. Cody's address dealt with the famous Westminster Abbey. This ancient building, he said, was the symbol of a very ancient and honorable people; into it had been gathered the last remains of those who had made no small contribution to the history and greatness of a great people. To understand it was to understand the history of England in the vast scope of her endeavor the world over, to appreciate the ideals for which she stood, the causes which she espoused, the good she had accomplished not only for herself but for the world at large. Perhaps no one spot in England received the homage and tribute of the world as did Westminster Abbey because of the Unknown Warrior buried there. Great statesmen and soldiers and private citizens from many countries placed their wreaths on this grave and thus paid their tribute to the greatness, the courage and the steadfastness of the British Empire.

### The Royal Family

Dr. Cody spoke a few words with reference to his sermon to the members of the Royal Family. He referred to the simple and hearty manner in which the King and Queen participated in the service, joined in the singing and gave voice to all the responses. It was, the speaker said, something to be thankful for that the people of the Empire had on the throne people of simple Christian faith.

During the dinner, songs were rendered by Harry Barker and Charles Leslie.

The chairman announced that as a result of the collections taken at these dinners in aid of the Sick Children's Hospital, over $200 had been handed over to the hospital. It was their hope that in the near future a cot would be installed there known as the Commercial Travellers' cot.

# Five Reasons for Better Conditions

Roger W. Babson in an address to the Empire Club of Toronto recently gave the following five reasons for stating that conditions were improving and that the retailer was again coming into his own:

1. — Fundamental conditions are favorable. By this I mean that the social, economic and spiritual conditions which affect business have improved so that they now furnish the basis for genuine prosperity. The over-extension among business concerns and the habits of extravagance and waste on the part of people as a whole have now been largely corrected. People are beginning to produce more than they consume. This is apparent from the Babsonchart, which shows that business turned the corner in August.

2.—Crop conditions. From the standpoint of profits, the crop outlook is the best in years. The harvest promised is large and prices are fair. Hence, 1922 crops should benefit both the farmers and the public. Estimates indicate that the value of grain and cotton harvests at the farm will be 30 per cent. more than last year. This indicates that the majority of farmers will get about 30 per cent. more for their products than they did a year ago. Considering the fact that producing expenses have been less, the net profits of this year's harvests should be much more than in 1921. This means that at least one-third of the people in Canada are going to have a greatly increased buying power this Fall and Winter. Large crops are a source of real wealth. They help everyone.

3.—Money conditions—loans throughout Canada have been reduced. The banks are rediscounting only about a fourth as much as they were this time last year. Banks have cut down their loans greatly. Moreover, they have cleaned up a large part of the doubtful accounts which they had been carrying since the 1920 crash. From the standpoint of reserves, the ratio of reserves against note and deposit liabilities shows the strong position of the Canadian banking system. Certainly the bank statements promise plenty of money with which to do business throughout the coming months, regardless of what may happen abroad. The long swing trend of interest rates is downward.

4.—Commodity conditions — the position of business houses is decidedly better. Reports show that in most cases inventories have been sufficiently written off. Stocks of goods have been cut down and there has been no overbuying. The same progress has not yet been made in reducing retail prices, but this will follow. Failures are fewer. The peak of losses apparently has been passed. Prices are becoming stabilized. A shortage in goods may even be witnessed in some lines. All signs point to a stiffening in commodity prices this Winter, although the long swing trend may continue downward.

5.—Employment conditions are very much better. Where 2,000,000 people were out of employment two years ago, less than 500,000 are out of employment to-day in Canada. If the railroads now come into the market for new equipment and supplies there should be very little unemployment during the next few months. This must mean better business because the purchasing power of the people is ultimately determined by the total payroll of the people.

### Retailers Coming Back

In giving his advices for the year, Mr. Babson set forth a long pull downward in money; a long pull upward in bonds and a shorter pull downward in stocks. In commodities there would be an increase for a year or more, then a long pull down, comparable to what followed the Napoleonic and Civil wars. Mills and factories would have a better business this Winter. If, however, the improvement resulted in any inflation, a reaction and a long period of dullness would follow. Retailers were coming back to their own. Mr. Babson said there were one million retail stores entitled to more help from manufacturers and the public. Business, he claimed, travelled in cycles, while business men travelled in ruts.

Mr. Babson made a special plea to "boost the retailer," remarking that although the latter was largely responsible for the period of over-expansion, yet he must be depended upon to bring back real prosperity. "We should begin at once," Mr. Babson urged, "to give more support to the retailer. Supplied with the same statistical information, and backed up with the same assistance from government and private research, the individual retailer will make as much progress in his field as the producer has in his own. The idea that he must fight the chain store and co-operative buying is entirely wrong. He must be willing to adopt the improvements of these systems, in order that the retail field may not be dominated either by the chain store or any other single organization."

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**C. S. McKee, for eight years with Murphy-Gamble, Ottawa, has been secured as the new manager of Steacy's Ltd., Kingston, Ont., Messrs. B. N. and Herbert Steacy will generally supervise the departments and the decorations and displays will be under the direction of Gregory McInnis.**

# Minister Says Have No Funds

**Claims They Have Not Sufficient Money To Put Female Inspectors At Border**

Many appeals have been made by the provincial officer of the Retail Merchants' Association to the Dominion government to exercise greater vigilance at the border points in respect to smuggling. In spite of this fact there is still a vast amount of it done and merchants at these points are continually up against unfair competition because of this smuggling. One of the latest appeals made by the provincial secretary, W. C. Miller, was in the interests of the merchants of Sault Ste. Marie. In reply to his letter to the minister of customs and excise, the latter said:—

"The evil is especially when women cross the border wearing suits and dresses bought on the American side. I suppose we search the women so far as coats and suits are concerned, but you want us to go beyond that, and that is why you want a female inspector.

"We have not at the present time at our disposal sufficient funds to place female searchers at the various points at the border; as far as the coat or dress is concerned, I do not see any objection to a man calling attention to the lady that he has suspicions of the dress or coat any more than of the boots and shoes. We realize the situation and also realize its gravity.

"Nevertheless, we are willing to accept your co-operation and if you suggest anything you can do to relieve the situation I will gladly receive any suggestion that you can make."

(Note. We do not know if Mr. Miller is making any further suggestions or not but if so he is probably telling the minister what any person outside of the department knows, namely, that a female inspector at such points would easily pay her own salary).

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**A weaving mill has been installed in Kingston, Ont., this month. It is known as Collie's Limited, and is owned and managed by William Collie. The plant was formerly located at Stratford, Ont., under the name of Dutton's Limited. It was under the control of Mr. Collie for the last few years. The particular branch of the woollen industry, which this factory will be interested is the weaving of all-wool cloths for men's and women's overcoatings.**

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**Action has been taken by the Attorney General's department of the State of New York against the Fur Dressers' and Fur Dyers' Association. It is seeking the dissolution of the organization on the ground of conspiracy to restrain the output of the fur industry. This organization represents about 90 per cent. of the fur industry of the United States and its yearly aggregate earnings from this source alone are $1,500,000.**

# Annual Convention of N. B. R. M. A.

## Attendance Was Gratifying and Questions of Vital Interest to Retail Trade Discussed—Exhibition of New Goods by Wholesalers of St. John—President Speaks Optimistically of Trade Outlook—Election of Officers

NEW BRUNSWICK retail merchants held their eighth annual convention on October 10th and 11th last at St. John, when merchants from all over the province foregathered and enjoyed the various entertainments provided for their pleasure by the local hosts together with the addresses given by speakers of prominence.

A new note was introduced into the proceedings by reason of an exhibition of new goods shown in the assembly hall in which the meetings were held. The wholesalers of St. John co-operated to make the convention a success by arranging varied showings of the newest spring merchandise including such lines as dry goods, footwear, food products, sporting goods and hardware, etc.

The first session commenced at 2.30 on October 10th, the president, W. G. deWolfe, presiding. At this session the official welcome to the delegates was extended by Mayor McLellan on behalf of the city; W. F. Burditt, president of the board of trade, in its behalf; and F. A. Dykeman, ex-president of the local branch.

President deWolfe thanked the speakers for their words of welcome and called on J. J. Weddall, of Fredericton; J. W. Scovil, of St. Stephen; T. B. Price, of Moncton; B. Roy Holman, of Charlottetown and E. M. Trowern, of Ottawa, Dominion secretary, to respond. The latter in his address paid tribute to the part the maritime provinces had played in the development of the Dominion and assured his audience, as one who had come into close touch with parliament, that when the members from the East spoke they were listened to, and when they demanded things they got them, despite the feeling which maritime people held to the contrary.

"If there is one criticism I would like to make about the country down here," he said, "it is this—you do not blow about yourselves enough. Now when the Yanks entered the war they said, 'We'll equip 5,000,000 men and if that is not enough we'll equip 10,000,000 and if that is not enough yet, we'll equip 20,000,000 men.' That scared the Germans. You have resources down here but you do not let the world know about it. You need some Yankee advertising."

### Business On Up Grade

The president in his official address paid a high tribute to the services of the executive officers and especially to the work of Miss F. P. Alward, the provincial secretary, who has been untiring in her efforts to further the best interests of the association. He spoke very optimistically of the future business prospects and mentioned the fact that though the Canadian dollar had been at a discount a year ago, today it was at a slight premium and he thought this fact of considerable significance as denoting the general uplift of trade conditions.

He dealt in a general way with the many problems confronting the retailer today and suggested some means of coping with them. He referred to the courtesy of the press and expressed his appreciation of what had been done. He urged the members to take part in whatever good work was being carried on in the community, especially such work as tended to improve conditions in general. In closing he thanked the members of the provincial board for the co-operation given him.

Following this address the annual report of the secretary, Miss Alward, was given and the session closed by a talk on mutual fire insurance by E. L. Mahoney. A letter from J. A. Banfield, Dominion president, was read in which the latter regretted his inability to attend the convention.

**OFFICERS FOR 1922-23**

**President, A. E. Everett, St. John; first vice-president, J. J. Weddall, Fredericton; second vice-president, T. B. Price, Moncton; treasurer, A. A. McIntyre, St. John; secretary, Miss F. P. Alward, St. John. Members of the advisory board, St. John: Jack Vaughan, William Hawker, R. A. Macauley, A. N. McLean, H. C. Smythe, S. E. Fisher, M. E. Grass, S. C. Webb, C. R. Wasson, Harry Warwick, Victor Scott, J. B. McBay, J. H. Marr, F. S. Thomas, Allan A. Sharpe, Horace Brown, H. E. Hunt, F. W. Daniel, S. L. Emerson; Fredericton: C. H. Burtt, Joseph Walker, C. W. Hall; Moncton: W. D. Charters, R. P. Dickson, P. H. Friers, L. B. MacMurdo; Sussex: F. S. Creed, Gordon McKay; St. Stephen: W. G. DeWolfe, Roy Hill, H. E. Beek; McAdam: Joseph Piercy, Alex Steen; Woodstock: Robert Strain, G. Newnham; Harvey: M. W. Smith; Newcastle: James Staples; Chatham: R. H. Curll; St. Andrews: A. A. Shirley.**

At the evening session the report of S. L. Emerson, one of the St. John delegates to the Dominion convention, was presented. This was a most successful convention, he reported, and the Halifax people had entertained the delegates royally. The association had now 12,044 members, and the next convention would be held in Montreal.

### Second Day's Proceedings

A speech by E. M. Trowern on "The Responsibility of the Retail Merchant," was the feature of this session of the convention.

At the opening of the meeting the retiring president, W. G. deWolfe, of St. Stephen, called A. O. Skinner to the platform and congratulated him on the fiftieth anniversary of his wedding which he celebrated recently. Mr. Skinner said he had been one of the pioneers in the association movement in St. John and had watched it grow with great satisfaction. It was a powerful and influential organization and it had a great future. The merchants all were working for the interests of the city and province. He expressed thanks for the courtesy extended to him.

### Mr. Trowern

Mr. Trowern was called upon for a speech and spoke at some length giving many interesting and instructive bits of information of value to merchants.

He said the idea was to impress upon the merchants more firmly the things they already knew. Retail merchandising was one of the oldest and most responsible occupations in the history of the world. The word "retail" really came into existence only with the association. He reviewed the activities of the world's work in business. The retail merchant had been here since the beginning of time, and his preservation depended on himself. The world's work was done by two groups—the employer and employee. There was an idea that the employer did not work, but when capital was invested the employer worked hard to get the most out of it. The retail merchant was an employer, large or small.

The retail problem looked simple but in reality was very much complicated and a large problem. A prominent member of parliament had told the speaker that there were far too many retailers in small districts selling the same goods. An editor had expressed the same view. This was a dangerous stand to take. It was a question of democracy or autocracy. The latter meant socialism and Bolshevism. Napoleon had described England as "the little nation of shopkeepers," and we all were proud of that little nation.

The retail trade was divided into three groups graded according to the degree to which the members specialized in their business. The large mail order houses had not cleared out the small retailer because they lacked the personal touch and this was the age of specialists. The biggest part of a man's business depended on the confidence the public had in the man himself.

He looked forward to the time when there would be trained men going about the country explaining to the public what the retail trade meant. The association had 110 employees and every province had a sec-

retary with a permanent office. No one was ever through learning about the retail trade. The idea should be not to set the style, but to stock what the public wanted. The best college a boy could be put into was behind the counter of a good decent retail merchant. This was the testimony of Sir Wilfrid Laurier, Abraham Lincoln and General Booth.

Every retail merchant must size up his customers and it was an excellent training, but he must treat all alike. The way a customer was approached was an important factor. Selection of clerks was very important. Pleasant faces went far in making sales. Credit was another responsibility. The largest retail stores in America were credit stores. Giving credit was inevitable. It was necessary, however, to know the customer. One man who gave credit to every one whose face he liked said he had never lost one-quarter of one per cent.

The retail merchants had stood behind the farmers when the crops were bad. The wholesalers had stood back of the retailers and the banks back of the wholesalers. He told his hearers to play fair with the people to whom credit was given, and not to go to law if it could be avoided.

Stores should be kept neat, clean and attractive, and reliable goods should be stocked. The retailer was the servant of the public. One of the functions of the association was to remedy any evils arising in the retail trade. All the troubles that the liquor dealers had gone through had been brought on themselves by not keeping the trade clean. The result had been that they had lost their business and they had only themselves to blame. He said good hotel accommodation was essential to good trade. The merchants had a great responsibility and that responsibility was a blessing.

David Magee took strong exception to the use of the word "gents" in advertising men's furnishings. He said it always grated upon him. He would like to see the association advocate a change.

The matter was referred to the trade section.

The report of the treasurer, A. A. McIntyre, was received and filed. It showed receipts in excess of $14,000 with expenditures slightly less. The present total liability of the association was about $1,223. It was expected that this would be cleared up within a year. A vote of thanks was tendered to Mr. McIntyre for his excellent work.

**Resolutions**

A. A. McIntyre reported for the resolutions committee and his report was taken up section by section. A resolution that a resolutions committee be appointed at each session to serve for the year was passed.

Another resolution that the executive be requested to take up the matter of fair trading by manufacturers started some discussion. Some instances were cited where retailers had, it was said, not been treated fairly by manufacturers and it was thought that some sort of united official action might have the desired effect.

Mr. Trowern said the Dominion board should take this matter up and this course was decided on.

**Afternoon Session**

Passing of resolutions occupied the time of the short afternoon session, previous to the inspection trip to the hydro-electric development at Musquash. The more important resolutions referred to the income tax, fraudulent advertising and minimum wage. The income tax resolution demanded that the income tax, tax on receipts and tax on checks be abolished, and, if necessary, the sales tax should be increased so as to secure sufficient revenue for the needs of the country and be collected from the source of supply. The minimum wage resolution urged that this matter be given careful attention by the incoming executive.

The convention went on record as favoring stricter provisions for the prevention of smuggling; of opposing any proposals for an eight-hour day for all manufacturing, producing and distributing classes; thanking the government for the abolishing of all guessing and lottery contests; endorsing the action of the Dominion board relative to postal rates for mail order houses.

Another resolution requested that a questionnaire be sent out to the various members to ascertain the feeling with regard to open book accounts or trade acceptances, and also one regarding a definite weekly half-holiday.

A final resolution requesting that steps be taken to have all retailers exempted from the operations of the Workmen's Compensation Board was adopted. The convention went on record as being opposed to the tax on receipts, which is ordered to go into effect Jan. 1, 1923.

**Complimentary Banquet**

Speeches by Mayor McLellan, Hon. Fred Magee, minister without portfolio; Hon. Senator J. W. Daniel, Hon Dr. J. B. Baxter, M.P.; E. M. Trowern and others, featured the complimentary banquet tendered the delegates by the St. John branch of the association. In the absence of the local president, R. A. Macaulay, the vice-president, A. Ernest Everett, presided and called on the gathering to honor the toast to the King.

Miss Alice Fairweather delivered a short address on advertising, illustrating it with motion pictures. Motion pictures of the raisin industry also were shown after which the convention came to a close.

# Frank Sumner Heads Dominion Travellers

Frank Sumner, of Hodgson and Sumner and Co., Ltd., will be president of the Dominion Travellers' Association for the next year while Fred E. Dugan, of Lymans, Ltd., will fill the chair of first vice-presidency following the elections held at the annual meeting. They will assume their responsibilities in their new capacities on December 16. John Perry, of Greenshields, Ltd., and W. J. Joyce, of Herron Leblanc, Ltd., both of Montreal, were nominated for second vice-presidency. Elections will take place shortly.

The five vacancies on the board of directors will be filled by five of the following: W. A. Wood, of Caverhill Learmont and Co.; Herbert S. C. Holland; Pierre Rolland, of the Rolland Paper Co., Ltd.; Maurice Shea; William Blanchard, of the Lake of the Woods Milling Co., Ltd.; J. Copping, of the Christie Brown and Co., Ltd., and Mr. Massiah, of the Sherwin-Williams Co., Ltd.

Maxwell Murdock was re-elected treasurer. D. Campbell continues as secretary.

The reading of the annual report revealed to the members present the growth of the association to the extent of an increase of 1,500 over last year to the present membership of 12,000.

The incoming president, Mr. Sumner, has been a member of the Dominion Commercial Travellers' Association for 27 years serving two years on the board of directors—2nd vice-president and 1st vice-president.

Mr. Dugan, the 1st vice-president, has been an active member of the association for some time.

## ADVERTISING THAT PULLED

In an article written by the president of the R. T. Holman Co. Limited, of Summerside, P.E.I., president Harry T. Holman described a scheme in connection with their millinery department which brought them unusual results. Here is what he wrote:—

"We were planning to send millinery buyer and her assistant to New York on a buying trip. So, once we had determined which hotel they would select, we wrote to the hotel for several hundred sheets of guest stationery and envelopes. We obtained these, of course by paying for them. Then we prepared and duplicated letters to all the Summerside list and to the best customers in villages nearby; these letters, signed by the buyer, told in a chatty way about the good time they were having in New York, and the wonderful selection of hat styles they had found. The letter closed with an invitation to visit our millinery department as soon as the new styles would be in.

"The buyers took these letters down to New York, stamped them with United States postage and mailed them. The millinery department was stormed the day the new hats were placed on sale. Yet Marshall Field and Company used almost that identical plan for a Paris trip."

## THE SMUGGLER AND HIS METHODS

(Continued from page 39)

est importing houses are feeling it and several manufacturers have told Dry Goods Review that they will be forced out of business if the situation continues. Yet there seems to be a great reluctance on the part of these firms to help the government by telling them of instances they know.

The Canadian Manufacturers' Association and the Retail Merchants' Association have both tried to get some action in the matter but this should not be left to them entirely. Going after the individual is the most effective method of all. If those who know of cases where contraband merchandise is being sold or made up for sale will report these at headquarters, they may feel assured that the information will be kept strictly confidential. In fact, only the official to whom the matter is reported knows of the informant, for such a name is not passed on even to the chief of the department when action is taken.

*The information which formed the basis of this article was given with the understanding that the source be kept strictly confidential. The authority of the informant, however, is reliable and unquestioned.*

# Christmas Novelties

## Boudoir Caps

*Send an open order for* assortment of individual *Holly Boxes*

**Boudoir Caps, Berthas, Pleatings, Belts**



## Dress Essentials, Ltd.

***Originators and Manufacturers***
***Bertha Pleatings, Neckwear and Blouses***

14 Breadalbane St., Toronto

# The lasting nature of Leather Goods makes them Ideal Christmas Gifts



70/19
Beauty Box.

**Our goods are distinctly superior—a line that merits a featured place in your Leather Goods Department.**

Avenue Bags
Shopping Bags
Beauty Boxes
Toilet Cases
Frame Purses
Card Cases
Bill Folds
Collar Boxes
Music Cases
Ladies' Belts
Manicure Cases
Photo Cases
Military Brush Cases

***Judge for yourself by sending for samples***



16/928
English Avenue Bag.

## Winnett & Wellinger, Limited

Manufacturers of Fancy Leather Goods

**348-350 Sorauren Avenue**
**TORONTO**

ESTABLISHED 1905.

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*THE INQUIRER'S CORNER*

You may want to know where a certain line of merchandise in the Dry Goods Trade can be procured; you may have on your hands a problem in connection with your business that is difficult to solve. Dry Goods Review can render you a service and will cheerfully do so if you will fill in this blank.

*INFORMATION WANTED*

*Dry Goods Review,*
*153 University Ave.,*
*Toronto, Ontario.*

*Date* ..... *1922*

*Please tell me* .....

.....

.....

.....

*Name* .....

*Address* .....

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# Did you ever hear of Helen Armstrong?

Suppose you picked up your paper and saw that Helen Armstrong was going to sing at your local theatre. Would you rush to get tickets? Not likely. You'd want to know who Helen Armstrong was! Before you spend money you want to know what you're going to get.

But suppose you were told that Helen Armstrong was Nellie Melba's name in private life. That would be different. Madam Melba is a world-famous opera singer. People flock to her concerts who pay no attention to the "Helen Armstrongs."

It's the same way in buying. When people spend money for goods, they want merchandise of known reputations—they don't want unknown, unrecognized brands.

That's one reason why people buy *Gold-Seal* Congoleum Rugs and Floor-Covering with complete confidence. They know *Gold-Seal* Congoleum—they buy it in such quantities that it's by far the biggest money maker in the floor-covering market.

Month after month its advertising broadcasts the story of Congoleum's beauty, cleanliness, and economy—its labor-saving features and the Gold Seal Guarantee.

Still bigger business is coming to men who handle *Gold-Seal* Congoleum—more sales, more profits, more good will. Don't miss out. Feature *Gold-Seal* Congoleum. It pays.

**CONGOLEUM COMPANY OF CANADA, LIMITED**

***Factory and Offices***

**1270 St. Patrick Street, Montreal, Quebec**

***Made in Canada—By Canadians—For Canadians***

# Try to tear it

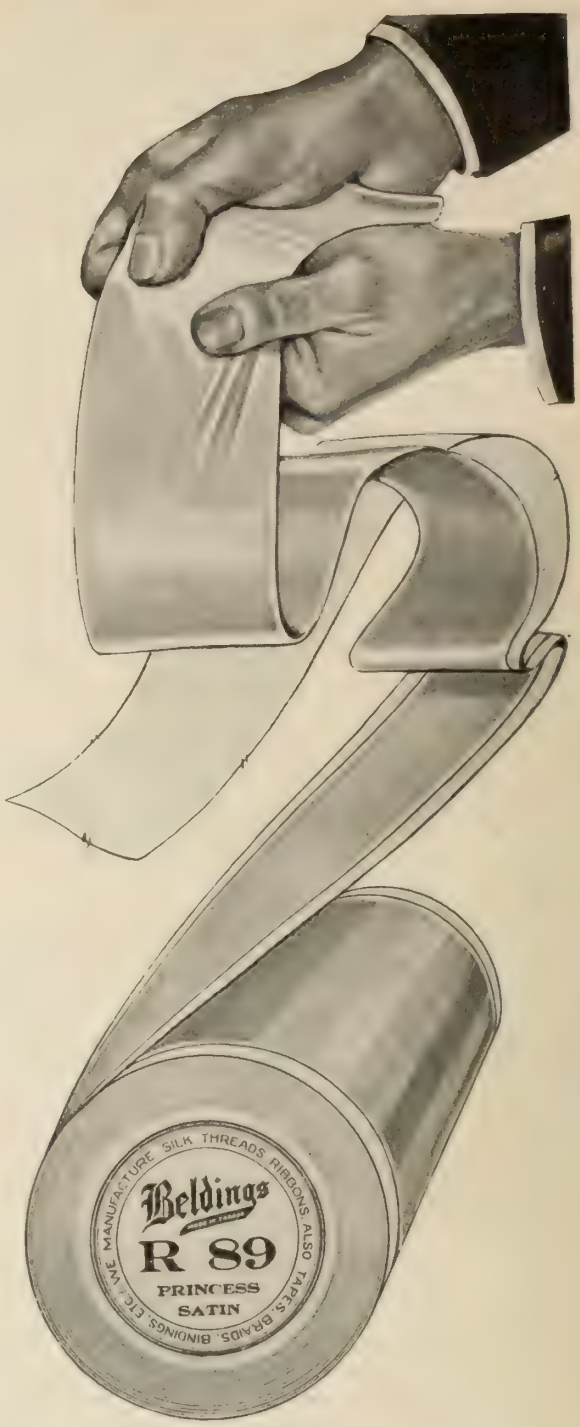
Silk is the quality test of your ribbon stock.

And the "Tear Test" is the proof of the quantity of silk in your ribbons which makes the quality. This test proves whether ribbons are mostly silk or mostly weighting.

Weighted ribbons tear easily, rot quickly, deteriorate and cause loss.

Select at random a bolt of imported ribbon and a bolt of Beldings "Made-In-Canada" Ribbon—apply the "Tear Test" to them, and note results.

Beldings "Made-In-Canada" Ribbons are strong because they are manufactured with less weighting. They stand up to every test of ribbon quality. They create friends for your store by making satisfied customers.




They are Made-In-Canada, thus you save heavy import duties, and obtain a larger profit. Write your nearest Sales Office for samples and prices, or request that our Ribbon man call upon you.

BELDING - CORTICELLI LIMITED
TRADE MARK

**Belding-Corticelli** Limited

MANUFACTURERS OF
Belding's and Corticelli Spool Silks,
Corticelli Crochet and Embroidery Cottons,
etc.

CHRISTMAS GREETING NUMBER

# DRY GOODS REVIEW

Vol. XXXIV. No. 12 THE MACLEAN PUBLISHING COMPANY, LIMITED PUBLICATION OFFICE: TORONTO, CANADA DECEMBER, 1922

## To the Merchants of Canada

We extend the heartiest of Christmas Greetings with the best of good wishes for your prosperity in 1923.

For twenty-six years we have endeavoured to serve you honestly and efficiently and to-day our display fixtures confidently challenge comparison with any made in Canada or elsewhere.

We are proud of the reputation built up during this period and pledge ourselves to greater efforts in your service during the coming year.







*CLATWORTHY & SON*
*LIMITED*

London, Eng. - Established 1896 - Toronto, Can.

*Canadian Representative:* PIERRE IMANS, Paris, France

*Travelling Representatives:* VICTOR H. BUTT, A. L. BRONSKILL, W. S. MARZETT



*Beautiful Black Walnut "INTER-PLACE-ABLE" Unit Fixtures in Miltons' Limited, The Jaeger Shop, Toronto.*

# PROFIT BY THE TEACHINGS OF THE SUCCESSFUL STORES

***--by applying the proven principles of their success to your own business.***

A careful study of the more successful Dry Goods and Men's Furnishing Stores will reveal many important factors of the utmost value in the successful managing of your own business.

Outstanding among these many business "principles of success" is the absolute necessity of an attractive, expertly planned, adequately equipped store interior—an interior equipment that utilizes every foot of floor space, that affords unlimited display, and from every angle is an irresistible invitation to buy and "call again."

"INTER-PLACE-ABLE" UNITS permit the gradual evolution of a truly modern store interior at a small initial cost, and are described and illustrated in a catalogue for Dry Goods and Men's Furnishing Stores which is yours for the asking.

**Kent-McClain**
(TORONTO SHOW CASE CO.) Limited

*"Canada's Outstanding Designers and Builders of Modern-Merchandising Store Equipment"*

**183 Carlaw Avenue, Toronto**

# Prepare Now for Spring Needs

*While our large range is unbroken*

Particular attention is being directed to our Spring line of Hosiery and Underwear which our travellers are now showing.

## Children's Socks

A wealth of designs and a greater variety of colorings in both ½ and ¾ styles than we have ever shown, including Plain Mercerized, Derby Ribs, Striped and Jacquard Tops, Silk plaited clocked, etc. See them before placing your order.

## Lisle and Silk Hosiery

Staple and Fancy Lines, Fibres, Silks and Silk and Lisle mixtures in Plain and Ribbed effects. Some with fancy clocks and some with embroidered or lace fronts.

## Lady Betty Vests

Those elastic knit Swiss Ribbed lines with the non-slipping shoulders in a wide variety of styles, priced from $3.00 to $6.00. Also *Baby Betty* Vests for children. They will prove big trade winners.

# GREENSHIELDS LIMITED

***"The Hub of the Dry Goods Trade in Canada"***

VICTORIA SQUARE : MONTREAL

***"Everything in Dry Goods"***

# SILKS for EARLY SPRING

## French Novelties

*Featured in Immense Variety*



*Chrysanthemum Time*

## Popular Priced Lines a Specialty

Chinese and Japanese Designs
Foulards, Printed Georgette and Crepe
Lingerie Silks, Cantons, Crepe de Chine
Black Dress Silks, Taffetas and Satins

*Full Ranges in New Gorgeous Colorings*

**A. S. King Silk Company**
Limited
**"The Silk House of Canada"**
*59-61 Wellington St. West, Toronto*

*Foreign Offices:*

*Zurich, Switzerland*
*Lyons, France*

*Yokohama, Japan*
*Chefoo, China*

We want to thank our many friends for their patronage during the past year and to extend to them our best wishes for Christmas and 1923.

Our representative will be calling on you again the first of the new year with the usual complete range of sorting samples and a splendid showing for Spring and we believe you will do well to anticipate your full requirements at once.



**John M. Garland, Son & Co.**

**Limited**

**OTTAWA - - CANADA**

***Wholesale Dry Goods***

The Gloves and Hosiery House of Canada




St. Catharines Silk Mills
Limited
St. Catharines Ontario

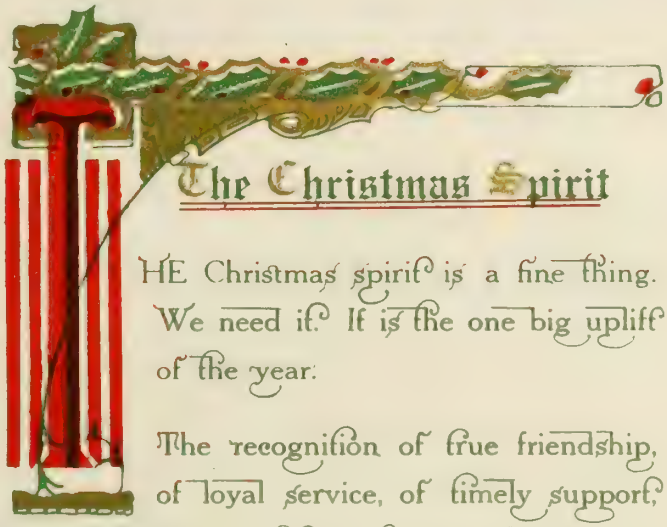
Venus Silk Hosiery Mills
Limited
Toronto Ontario

London Hosiery Mills
Limited
London Ontario

Griffin Gloves
Limited
Toronto Ontario

Sole Selling Agents
Richard L. Baker & Co.
84 Wellington St. West
Toronto

The Gloves and Hosiery House of Canada

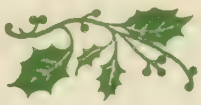


## The Christmas Spirit

THE Christmas spirit is a fine thing. We need it. It is the one big uplift of the year.

The recognition of true friendship, of loyal service, of timely support, accompanied by a statement of your good wishes at this season, is a practice to be encouraged. We all like to be remembered by those whose good will and esteem we covet.

The exchange of these evidences of good will and appreciation makes for a higher standard of thinking and of conduct, and brings us back to a realization of the fact that there is much in life and to its living that cannot be measured in dollars and cents.



St. Catharines Silk Mills
Limited
St. Catharines Ontario

Venus Silk Hosiery Mills
Limited
Toronto Ontario

London Hosiery Mills
Limited
London Ontario

Griffin Gloves
Limited
Toronto Ontario

Sole Selling Agents
Richard L. Baker & Co.
84 Wellington St. West
Toronto

# Greetings!

*The Winsome Maid trips into the page to give you Christmas Greetings*

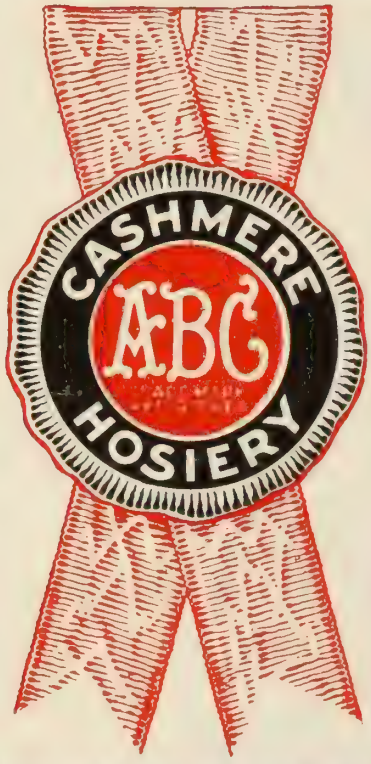
More bewitching than ever before she has made hosts of new friends in the year now passed. A fresh packet of silken, rainbow beauties will bring many more admirers to her dainty feet during 1923. And so for old friends, new friends and future friends she wishes

**A Happy Christmas and A Prosperous New Year**

**ALLEN SILK MILLS, LTD.**
**43 Davies Ave. - Toronto, Ont.**

*The Finest Trade buys "Winsome Maid"*




# And Now it's Christmas Time!

So let us cease being merchants and manufacturers for one moment, and just be good fellows shaking hands and saying "Merry Christmas"! Here's hoping that you will have a jolly Christmas Day, and that your New Year will abound with prosperity and happiness

**Allen Bros. Co., Limited**
**883 Dundas St. E. - Toronto**

*A. B. C. is a Hose Guarantee*

# $16,541 Worth of Hoovers Sold at Edmonton in Eighteen Months

The Hudson's Bay Co. Department Store at Edmonton, Alberta — a city of 11,742 wired homes — sold 226 Hoovers valued at $16,541 in 1921 and the first six months of the present year.

The fact that 114 of these sales were made during the first half of this year indicates conclusively that their Hoover business for 1922 will be twice that of 1921.

The famous Hoover Co-operative Plan is in use in the Hudson's Bay store, as it is in the stores of many of the most representative merchants throughout the Dominion, the States and abroad.

Under this highly successful and time-proved arrangement our trained sales organization, working closely with the dealer, secures leads, demonstrates, sells, delivers and services the machines.

It is a plan which holds down a dealer's stock investment, speeds up his turnover, and nets him a large annual return.

The fact that The Hoover is so universally well known and so extensively advertised, makes the plan successful wherever tried.

At the Hudson's Bay store, Hoover demonstration tables are placed in the center of the main floor and in the Carpet Department. Hoover window displays are used quite often while newspaper space is very frequently devoted to inviting prospects to witness a demonstration.

There are certain factors which make the Hoover proposition look even better for 1923. Now is the time to investigate. When would you like to see our representative?

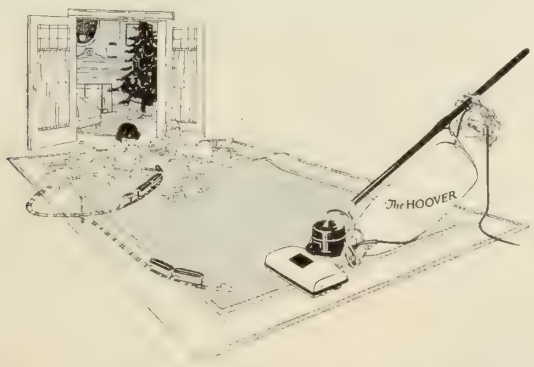
THE HOOVER SUCTION SWEEPER COMPANY OF CANADA, LIMITED
Factory and General Offices: Hamilton, Ontario

**MEN WANTED**
***to sell The Hoover***

The expansion of our business continually creates openings for alert, energetic young men of good character, appearance and address to be trained as retail Hoover salesmen. Many of our men

**Earn $200 to $600 per month**

The average runs $200 to $250. Some make $500 to $600, however. It is simply up to the man and how willing he is to be taught the best methods of selling. You sell the best known, best advertised and best cleaner. We train you free and pay you liberally. Excellent opportunities for promotion. Apply in person at Hoover district offices in principal cities (consult phone book) — or by mail to factory. There may be an opening right in your locality.




The HOOVER
MADE IN CANADA
*It BEATS ... as it Sweeps as it Cleans*

# 1922 - 1923

## We extend
## Season's Greetings to you
## and
## Best Wishes for a Prosperous New Year

to YOU Mr. Merchant and the various members of your staff

Any rush orders for Spanish Lace Scarves, Metal Laces or Veils will receive prompt attention.

C. E. Hill, Toronto
B. Kerr, Ontario
A. T. Ashby, W. Prov.
V. A. Olivier, Quebec
I. W. Booth, Ontario
W. O. Price, Ontario
Jas. A. Turner, W. Prov.
D. R. Henderson, M. Prov.

## CANADA VEILING CO., LIMITED

84-86 Wellington Street West, Toronto



# Christmas Greeting

FROM

**Muser Brothers (Canada)**
Limited

Importers of Fancy Dry Goods

12 ST. HELEN STREET

Montreal



# Christmas Greetings

THAT all happinesss and contentment, health and the good things of life be yours this Christmas-tide is our wish and hope for our friends in the dry goods trade.

We wish you all success and prosperity in 1923, and on our part we will strive to give as in the past faithful service to those who have learned to rely upon us for dependable merchandise.



**Hodgson Sumner & Co.**
Limited

St. Paul Street West 84-92 Leroyer Street
21 St. Sulpice Street
Montreal



*Sample Rooms:*

7 Charest St., QUEBEC
Windsor Hotel, OTTAWA
Carlaw Bldg., 28-30 Wellington St. W., TORONTO
Can. Bank of Commerce Bldg., THREE RIVERS
New Sherbrooke House, SHERBROOKE
503 Mercantile Bldg., VANCOUVER
50 Bon Accord St., MONCTON, N.B.
Empire Bldg., HAMILTON
The Grigg House, LONDON

# STOFFEL & CO., ST. GALL

**The Largest Manufacturers of Cotton Fabrics in**
## SWITZERLAND

TRANSPARENT ORGANDIES IN 100 SHADES
**DOTTED SWISSES IN 50 SHADES**

| | | | |
|---|---|---|---|
| **Batistes** | **Nainsooks** | **Jaconas** | **Fancies** |
| **Fine Muslins** | **Voiles** | **Crepes** | **Calicots** |

## "IT IS STOFFEL'S"

*---the finest praise that can be bestowed upon an Organdie*

STOCK CARRIED IN TORONTO IMMEDIATE DELIVERY
To the Wholesale and Manufacturing Trade only

# HERON & TAYLOR

**Sole Agents for Canada**

**235 Coristine Bldg.,**
**20 St. Nicholas Street,**
**Montreal, Que.**
Tel. Main 6248

**77 York Street,**
**Toronto**
Tel. Adel. 2253

**Western Representatives:**
**McRae & Walker,**
**105 Hammond Block,**
**Albert Street, Winnipeg, Man.**
Tel. A. 7265




# Go with the Current

Sunset is the dye that your customers want. That's why it is so easy to sell. Sunset pleases every woman who tries it. That makes the **repeat** business.

To save the time of your clerks and make your profits the easiest way—SELL SUNSET.

***A Wholesaler Writes:***

**". . . In the first place we find that SUNSET has been a most satisfactory line to handle, for the reason that SUNSET DYES are well known, and give perfect satisfaction to the Consumer. This makes repeat orders for us!"**

## IT'S THE 'COME-BACK' THAT COUNTS

**Send a post card for full information**

# SUNSET SOAP DYES

*ONE Real Dye For ALL Fabrics*

*Sales Representatives:*
**HAROLD F. RITCHIE & CO., Ltd.**
**10 McCaul St., Toronto, Can.**

*Manufactured by*
**NORTH AMERICAN DYE CORPORATION LTD.**
**Toronto, Canada**

A

# Merry Xmas

and a

# Prosperous New Year

to our Customers and Friends



May Good Fortune,
Health and Happiness
Be yours this Xmas
and throughout the year

## Alphonse Racine Limited

*Manufacturers and Wholesale Distributors of Dry Goods*

60-98 ST. PAUL STREET, WEST, MONTREAL

FACTORIES: Beaubien St., Montreal; St. Denis, Que.; St Hyacinthe, Que.

18 SAMPLE ROOMS:

HAILEYBURY ONT.
EDMUNSTON, N.B.
ST. PASCAL, P.Q.,
SYDNEY, N.S., 269 Charlotte St.
ST. HYACINTHE Hotel Ottawa.
CALGARY Oddfellows' Building
OTTAWA 111 Sparks St.
THREE RIVERS 38 Hart St.
HAMILTON 214 Lister Chambers
LONDON 147 Carling St.
QUEBEC Merger Bldg.,
CHARLOTTETOWN, P.E.I. Queen and Sydney Sts.
SUDBURY Balmoral Hotel
TORONTO 72 Bay Street
HALIFAX 119 Roy Building
SHERBROOKE 50 Wellington St. N.
ST. JOHN, N.B 85 Germain St
CHICOUTIMI, P.Q Hotel Chicoutimi

# THIS IS KELLY SERVICE




YOU'LL have our fullest co-operation, you'll find the people here have absolute confidence in us."

¶ With this statement Mr. Robert Seward, senior partner in The Seward Clothing Company, Columbus, Indiana, entrusted Kelly Service with his greatest selling campaign.

¶ The Seward Clothing Company carries a $35,000 stock and the $25,403.26 secured in fifteen days proves both the Seward Clothing Company's enviable standing, and that Kelly Service made good in a big way.

¶ The picture of women thronging the Seward Clothing Company Store shows the public's enthusiasm. Columbus women were determined no opportunity of the sale would be lost through the inability of their men folks to attend it.



ROB'T. A. SEWARD





JOSEPH L. SCHARTZKOPF

EFFORTS were intensified as the sale continued, to make the last day, which was the 17th birthday of the Seward Clothing Company, the sale's great day.

¶ With unstinted co-operation from Mr. Seward and his junior partner, Mr. Schwartzkopf, Kelly Service produced a tremendous final day far exceeding any other.

¶ Following the sale, Messrs. Seward & Schwartzkopf arranged a picnic for the members of the store organization and their families. The picture to the right shows them enjoying the company's hospitality — celebrating the greatest merchandising event in the history of Columbus.

**THE T. K. KELLY SALES SYSTEM**
**MINNEAPOLIS**



# Trustworthy Service!

1923 is just peeping over the horizon and with its dawn comes the promise of better business, more satisfactory conditions.

Yet, the fulfilment of this promise lies with ourselves. Each merchant will in the end determine for himself what 1923 will mean to his store. Aggressiveness must be his watchword, for indifferent business methods and slack selling can reduce to zero the brightest prospects.

Few merchants will reach January 1st without coming face to face with the problem of winter stocks unsold—a problem bequeathed by the abnormally warm fall and early winter season.

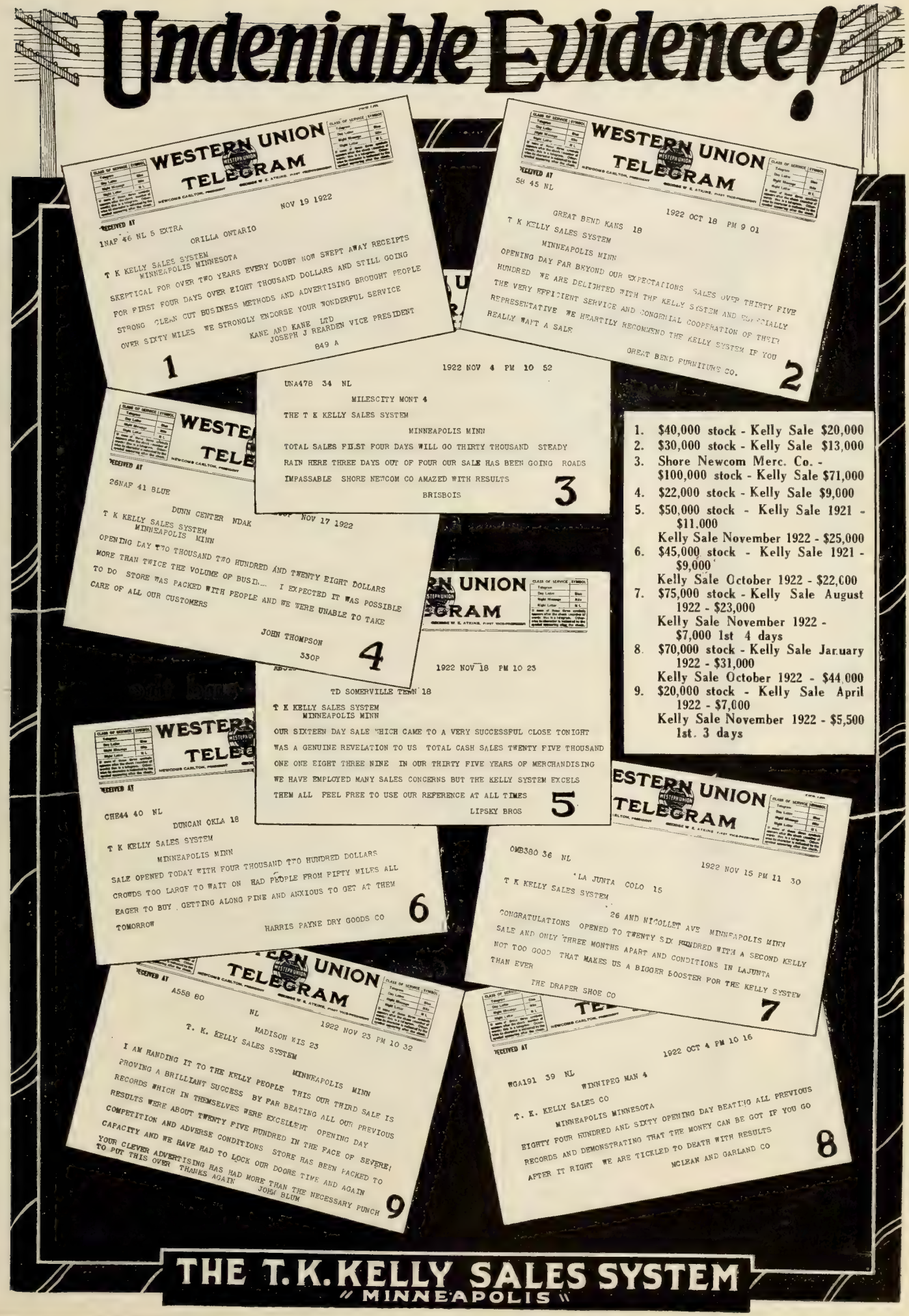
Right here is the place for hard hitting, aggressive selling. But that alone is not enough, it must be intelligent, planned selling.

This problem rightly handled is the biggest possible assurance of a brilliantly successful business year, for its correct handling means not only winter stocks sold profitably but likewise a stimulated regular trade and a broadened territory from which to draw business throughout the coming months.

Admittedly, these are vital issues—surely they should be met with the skill and trustworthiness of Kelly Service. Weeks ago Kelly Service saw the probability of this very situation—and what is more began its preparations to meet it. Selling plans, clever, forceful and original have been worked out. Naturally only a limited number of stores can be so served and an early reservation is the one positive assurance of securing this special campaign.

Trustworthy men and methods have made Kelly Service supreme—they'll make your campaign the supreme selling drive of your district.

THE T. K. KELLY SALES SYSTEM
"MINNEAPOLIS"


Undeniable Evidence!
WESTERN UNION TELEGRAM
NOV 19 1922
RECEIVED AT
1NAP 46 NL 5 EXTRA
ORILLA ONTARIO
T K KELLY SALES SYSTEM
MINNEAPOLIS MINNESOTA
SKEPTICAL FOR OVER TWO YEARS EVERY DOUBT NOW SWEPT AWAY RECEIPTS FOR FIRST FOUR DAYS OVER EIGHT THOUSAND DOLLARS AND STILL GOING STRONG CLEAN CUT BUSINESS METHODS AND ADVERTISING BROUGHT PEOPLE OVER SIXTY MILES WE STRONGLY ENDORSE YOUR WONDERFUL SERVICE
KANE AND KANE LTD
JOSEPH J REARDEN VICE PRESIDENT
849 A
1
WESTERN UNION TELEGRAM
RECEIVED AT
58 45 NL
1922 OCT 18 PM 9 01
GREAT BEND KANS 18
T K KELLY SALES SYSTEM
MINNEAPOLIS MINN
OPENING DAY FAR BEYOND OUR EXPECTATIONS SALES OVER THIRTY FIVE HUNDRED WE ARE DELIGHTED WITH THE KELLY SYSTEM AND ESPECIALLY THE VERY EFFICIENT SERVICE AND CONGENIAL COOPERATION OF THEIR REPRESENTATIVE WE HEARTILY RECOMMEND THE KELLY SYSTEM IF YOU REALLY WANT A SALE
GREAT BEND FURNITURE CO.
2
1922 NOV 4 PM 10 52
UNA478 34 NL
MILESCITY MONT 4
THE T K KELLY SALES SYSTEM
MINNEAPOLIS MINN
TOTAL SALES FIRST FOUR DAYS WILL GO THIRTY THOUSAND STEADY RAIN HERE THREE DAYS OUT OF FOUR OUR SALE HAS BEEN GOING ROADS IMPASSABLE SHORE NEWCOM CO AMAZED WITH RESULTS
BRISBOIS
3
RECEIVED AT
26NAF 41 BLUE
DUNN CENTER NDAK
NOV 17 1922
T K KELLY SALES SYSTEM
MINNEAPOLIS MINN
OPENING DAY TWO THOUSAND TWO HUNDRED AND TWENTY EIGHT DOLLARS MORE THAN TWICE THE VOLUME OF BUSI... I EXPECTED IT WAS POSSIBLE TO DO STORE WAS PACKED WITH PEOPLE AND WE WERE UNABLE TO TAKE CARE OF ALL OUR CUSTOMERS
JOHN THOMPSON
330P
4
1922 NOV 18 PM 10 23
TD SOMERVILLE TENN 18
T K KELLY SALES SYSTEM
MINNEAPOLIS MINN
OUR SIXTEEN DAY SALE WHICH CAME TO A VERY SUCCESSFUL CLOSE TONIGHT WAS A GENUINE REVELATION TO US TOTAL CASH SALES TWENTY FIVE THOUSAND ONE ONE EIGHT THREE NINE IN OUR THIRTY FIVE YEARS OF MERCHANDISING WE HAVE EMPLOYED MANY SALES CONCERNS BUT THE KELLY SYSTEM EXCELS THEM ALL FEEL FREE TO USE OUR REFERENCE AT ALL TIMES
LIPSKY BROS
5
1. $40,000 stock - Kelly Sale $20,000
2. $30,000 stock - Kelly Sale $13,000
3. Shore Newcom Merc. Co. - $100,000 stock - Kelly Sale $71,000
4. $22,000 stock - Kelly Sale $9,000
5. $50,000 stock - Kelly Sale 1921 - $11,000
Kelly Sale November 1922 - $25,000
6. $45,000 stock - Kelly Sale 1921 - $9,000
Kelly Sale October 1922 - $22,000
7. $75,000 stock - Kelly Sale August 1922 - $23,000
Kelly Sale November 1922 - $7,000 1st 4 days
8. $70,000 stock - Kelly Sale January 1922 - $31,000
Kelly Sale October 1922 - $44,000
9. $20,000 stock - Kelly Sale April 1922 - $7,000
Kelly Sale November 1922 - $5,500 1st. 3 days
RECEIVED AT
CHE44 40 NL
DUNCAN OKLA 18
T K KELLY SALES SYSTEM
MINNEAPOLIS MINN
SALE OPENED TODAY WITH FOUR THOUSAND TWO HUNDRED DOLLARS CROWDS TOO LARGE TO WAIT ON HAD PEOPLE FROM FIFTY MILES ALL EAGER TO BUY GETTING ALONG FINE AND ANXIOUS TO GET AT THEM TOMORROW
HARRIS PAYNE DRY GOODS CO
6
WESTERN UNION TELEGRAM
OMB380 36 NL
1922 NOV 15 PM 11 30
LA JUNTA COLO 15
T K KELLY SALES SYSTEM
26 AND NICOLLET AVE MINNEAPOLIS MINN
CONGRATULATIONS OPENED TO TWENTY SIX HUNDRED WITH A SECOND KELLY SALE AND ONLY THREE MONTHS APART AND CONDITIONS IN LAJUNTA NOT TOO GOOD THAT MAKES US A BIGGER BOOSTER FOR THE KELLY SYSTEM THAN EVER
THE DRAPER SHOE CO
7
WESTERN UNION TELEGRAM
RECEIVED AT
A556 80 NL
1922 NOV 23 PM 10 32
MADISON WIS 23
T. K. KELLY SALES SYSTEM
MINNEAPOLIS MINN
I AM HANDING IT TO THE KELLY PEOPLE THIS OUR THIRD SALE IS PROVING A BRILLIANT SUCCESS BY FAR BEATING ALL OUR PREVIOUS RECORDS WHICH IN THEMSELVES WERE EXCELLENT OPENING DAY RESULTS WERE ABOUT TWENTY FIVE HUNDRED IN THE FACE OF SEVERE COMPETITION AND ADVERSE CONDITIONS STORE HAS BEEN PACKED TO CAPACITY AND WE HAVE HAD TO LOCK OUR DOORS TIME AND AGAIN YOUR CLEVER ADVERTISING HAS HAD MORE THAN THE NECESSARY PUNCH TO PUT THIS OVER THANKS AGAIN
JOHN BLUM
9
WESTERN UNION TELEGRAM
RECEIVED AT
WGA191 39 NL
1922 OCT 4 PM 10 16
WINNIPEG MAN 4
T. K. KELLY SALES CO
MINNEAPOLIS MINNESOTA
EIGHTY FOUR HUNDRED AND SIXTY OPENING DAY BEATING ALL PREVIOUS RECORDS AND DEMONSTRATING THAT THE MONEY CAN BE GOT IF YOU GO AFTER IT RIGHT WE ARE TICKLED TO DEATH WITH RESULTS
MCLEAN AND GARLAND CO
8
THE T.K. KELLY SALES SYSTEM
"MINNEAPOLIS"

TO YOU, and to those upon whose happiness your own depends, may the New Year bring ever-increasing good-cheer, sweet companionship and serene content.

The attainment of your most cherished ideals—the achievement of your dearest hopes and plans—and the successful accomplishment of all your undertakings are the sincere wishes of

**Ladies' Wear Limited**

*W. F. Goforth, President*

*563 College Street at Manning Avenue*

**Toronto**

# CHRISTMAS GREETINGS



TO EVERY MERCHANT—everywhere—we extend the greetings of the Season, coupled with our sincere thanks to those who have favored us with their orders during the year just closing.

## Acme Glove Works Limited

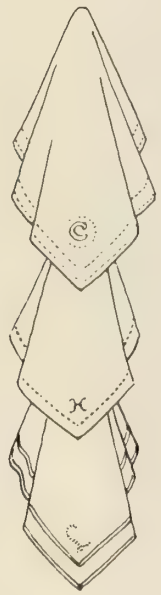
Montreal

# An Announcement



The policy regarding the marketing of our product has been somewhat changed. We are now selling direct to the retail trade as well as to the wholesale. Our large and complete range of handkerchiefs, consisting of all kinds of novelties, hand embroidery, ladies' and men's initials, and fancy boxed goods, will be ready to show to the trade immediately after the first of the year for the Easter and Christmas seasons of

1923



For the purpose of proper distribution of our goods, we have appointed efficient selling organizations consisting of the Adams Barrett Co. Limited of 64 Wellington St. W. Toronto, W.F. Macoun, Lindsay Building, Montreal. and F.W. MacLean 5 Paddock Street, St. John. N.B.

**Canadian Handkerchiefs Limited.**
3 Desnoyers Street
Montreal




To Our Friends in the Trade—From Coast to Coast

**Christmas Gladness**
**New Year Happiness**

May They Both Be Yours in Abundance

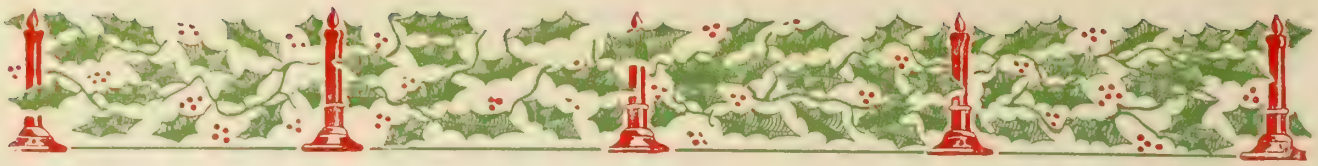
LACE GOODS COMPANY
LIMITED

R. C. Wickware, *Pres.* H. Y. Farr, *Sec'y Treas.*

*"The Handkerchief House of Canada"*

79 WELLINGTON STREET WEST

TORONTO



# Christmas Greetings

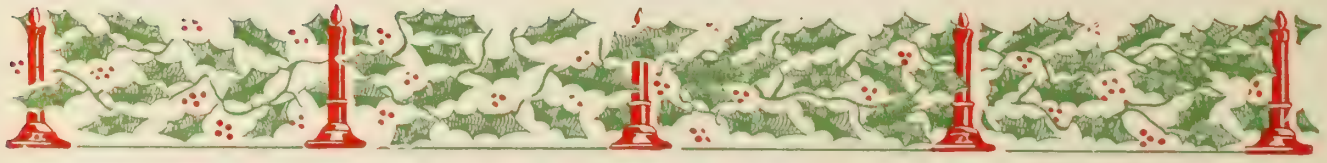
TO close the year without expressing appreciation of our pleasant relationship in 1922 would be leaving one of our principal debts unpaid.

We wish you a very prosperous 1923.

## SILKS LIMITED

"The House of Smart Silks"

Montreal TORONTO Winnipeg






# A Merry Christmas

*To You All*

## THE W. R. BROCK CO., LIMITED

*Wholesale Dry Goods*

MONTREAL

Ottawa Sample Room, 415 Booth Building




# *The Best Known Boys' Stockings*

BUSTER BROWN Stockings have a nation-wide reputation for durability, warmth, economy. Their outstanding value is so apparent that the first sale is remarkably easy. After that —another "Buster Brown" customer is made.

Prove this statement yourself. Point out to your customers the triple reinforcements at the points of hardest wear; the manner in which they are shaped to fit; their neat appearance. You'll be delighted with the rapid turnover obtained.

If you do not yet sell Buster Brown Stockings, and Buster Brown's Sister's Stockings, or if your stock is low, your wholesaler can supply you.

**The Chipman-Holton Knitting Company, Limited**
Hamilton, Ontario

**Mills at Hamilton and Welland, Ontario**

**Buster Brown**
**Three Eighties**
**Little Darling**
**Little Daisy**
**Rock Rib**
**Hercules**

The BUSTER BROWN STOCKING

SUNSHINE HOSIERY REGISTERED

SUNSHINE HOSIERY REGISTERED.

*Buster Brown's Sister's Stockings are equally suitable for girls. They are knitted from a fine two-thread English mercerized lisle, in Black, Leather-shade Tan, Pink, Blue and White. Moderate in price.*



We extend to one
and all
A Merry Christmas
and the sincere wish
for a successful and
Happy New Year



The W. R. Brock Company (Limited)

*General Wholesale Dry Goods, Woollens, Carpets*

Cor. Bay and Wellington Streets, Toronto

## STOCKINGS AND SOCKS OF
# PURE WOOL

**Pure Silk and Artificial Silk as well as Soft Cotton (*Cashmere or Llama Finish*), Mercerised Cotton (*Silk Finish*) and Lisle Thread are now being dyed "Hawley's Hygienic Black."**

Attractive Showcards, Price Tickets, etc., featuring this and other designs are now available and supplies will be gladly sent upon application to the Offices of The Dry Goods Review, 143-153 University Avenue, Toronto, and 128 Bleury Street, Montreal.




# Hawley's Hygienic Black

**British Dye**

for

## HOSE & SOCKS

Every pair bearing the name "HAWLEY'S" is warranted Fast & Stainless to Washing, Wear and Perspiration

To meet the Great Public Demand for "Hawley's Hygienic Dye" upon Hose and Socks in all makes and Materials Retailers should at once place orders for a full range of these goods with their wholesale houses.

**Every pair is clearly stamped with the name "Hawley's" and is a guarantee to the purchaser of the Fast and Stainless qualities of the Dye.**

Should any difficulty arise in respect to supplies of any particular line of goods dyed "Hawley's Hygienic Black," names of Wholesalers who are in a position to supply will be gladly given in answer to an inquiry addressed to the Publicity Dept., Sketchley Dye Works, Hinckley, England.

Dry Goods Review

Volume XXXIV TORONTO, DECEMBER, 1922 Number 12

# Glance At The Old - - Peep At The New

THE CURTAIN is about to rise on the year 1923. It is at such a time that one is constrained to look backward—and then forward—to calmly reflect on the happenings of the year just closing; to peer into the coming year with a sincere desire to apply the lessons of experience to its unrevealed history.

Philip Kerr, private secretary of ex-Premier Lloyd George, in a recent address to the Toronto Canadian Club, traced the effect of a revolution in India on industrial and commercial conditions in Canada. It is, after all, a very simple and direct chain of circumstances. If India does not buy her usual requirements of cotton from Lancashire because of revolution which interferes with inter-imperial trade, a great industry is temporarily destroyed. In turn, this affects buying of Canadian wheat, and anything that strikes a blow at the Canadian wheat market strikes a blow at Canadian industry and commerce.

## THE INTERNATIONAL VIEW

IT IS this view of international interdependence and international relationships that one must get to rightly understand some of the fundamental causes which affect business of every kind. There is not the slightest doubt that there is still great turmoil and unsettlement in the world. Germany and France are facing bankruptcy; Russia, once a great buying power in the markets of the world, is still an isolated entity. England, the financial centre of the world, has carried and directed the financial problems of the world for many years. But there are signs that the burden is becoming greater than she can bear unassisted. As against this condition, there is a growing sentiment in the United States for a more active participation in world affairs and in healing its open wounds. If that sentiment becomes crystallized into definite action — and business men in the United States, foreseeing the effect of a European financial disaster on themselves are hoping that it will — we shall have gone a long way toward greater stability in international affairs which, in turn, will make for greater stability in international business. Many vexing and irritating international difficulties have been settled during the year that is just closing, and one can but hope that statesmanship can still measure up to its responsibilities and bring peace out of chaos, stability out of turbulence.

## OUR TRADE BALANCE

CANADA'S trade balance at the end of the twelve months ending October 31st shows that Jack Canuck has been running his store wisely. He has sold more than he has bought; that is fundamental in running a national store as it is in running an individual one. It indicates progress within the organization; it means that we are producing more than we are consuming and that we are finding a market for our surplus production. Our trade balance shows that we have seventy-five millions to our credit; it shows, moreover, that we are decreasing our purchases from the United States and increasing them from the United Kingdom. For the twelve months ending October 31st, 1921, our imports from the United States constituted 71 per cent. of the total; for the same period ending October 31st, 1922, they were only 66 per cent. At the same time our purchases from the United Kingdom increased from 15 to 18 per cent., not much, but indicating the trend of trade nevertheless.

## INCOMING POPULATION

IT IS most gratifying that our trade balance stands as it does. Hand in hand with this in its bearing upon condition of business in this country goes our problem of immigration. Serious thought is being given to this problem and great care is being exercised in selecting that class of immigrants which will fit in best with our necessities in developing Canada. While the immigration figures during the year have not been heavy, the stock has been good. The year lying immediately ahead of us will see a larger influx of people than the year just closing, and of a type that will contribute to the building up of a happy and prosperous people whose efforts will be spent in the development of our great country. Business will quickly reflect our incoming population.

## A BETTER OUTLOOK

LOOKING back over the year that soon passes into history lends encouragement to a brighter outlook for the year that soon will dawn upon the world. Business with the retailer on this continent has shown steady and satisfactory improvement. It has been a better year than 1921 was. Prices have been more stable; profits have depended more upon scientific and economical merchandising than they did in the previous year. Unemployment is less acute at the close of 1922 than it was at the close of 1921. While there are still dark clouds in the international skies, they are certainly not darker than they were a year ago. Nationally, our business is in better shape. With industry, economy and the full application of one's time and ability to that which should be the uppermost consideration of every man — his life's work — the incoming year can be viewed with no misgivings.

# Small Stores, Watch Yourselves

## If the Department Store is Watching the Small Store it is Equally Important That the Small Store Watch Itself—The Reputation it Has Gained in the Community Should be Zealously Guarded—Don't Remove Foundation Stones

IN THE LAST issue of Dry Goods Review an article appeared expressing the views of one of the heads of one of the leading department stores in Toronto with regard to the present standing of the department store in the community and the growth of the small or specialty store. It was his opinion that the department store had reached the zenith of its power and that the outlying small stores had become very serious competitors because they had learned the lessons of service to the customer, they were assisted by the manufacturer in a way that they had not previously been assisted, and that they offered convenience and merchandise comparable with the larger and more centrally-located stores.

### Watch Yourself

The burden of this man's argument was: "Watch the small stores for the next five years." His opinion is certainly a tribute to the growth and development of the small store and the place it has come to occupy in the merchandising field in this or, for that matter, any other city. Someone has written to the purpose that if a man built his store in the woods and gave honest merchandise and real service people would find their way to his door. It is not necessary to go to the woods to try out the experiment, but it undoubtedly is necessary to give honest values in merchandise and real service to the customer. Bargains are not the only thing, by any means, that attract people these days.

If what this man says is the case it is none the less urgent that the small stores watch themselves for the next five years. It is doubtful in the merchandising field whether it is harder to attain a reputation or to live up to it after it has been attained. Perhaps it may be said of the merchant as it is frequently said of the individual that there are more of them who go down under prosperity than under adversity. Things begin to come their way, profits begin to increase, the business begins to expand, greater numbers of people frequent the store, the future seems to blossom forth like a bed of roses.

### Things Forgotten

And in the new era of prosperity that dawns and reaches its meridian, the merchant forgets those services that made his business, he begins to get reckless in his buying, believing that there is no limit to his market, he drops a part of his advertising because he has convinced himself that people will come to his store anyway. For the first-class merchandise he has been handling at a fair margin of profit he believes he can substitute something "just as good"—it will cost him a little less and the margin of his profit is widened. A few complaints begin to come in but not enough to shake the bigger profits that come from the substituted merchandise. Some of the services of which he boasted—courtesy, prompt delivery, exchange—are a little less cordial to the customer. Stocks of certain lines of merchandise begin to accumulate and "bargain sales" loom up as a necessary item in the whole plan of merchandising. The buying policy has been unscientific, careless, and the result, of course, is a mark-down sale in which a hole is eaten into the profits.

### And the Result—

And the result, of course, is just what might have been expected. Business is slipping through his fingers every day and going to some other store where these foundation stones of a successful business have not been removed from underneath the structure. It is another of those millions of cases of which Abraham Lincoln spoke when he said you could fool some of the people all the time and all of the people some of the time but you couldn't fool all of the people all of the time. The substituted merchandise that was "just as good," the services and the courtesies that were lopped off a little bit, have brought their own harvest, and not a very good one at that.

### The Next Five Years

The small or the specialty shop should watch itself the next five years. If, as this man says, they have achieved an enviable reputation in the community because they give good service, because they carry good merchandise, because they offer conveniences that compare with the larger stores, they will need to guard it carefully if they want to retain their standing in the community. They cannot afford the luxury of substitutes, they cannot afford to drop one item of their service to their customers, they cannot afford to substitute anything for the quality merchandise they have been giving. There are certain principles of business that are fundamental and eternal, and we have mentioned some of these. They apply to small and big stores alike. Those who trifle with them go to the wall. Those who uphold them year in and year out succeed. The man who expressed his views to Dry Goods Review on this matter believes that small and specialty shops have grasped some of these unalterable principles of successful business. The small or specialty shop will need to watch itself for the next five years to see that none of them is forgotten in their business management.

### The Bargain Idea

One idea promoted by this man is worth the most careful attention. He says the big stores have exploited the sales idea until people don't know when they are getting a bargain. We will leave it to this man to pass his own judgment on his own business and we neither affirm nor deny it. We think it is worth while, however, to refer to what we have said innumerable times during the last eighteen months, and that is that the public are sick to death of sales, sales, sales. They have lost confidence in their integrity and, just as this man says, the people don't know when they are getting a bargain. And for that very reason they have lost faith in the word "Bargain."

There are thousands of people who don't like the bargain counter, whether the counter be a few feet long or whether it represent the character of the whole store. They want honest-to-goodness merchandise three hundred and sixty-five days in the year and are willing to pay a legitimate price for it. This man says that the small and specialty stores have grasped this idea. It is one they might well hang on to.

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## HOLD CARNIVAL IN PORTAGE LA PRAIRIE

Thirty-two merchants of Portage la Prairie co-operated in October in a carnival which lasted three days. The object of the carnival was to demonstrate the advantages and many services to be had by shopping in the Portage la Prairie stores. The local paper issued a special carnival edition of ten pages, the first being given over to the announcement and the names of the firms co-operating in the scheme. The other nine pages were advertisements from the merchants themselves.

# Opening of the New Arcade, Calgary

## It is Called "The First Real Community Shop in Canada"—Senator Sir James Lougheed Was a Prime Mover in the Venture—An Experienced Merchandise Manager is in Charge of the Whole Arcade

"THE FIRST real Community Shop in Canada" is the slogan of the new Arcade lately opened in the City of Calgary, and as the sum of $65,000 has been expended on what was the old Pantage's Theatre building in making this most attractive and up-to-date shopping centre, the city has every right to be proud of the achievement.

The principle of the Arcade such as is now established in Calgary is, as far as is known, the first of its kind in the Dominion having open departments separately conducted after the manner of a departmental store. Under the one roof is a community shopping centre, where light, heat, rent and advertising are shared, giving the merchant along different lines ample opportunity to carry on a business in the face of competition.

To permit of this principle being satisfactorily carried out, an experienced merchandise manager in the person of W. Greig has been placed in charge of the whole Arcade. Mr. Greig's duties are to see that the windows are always attractively and effectively dressed, to look after advertising for the tenants, to see that all departments are kept in an artistic manner for the benefit of the whole institution, and to generally offer suggestions on merchandising matters to such tenants as may desire to avail themselves of this service.

### The Arrangement

The Arcade will accommodate between thirty and thirty-five tenants, the ground floor being occupied by firms carrying varied lines, and the upper floor being devoted to women's wear departments, a tea room, and the offices of the management. Nearly all the space was taken when the Arcade was opened the second week in November, and things were booming for the Christmas trade. The exterior of the building is most effective, the windows of the archway being of the most modern type and being planned by a store specialist who has produced an effect not to be surpassed in any metropolitan city. All the fixtures on the ground floor are of uniform character, and done in golden oak, including the glass show cases; the upper floor is done in French grey.

The Arcade forms a means of communication, too, between 7th and 8th Avenues, two of Calgary's busiest streets; there is direct communication with the Central market through the lane leading past the Central Methodist Church, and this lane has been thoroughly scoured and lighted; there will also be an overhead bridge from the upper floor to the market in the course of a few weeks. Another feature which will be of great convenience to the public is that all the stores in the Norman Block on Eighth Avenue, such as the McDermid Drug Co., Baiden's Boot Shop, Alberta Music Co., etc, etc., will not only have a connecting door with the Arcade, but also a show window opening into the building; this will allow the shopper to buy almost anything on earth he or she thinks of without leaving cover on a stormy day, even the Central Market being available.

### Senator Lougheed Interested

Due credit should be given to Senator James Lougheed for the accomplishment of this creditable new addition to Calgary's business centre. Sir James has been in Calgary since 1882; he has always had a consistent confidence in the future of the city, and has demonstrated this by venturing his capital many times in business enterprises, and very rarely has his foresight gone unrepaid. With Edmund Taylor, who designed and planned the Arcade, Sir James Lougheed may be regarded as its founder; he has also been associated with Mr. Taylor in such enterprises as the New Calgary Market, the Grand Theatre, Universal Motors, the Home Bank building and other enterprises too numerous to mention.

### Formal Opening

The formal opening of the Arcade, which took place on the evening of November 10, was a festive occasion, the brilliantly-lighted building, the Elks Band in their gorgeous uniforms, the Mayor in attendance to do his part in the official opening, drew an enthusiastic crowd, and the Arcade was launched on its business career with many a good wish for its future.

Some of the firms occupying the Arcade at its opening are as follows:—

Riley & McCormick, leather goods; Calgary Jobbers; Alberta Piano Co.; F. F. McIntyre, candy dept.; Victoria Bakery; Floral Decoration Co., artificial flowers; A. Taylor, hardware; Miss Fraser, The Children's Shop; Frisco Stores, grocery; Galloway Specialties, ladies' ready-to-wear; Miss A. Crist, cigar and tobacco dept.; Irish Linen Shop; Tea & Coffee Specialists; D. J. Moore & Co., Ladies' Ready-to-wear; Madam Lothian, Hairdressing & Manicuring; Miss Evans, Corsetiere and Stamped Goods.

Other firms are in the process of moving in, a more complete list being available next month. Each merchant having space in the Arcade is provided with adequate reserve stock room space in the basement to which he alone has access; the windows are also used for display in rotation by the different firms, very frequent window dressing always making the Arcade an attractive spot. Public telephone call booths, wash rooms, etc., are conveniently placed, while a public stenographer is at the command of both customers and merchants.

### A New Venture

The shopping public of Calgary feels that it has something unique here, and they thoroughly appreciate the enterprise which has made this shopping convenience possible for them; the Arcade merchants are looking forward to a brisk Christmas trade, and it is understood of course that many of them have taken space here without giving up their original business stands, in order that their regular customers may have the convenience of shopping in this central location without going away from the firms they regularly patronize.

The opening of the Arcade marks another step in the progressiveness of Calgary business men, and it is earnestly hoped that the support of the public will justify the faith placed in it.

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## NEW HANOVER COMPANY

Hanover Converters Limited is the name of the new company which has opened up for business in Hanover, Ont., in the plant formerly occupied by the Hanover Cotton & Woollen Mills. The Head Office will be in Hanover, and they will have branches at Toronto and Montreal. They purpose selling their output to the wholesale trade exclusively.

The officers of Hanover Converters Limited are: president, John Aird, Toronto and Hanover; vice-president, A. E. Langmuir, Toronto; secretary-treasurer and manager, R. M. Calvin, Hanover; director and superintendent, John Suckling, Hanover. The president is a son of Sir John Aird, General Manager of the Bank of Commerce.

# Dry Goods Review

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### Display Men's Association

WE CONGRATULATE and offer our best wishes to the newly-organized Display Men's Association of Toronto. It is an organization that has a very useful and a very definite object in the merchandising plans of every retail store, and we have long advocated it in Canada. Our earnest hope is that it is the beginning not merely of a local organization, not even a provincial but a Dominion-wide organization. There is a great need of it in this country. As Claude Forsyth stated the night of the opening banquet in Toronto, one has but to travel through the country to see that there is a great lack of appreciation of the value and importance of store fronts and window display as a part of the whole scheme of merchandising. The first impressions received are conveyed through the eye and the retailer who fails to create a favorable impression because he has a time-worn store front and an uninteresting and unattractive display is failing to meet the competition of the bigger stores in his own city or in distant cities. People to-day are travellers; they bring home impressions from the large city stores. If the local merchant makes no effort to meet this competition in the best manner possible to him, that is, by attractive displays, he need look no further for some reasons which take business out of town.

There are many ramifications to the work of such an Association. Photography is one of them. The Display Men's Clubs in some of the American cities study photography very closely and develop good photographers. This enables them to take pictures of their own or other productions which can be of service to themselves or other display men either in their city, state or country, according to the scope of the particular organization to which he belongs.

Another development of the Display Men's Association as it is worked in the United States is the Circuit Plan. A number of display men in different cities arrange to take pictures of their windows and pass them around the circuit. Thus, the display man in one town or city may see the window displays of eighteen or twenty display men in some of the largest cities of the United States. In broadening out their usefulness, the Toronto club might take this idea into their consideration as a means of interesting display men in neighboring cities.

Only good can come out of this new organization if it is proceeded with with vigor and a sincere desire to improve and develop display talents amongst the membership. Better store fronts and better window displays always mean better business. That is one reason why the retail merchant, himself, should evince an interest in this organization and seek to promote it in Toronto and elsewhere.

### Taxation

UNLESS governmental action yet suspends the proposed tax on receipts, the retail trade will be saddled with a new form of taxation on the first day of January. We give the clauses of this new tax in another part of this issue, and, no doubt, every retailer has acquainted himself with a fair knowledge of its workings. At this time of writing many thousands of protests are pouring into the government, asking that this tax be abolished as being detrimental to the retail trade. The whole tendency of it is fashioned along the lines of the old Luxury Tax in this important respect—it interferes with transactions between retailer and consumer, and it seems to be an established principle of all taxation that it should be levied nearer the source of production than this tax proposes.

Early in December a taxation conference was held in Toronto at which this and other matters pertaining to taxation were considered. It was pretty much of a secret affair but it is understood that among the outstanding suggestions made were: an increase of the sales tax rather than the levying of the proposed receipt tax; the abolition of the receipt tax; modification of some of the other taxes. It was stated that another conference will be held in Ottawa in January at which further deliberation of the suggestions contained in this December conference will take place.

With the steady improvement of business, it would seem that, perhaps, a more lenient view might be taken of the whole taxation problem. It is admitted that the present sales tax has brought the government far more than it ever expected to receive. During 1923, revenue from customs should be considerably in excess of 1922.


## The January Issue

*One of the outstanding issues of Dry Goods Review for the year is the January issue. It is our Annual Spring Number in which all available information regarding Spring lines, together with illustrations of new goods, is given. The high standard of this issue during very many years will be maintained in editorial excellence, and the advertising will carry information to the retailer which he cannot afford to be without if his Spring selling campaign is to be successful.*

# Dry Goods Markets at a Glance

## Indications Point to 1923 Being a Better Placing Year Than 1922 —Wholesalers Say Spring Placing Has Been Better—Holiday Season Brings Active Demand in Seasonable Lines—How the Markets Are Going

THE year just drawing to a close has been pretty much of a sorting year with the retailer. There are indications that the incoming year will see business back a little nearer to the old order of things and that merchants will be more disposed to place. Wholesalers have told Dry Goods Review during the last month or two but the amount of spring placing they have received is considerably better than it was a year ago. It gives evidence of a greater confidence on the part of the retail merchant in the future of business. He is not disposed to speculate at all; but he is covering himself fairly well for the immediate requirements of seasonal trade when it opens in the spring.

### Fabrics

IT IS still impossible for wholesale houses to fill the orders that come pouring into them for velvets; they could handle thousands of yards more than they are able to secure for the retail trade. If, as American papers state, a little less interest is being manifested in metallic cloths, there is not much indication of a similar condition here; there is still an active demand for them. There is a marked feeling for printed crepes and taffetas for Spring, particularly in the darker shades, and the plain crepes of all types are good also. In the wool lines, wool crepes are to be featured in the Spring lines; some of the less expensive homespuns and tweeds of the polo order rather than the mannish effects are going well. There is a rising demand for Poiret twills and gabardines and some of the specialty houses look for a big season in them. New York is talking a good deal about serges at the present time.

### Accessories and Fancy Goods

CHRISTMAS is creating a very lively demand for these lines and manufacturers are hard put to it to fill the rush orders with which they are daily besieged. The Bertha collar continues to hold a prominent place in demand and circular collars are also good. Laces, particularly in the metallic effects, are being called for, but the demand for veils and veilings may not be quite so strong.

A number of the needlework firms have had marked success with their novelties and are still doing well with them for later delivery. The Christmas season is bringing them prominently to the front. Retailers are doing exceptionally well with package goods and counters over which these are selling are very popular just now. Yarns for handwork knitting are in very strong demand; manufacturers of these yarns testify that there is a rapidly increasing demand for popular shades and that they find it difficult to meet the demand.

### Knitted Goods

ONE of the largest knitting concerns in the country state that their placing for Spring business is much better than it was a year ago, and another one says that their sorting business is the best they have ever had. Some of the manufacturers working on bathing suits for next summer are getting very encouraging orders. These men are careful students of the weather forecasts and they say it has been foretold that next summer is to be the hottest in ten years. Hosiery lines have been very active. We know of one firm that had nearly three quarters of a million dollars' worth on the floors of their warehouse a year ago unsold; to-day they have none. Christmas novelty lines have been good.

### Ready-to-Wear

THERE are signs that the blouse business is picking up and that the demand from some quarters is becoming quite active. Dresses have been good; crepe and velvet for immediate, and crepe and taffeta are good for spring. Many of the manufacturers, for the moment, are stressing the circular skirt. From the retail end of it, business has been rather quiet and some of the heavy lines have suffered on account of the unseasonable weather.

### Corsets and Lingerie

AS BETWEEN the corset and the girdle, sales in this country seem to be about evenly divided. A visitor from New York recently stated that he felt the campaign in the United States in favor of the corset had not yet begun to bring very noticeable results and that the demand for girdles was still very active. Manufacturers in both lines in Canada have enjoyed a very good season.

Some of the Spring lines of lingerie that have been seen by Dry Goods Review clearly indicate that manufacturers are making them more elaborate than ever. There are several variations in models, and, as for colors, pinks, blues and whites are very popular shades. Silk for lingerie is being used in great quantities and some of the manufacturers say that its use for lingerie is a big factor in keeping silk prices firm or with an upward tendency.

### Furs

THE Christmas season has given considerable impetus to the fur business both for the retailer and the manufacturer. Seal coats are selling very well and the favorite trimming seems to be kolinsky or the self fur. The prices are holding up well even though the fur season did not open out very auspiciously. Small fur pieces, particularly, are very active during the holiday season.




One manufacturer is stressing a line of wash blouses for wear with sweaters. They all have some hand-finishing and they are very reasonable—$24 a dozen.

For the Spring needlework trade a Toronto house is showing complete bedroom lines of unbleached linen with filet lace, colored applique and fringe. The counterpanes sell for $9.50 each with lace and fringe and for $15.00 when applique is added. The dresser scarves are in three sizes, the largest costing less than $2.00. Then there are curtains and cushion tops to go with them.

The Canadian representative of an English carpet firm is carrying some all wool reversible rugs which are real reproductions of Oriental designs and colors. These are particularly suited for bedrooms because of their softness and delicate color, but are also adapted for halls and living rooms. Made in any size and usually sold in sets of two or three. The wholesale price ranges from $10 to $35 depending on size and designs. In quality they are all guaranteed.



*Clip out items you are interested in and send them in to Dry Goods Review. The name of the manufacturer or wholesale house having these goods will be sent to you immediately.*

The Spring line of sweaters which one mill is turning out shows a range of jumpers at $65 a dozen which is one of the best we have seen. These are in all the high shades, with short and long sleeves and trimmed with the new scotch braid in military style.

The last word according to lingerie experts is the nightie which has an opening at the sleeve, reaching almost to the waist. It forms a very much abbreviated sleeve and is most comfortable. Comes in lingerie silks in all the lovely shades for next season and costs $54 a dozen.

A feature of an underskirt which recently appeared in Toronto was the pleated sides. The front and back were plain so that the outline of the sheer gown worn over it was not broken. Moreover, it prevents crushing when the wearer is sitting and gives all the room necessary for walking. Made in silk jersey, taffeta and satin at regular underskirt prices.

Dame Fashion places her stamp of approval upon the envelope handbag and it is distinctly satisfactory to note that a Montreal manufacturer is offering a very attractive line of these bags in beaver grain leather, in four assorted colors, fitted with mirror and a separate car ticket compartment, for the very low price of $18 a dozen. This bag has a strong strap handle and is beautifully finished in every respect.

Side front-laced corsets are now being made in Canada. These have a 4-eyelet lacing under a band of elastic which is next to the front steel. They clasp at the front as do the back-laced models. In this way all the advantages of a front-laced corset are obtained and at the same time a firmness over the laced portion by means of the elastic strip, is assured. The price of these is $30 a dozen.

It's a long way off Spring as yet but Montreal wholesale houses are daily receiving quantities of house furnishings for the annual Spring renovation. Every discerning buyer knows the attraction that colorful and artistic draperies exercise and hence will be interested in the new printed velours in new color combinations, 36 inches wide at only $1.35 a yard. One design shows wide stripes of blue and grey alternating, overlaid with prim little flower pots ablaze with red posies. These are reversible, by the way, and are ideal for draperies, cushions and upholstery purposes.

Envelope combinations are the very latest idea in Spring lingerie especially in one variety which are simply developed in the finest of Egyptian yarn nainsook in either flesh or white. This model has a lace trimmed yoke forming the shoulder straps which will not slip off and is daintily finished with a blue ribbon draw string and rose buds. Hemstitching elaborates the front of this practical little garment which should be featured in the forefront of the January whitewear table. Priced at $12 a dozen.

When it comes to imported curtain nets it is hard to find anything more attractive than the newest British "Tuscan nets" which are just at hand in Montreal. These materials come in a wide variety of new and exceedingly artistic designs in both Egyptian and ivory tones. Width from 35 to 40 in. and priced most moderately from 50 to 80 cents the yard. These Tuscan nets, by the way, are the leading item in all Fall and Winter house furnishing departments and the fact that British makers are now turning out these goods which formerly could only be obtained from the United States, will be good news to the majority of curtain buyers.



# Formal Opening of Workman Store

## Workman & Company, of Montreal, Have Opened Finely Equipped Uptown Store—Fixtures Are of Mahogany and Novel Use is Made of Store Pillars—Excellent Arrangements for Handling the Boys' Trade

THE FORMAL opening of the new uptown store of the C. A. Workman Co., of Montreal, men's and boys' clothiers, took place on Friday morning, November 10th, in the presence of a large number of customers and representatives of prominent manufacturing concerns, in addition to members of the store's personnel. This event was in the nature of a festive occasion, marking as it did, the advent of this well known firm to the uptown district after more than a quarter of a century's activity downtown in the heart of the financial section of Montreal.

To celebrate the occasion fittingly the store distributed large boxes of chocolates to the ladies present and boxes of high grade cigars to the men visitors and following a brief reception, the new store was declared open. An unusual feature of the celebration was the presentation of numerous floral offerings, wreaths, baskets and bouquets of roses and other flowers sent by leading clothing manufacturers accompanied by cards of greeting and congratulation. Altogether the presence of such a mass of hot house flowers in addition to the potted ferns which the store is using as a decorative effect, gave to the opening ceremony a festive character not often encountered in clothing circles.

### Novel Use of Pillars

The store interior is among the finest equipped in Montreal and possesses a considerable number of unusual features which excited the attention of the visitors at the opening. For example there are three pillars centering the main floor of the new store which are necessary to support the weight of the floors above. These pillars have been ingeniously covered with full length mirrors on all four sides, three of which can be adjusted in the usual triple effect found in men's stores to permit of trying on coats, headwear, ec., to the best advantage. When the three mirrors are swung into the wanted position it is noticeable that the pillar behind is screened by oak panelling.

Mahogany fixtures are used throughout the store designed on the latest models with solid plate glass tops and fronts through which all merchandise can be seen perfectly.

The entire ground floor is given over to men's wearing apparel from head wear to hosiery together with clothing, overcoats, etc. Three sides of the large main floor are occupied by continuous clothing cabinets, attractively curtained off. Despite the fact that these cabinets occupy so much space, no loss of daylight occurs for the reason that the window frontage extending from one end of the store to the other, reaches right up to the ceiling from the ground, thus permitting the entrance of a flood of sunlight above the display racks through a clear glass wall. At the same time this unusual lighting arrangement in no way interferes with the arrangement of the window displays which are so built that the window space is covered in overhead to prevent undue reflection and unnecessary shadows, besides ensuring the proper tem-

(Continued on page 32)



*Part of the fine window frontage of the new C. A. Workman store of Montreal showing the upper display windows featuring boys' wearing apparel. This building was completed only in time for the store opening on November 10th, and is located in the heart of the business section of St. Catherine St.*

# Higher Sales Tax Collected at Source

## Conference of Representatives of Canadian Manufacturers, Wholesalers and Retailers Discusses All Forms of Taxation—Trend of Opinion Favors a 5% Tax to Do Away With Proposed Receipt Tax and That Tax be Collected at Source

TORONTO, Dec. 6. (Special).—Committees representing the Canadian Manufacturers' Association, wholesalers' associations, and the Retail Merchants' Association of Canada met in joint conference here yesterday and to-day for the purpose of discussing problems arising out of taxation legislation now in force in this country.

### Higher Tax at Source

All forms of taxation came up for discussion at this conference. The trend of opinion was in favor of an extension of the present sales tax from 4½% to five per cent., to provide for the proposed receipt tax revenue which is due to come into force on the first of January, also that the sales tax be collected at the source. As pointed out at this meeting, investigation had shown that the receipt tax would not be sufficiently productive of revenue to offset the heavy costs of its collection. Revenue from sales tax this year it is estimated will be fifty-seven millions. With an increase of half of one per cent. revenue expected from the receipt tax can be raised.

Another suggestion brought forth at the conference is one relating to the stamp tax. It was argued that a much more workable plan would be to charge two cents on all amounts up to $100 and on amounts over that figure make the tax four cents.

This conference constituted a Drafting Committee from the three branches of trade to arrive at a common policy of taxation acceptable to all. This policy will be reported back to the individual organizations, and when approved, a joint delegation will proceed to Ottawa where the suggestions agreed upon will be laid before the government.

J. R. Shaw, president of the Canadian Manufacturers' Association, was in the chair.

### The Retailers' Position

The Retail Merchants' Association have for some time past advocated a sales tax at the source.

The contention was made by officials of the Association at the gathering that the sales tax should be collected at the source of supply, viz., from the manufacturer and the importer, and from as few channels as possible, so as to save annoyance and expense in the collection of the same. When the sales tax was placed on the Statute Books by the late government in 1921, it was surrounded with a great many annoying difficulties, as far as the retail trade was concerned. The Act itself was poorly drafted and full of confusion and contradictions. In order to ascertain the retailers' position, it was necessary to undertake a number of lawsuits, as will be remembered by a large number of retail merchants, in order to have the courts determine the meaning of the Act. It never was the intention to endeavor to escape the payment of a fair share of taxation. The endeavor was to keep the payment of the sales tax down to the source of supply, as always advocated, so as to save the expense of the employment of a host of tax collectors.

"We have always frankly admitted that although manufacturers and importers were asked to collect the tax, in reality all the taxes they pay they pass on to the retail merchants and they in turn have to do the best they can to collect them from their customers," another official stated.

### A Distinct Sales Tax

"What we have always contended for was a clear, distinct Sales Tax Act, one that could be easily understood and easily followed, and one that would not be applied to every small retail merchant in the country who sells soft drinks or makes a few home-made candies or currant bread or pastry, or other like small articles for sale, and which forced them to take out a manufacturers' license and be called manufacturers, but who were not to be allowed to be taxed in the same manner as manufacturers. Our contention is that when legislators make laws, they should be consistent and clear, and, as far as our Association is concerned, we intend to see that all legislation that is passed which affects the retail trade is made as intelligible as possible, and if it is not we intend to call the attention of our members and the public to it, and hold it up to the public view."

### 4½ Per Cent. From Wholesaler

Representations made by some manufacturers present and from some wholesalers suggest that the Sales Tax may not be absorbed by any section of the trade, that the Sales Tax from the manufacturer to wholesaler on goods bought for resale be eliminated, that the Sales Tax from wholesaler to retailer be 4½%, and that the Sales Tax from manufacturer to retailer be 4½%.

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At Madeline and Madeline's the favorite furs for this season are reported as murmel and shaved lamb, which is American broadtail.

Among the most recent of Bernard's creations are a few interesting fur models; many little coats replace the jacket of the three-piece costumes and have been cut on the same soft and graceful lines, slightly bloused at the waist under a narrow belt of fur.

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## FORMAL OPENING OF WORKMAN STORE

(Continued from page 31)

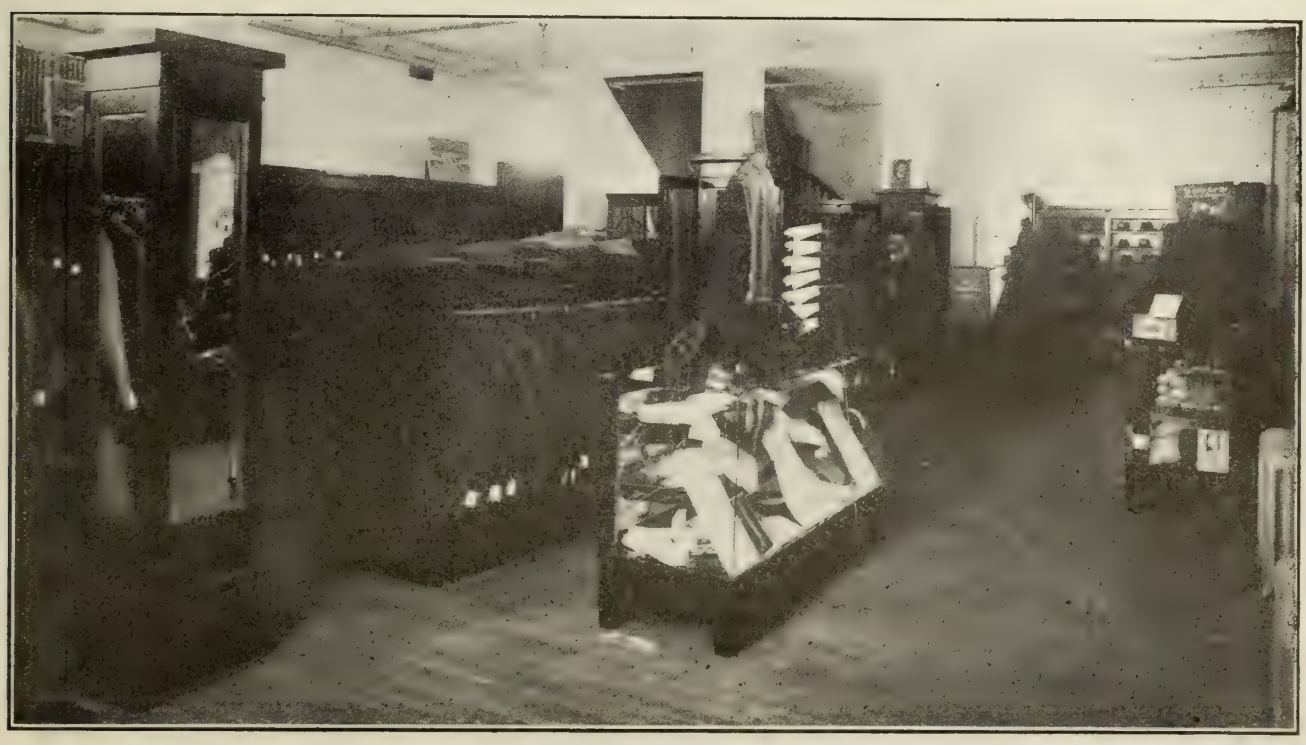
perature in winter to do away with frosted-over glass. It is also possible to maintain a cold temperature in these windows in summer, so that wax display figures will not be injured by the sun's rays. Although the store is located on an inclined slope the windows have been designed that all may be the same level. The backgrounds are cream enamel and the floors are of plain polished hardwood.

### Boys' Department is Well Equipped

At the right hand end of the main floor is located the staircase leading to the boys' department on the floor above, adjacent to which is the office and cashier's desk. At the head of the stairway is located the resident tailor's shop in which all alterations required in clothing purchases are attended to free of charge. A large fitting room equipped with mirrors, etc., is also found on this floor which is splendidly lighted with the same high glass windows as are employed on the floor below. In the case of the upper windows a permanent display of boys' clothing and furnishings is to be kept on view, as these windows can be easily seen from the street below, and sliding doors will permit easy facilities for dressing displays. To add to the life-like effect, a number of very fine wax figures representing boys from the ages of 6 to 12 years are posed in the windows. This department will cater to the needs of boys from 2½ years up to "first longs."



*Above is shown an interior view of the newly remodelled store of P. Bellinger of Toronto. At the rear will be seen the clothing section which permits of privacy in selection. It is fully equipped with mirrors and dressing rooms.*



*A portion of the interior of the new store of C. A. Workman, Ltd., of Montreal, showing the clever use made of the pillars which have been fitted with triple mirrors movable in any direction.*

# Spring Placing Better Than Year Ago

## Head of Toronto Woollen House Believes That Twills Will be Good—Wool Crepes Good After Run on Twills—Says Flannels Will Vie With Homespuns for Sports Wear—Canadian Mills Sold Up on Ginghams

"ORDERS for Spring 1923 are far ahead of last year's," says the head of a Toronto wholesale woollen house. "Immediate business is not very rushing, though we have nothing to complain of."

"What fabrics are you counting on for most of your early Spring trade?" asked Dry Goods Review. "Well, we can now say with certainty that the twills will be good. Paris for two years has not featured tricotines but has stressed both Poiret twill and gabardine. In the United States and in Canada, however, the demand has been very slow in developing, the public being quite satisfied with tricotine. Nert Spring, our house is certain that they will take up the French mode.

"After the twill season is done there should be a run on the wool crepes, particularly crepe marocain and materials of that order. People are not tired of the crepe weave in silk, so they should favor it in wool even more as this fabric is comparatively new.

### What About Tweeds?

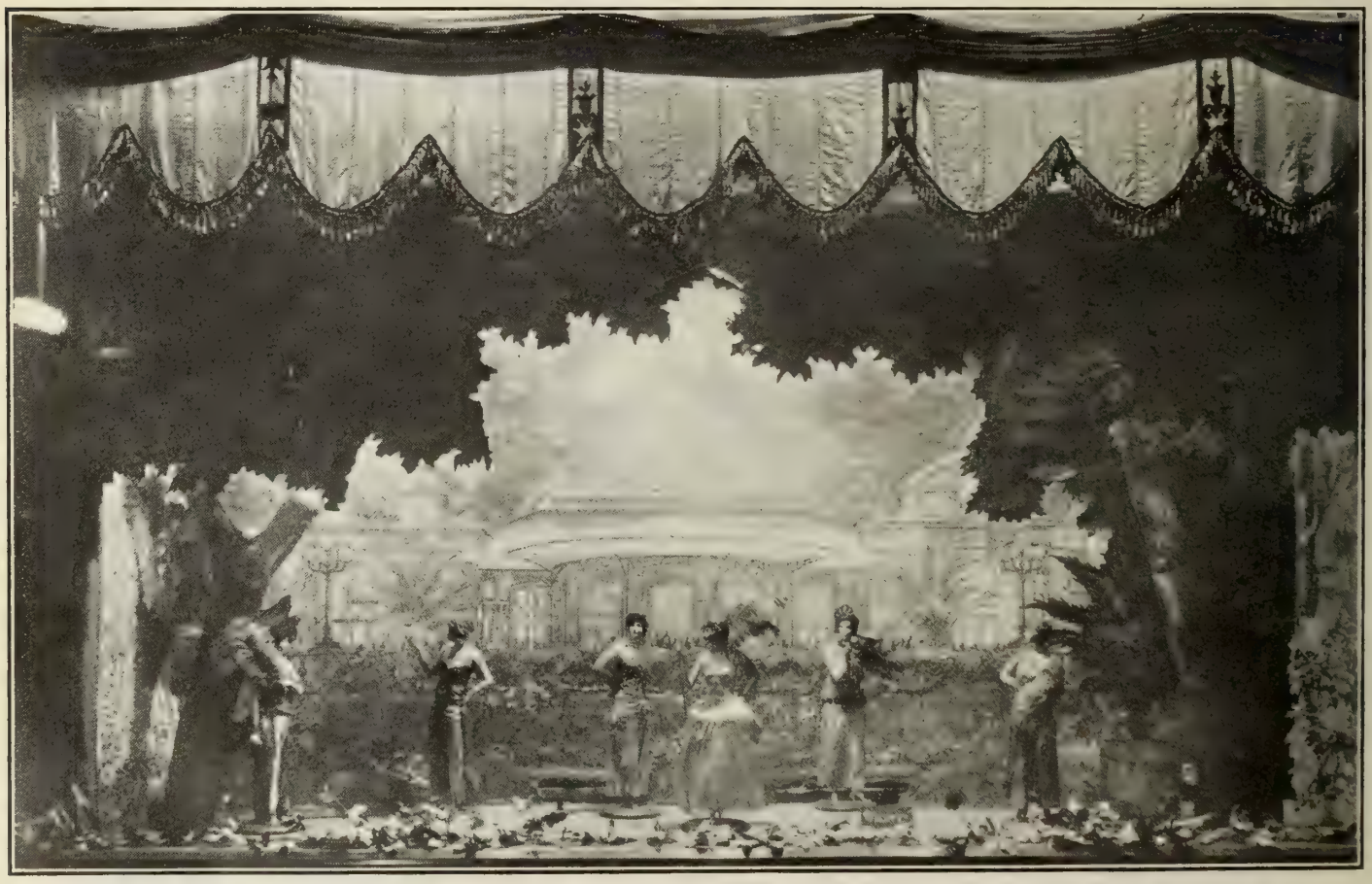
"What have you to say regarding homespuns and tweeds?" asked Dry Goods Review. "I am looking forward to a demand for the polo tweeds or the bright novelty mixtures rather than to mannish lines. The fact that the quantities of cheap homespuns which England is shipping here are being accepted by the trade, looks very much as though these will be preferred to the good homespuns of last Spring.

"Flannels," he continued, "will vie with homespuns for the sports trade. It is my belief in fact that flannels will replace serges for general wear. We look upon them as a staple. They are one of the easiest fabrics for the woman who makes her own clothes to work on and they will fill the gap left vacant by serges when the novelty materials became so strong."

### Cotton Goods

Fabrics of crepe, eponge and voile construction are spoken of as leaders in the Spring collection. The silk and cotton mixtures are being introduced again in both stripes and checks and all-over printed patterns. Colorings include the high sports shades as well as the conservative Summer ones. When silk stripes are used on a cotton ground, these are usually of a contrasting shade.

The slight advance which has taken



*The above window display was created by Wolf-Marks store of San Antonio, Texas, as an exploitation tie-up for the Hodkinson special "Slim Shoulders," a screen play in which Irene Castle featured. A special week was advertised as "Castle Dress-Up Week" and this window shows how Wolf-Marks linked up with it. The display represents the famous French watering place "Vichy." In artistic arrangement, the window leaves little to be desired.*

place in ginghams in the last few weeks, shows that manufacturers and retailers are expecting a good season. One or two wholesale houses report a record advance business in these and practically all of the **Canadian mills are oversold.** Imported ginghams will have to be relied upon entirely for late orders.

Every type of crepe is in demand. This includes the plain, the striped, the printed and embroidered. Normandy and flock embroidered voiles are mentioned as leaders in their field, the general tendency being toward the dark shades, especially blue and brown with relieving designs.

**Immediate Trade in Silk Good**

In spite of the fact that the month of December is not looked forward to by most silk houses, excellent reports are being heard from Toronto importers. The trade is getting rid of most short ends and remnants via the holiday gift method. Those stores which have stressed dress lengths, camisole lengths and small accessories materials, are doing splendidly. One of the big stores which has been showing silk handbag fabrics is clearing out its whole range of printed crepes.

Velvets and metal cloths are continuing to such an extent that more than one importer expects them to last until the end of January. The greatest difficulty is in getting the velvets, which have been very scarce for more than a month.

Discussing Spring buying, one buyer predicts that **flat crepe** which is really a very heavy grade of crepe de chine will be a favorite. The printed crepes especially the allovers will continue and so will Canton. Brocaded crepes and the other fancies have not by any means had their fling yet and as long as the overblouse is worn they should be in demand. The overblouse has also been responsible for color contrasts in blouse and skirt so that the bright hues are again to the fore. Materials for blouses will be in Egyptian red, royal blue and green with skirts in black or white with contrasting stripes. If the bandana handkerchiefs reach this country as promised another impetus should be given the gay colors.

Three other fabrics mentioned around Toronto are artificial velette, charmeuse and duchesse. Sales in these are increasing every week.

"I think that taffetas are a certainty for the first four months of 1923," says the head of a silk house in Toronto. "These will be good in a limited number of shades, particularly the dark ones. Outside of this material I am not willing to prophesy except probably in underwear lines. All of the knitted fabrics have taken a stronger hold than ever before. Chemisettes of **knitted tubing** are very big while Japanese jersey and the satins are having a surprising run. Baronette is showing signs of life and a new finely knitted fabric for dresses and skirts is on the market which has a great deal of body and endurance."

**HOLDS AUCTION SALE**

Peter Abrams, a general merchant in the small town of Mennon, Sask., used a very unique and effective method to dispose of surplus stock this month of November, 1922. Mr. Abrams found himself with left-overs in dry goods which had been accumulating for the past six years while he has been engaged in business in Mennon. He had had special sales and price-cut table displays every year but still many goods remained. How to make a general clean-up to allow room for new and up-to-date goods was the problem before Mr. Abrams and he solved it by announcing a public auction. Bills were printed to this effect and on Monday, Nov. 13, a large crowd gathered in the store and bid quickly and eagerly on the goods auctioned off by Mr. J. Wall, whom Mr. Abrams had engaged as auctioneer. All the left-overs were disposed of. Such is the excitement and enthusiasm evoked by public auction that often goods auctioned brought higher prices than the previous "bargain tables" had called for! Mr. Abrams received cash for goods which were cumbering his shelves and the buyers went home perfectly satisfied with their purchases.

Public bidding and competition made successful this sale of dry goods just as the same principle holds good in farm sales; it remained for Mr. Abrams to sponsor the idea in this neighborhood. Mr. Abrams is building up a lucrative business in Mennon. Beginning in a small way 6 years ago he has enlarged both his buildings and his business.

**PENALTY OF SIMPLE CLOTHES**

The charm of women's dress to-day, writes a Paris correspondent, is its simplicity, but the art of the modern dressmaker is costing France dear. The lace and feather trade and other industries which formerly supplied these now superfluous ornaments for women's robes are languishing and the export trade of France has in consequence diminished by nearly half a milliard francs (about £10,000,000) a year.

M. Lucien Dior, Minister of Commerce and Industry, is disquieted by this loss of revenue and has addressed a powerful plea not only to the Chamber of Commerce of France, but also the great Paris houses which are the arbiters of fashion, to remember that the export of the accessories of female attire, such as lace embroideries and feathers, has fallen far below the figures of 1913. That, he says, is in a large measure the consequence of the present fashion, of which one of the most notable characteristics is the almost complete absence of ornaments. He urges the Chambers of Commerce and the industries concerned to find a remedy for this state of things, and no doubt they will. Heavily ornamented robes may, therefore, be anticipated as the mode for next year.

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J. L. Murray, managing-director of the Renfrew Woollen Mills, Renfrew, Ont., announces that the company expect to start manufacturing again on an extensive scale in the course of a week or two. The factory will produce a line of high-class goods and expect to run day and night.



*Above is shown an interior view of the Bryson & Graham store in Ottawa.*

# Novelty Effects are Freely Bought

## Placing on Cotton Fabrics Has Been Active—Some Wholesalers Entirely Sold Up on Gingham Lines—Ratines an Outstanding Line—Lower Prices on Some of the Cotton Materials—Some New Effects Described

WHATEVER the ultimate trend of prices in cotton goods may be, whether upwards or stationary, where next Spring and Summer are concerned, retailers are placing orders for the new novelty effects freely, according to information just received from a Montreal wholesaler. "Where ginghams are concerned we are entirely sold up on most ranges, especially where such colors as yellow and green are called for," was the statement made to Dry Goods Review. Commenting on the other wanted lines in novelty cottons this firm may be quoted as follows:—

"The outstanding range will be ratines, according to advice from both the American and English markets. We have bought a wide assortment of both solid colored plain weaves and fancy effects combining a silk woven stripe or combinations of ratine effects with voiles and other fabrics. Just as crepe effects are decreed where silks are concerned we find the most marked preference shown for all kinds of crepe weaves in cottons as well."

### Crepes of Every Description

The crepe class of novelty cottons is so extensive that it is almost impossible to give a detailed description of the many varieties included. First there is cotton 'Canton crepe' which comes in plain colors and is soft and dressy in appearance. There is also 'Sponge crepe,' delightfully new and featured mostly in solid colors in the yard wide widths so much preferred nowadays. An extra good quality of this Sponge crepe, by the way, in a range of smart shades, can be had for only 95 cents a yard wholesale.

'French crepes' feature a fancy stripe woven upon a solid ground and will be largely adopted for sports clothes next Summer. Another sports crepe material shows a striking plaid or overcheck effect upon vivid grounds, reproducing the familiar gingham patterns exactly. These are already selling quickly, especially in the yellow tones, a leading color for next Season.

'Ratan checks' is the name of another novelty cotton which combines crepe and ratine effectively, the ratine being evident in a large overcheck effect developed in black and white threads upon a contrasting ground of another color. This item is expected to be particularly strong for skirts and one piece frocks.

'Scotch crepes' are yet another variation in solid colors but which are selling very well, owing to the very lovely colorings included in the range. These are all British made fabrics, of course, and the improvement in the dyes of all the various novelty cottons is noticeable.

A colored weft crepe which is slightly different again from Scotch crepe is described as being yarn dyed, thus ensuring the permanence of the many lovely colors featured.

Eponge or 'sponge crepe' in another variety is featured in plain white to fill the demand for a smart and durable material for sports skirts and trimmings.

'Witchery' crepes is the attractive title given to another range of silky looking cotton materials printed in voile patterns of the smaller, neater kind. Tiny covered patterns are artistically used on medium shades and create decidedly good effects for fabrics of inexpensive quality.

Lingerie crepes reappear for next season in new and exquisite pastel tints printed here and there with artistic motifs representing tiny floral designs. Many of these crepes have a Japanese effect due to the slightly blurred and delicate manner in which the tiny motifs are carried out. Most of these new lingerie crepes have the flat crimp so much preferred and come in fully half a dozen colors priced around 30 ments a yard.

The idea of showing voile patterns upon crepe fabrics is entirely new this season and is being extensively featured in simple neat figures upon medium dark grounds.

### Voiles in Small Designs

Voiles of course will reappear as usual and are being bought extensively especially in the new cross stitch printed patterns which strike a new note in design altogether. On the whole the range of patterns in both British and American voiles runs to smaller effects, the preference being for small printed geometric patterns rather than floral designs. Ratine yarns are much used for striping and plaids upon voiles also. Silk stripe voiles appear to be among the leading sellers, especially one line which shows a printed warp pattern on the silk stripe. The majority of voiles are priced about ten cents a yard lower than last year's price, which may have something to do with the interest shown in these materials. Flocked voiles again are shown but in a new range of effects entirely. Some of the flocked patterns reproduce beaded patterns, others solid French embroidery in white upon medium and dark grounds. Colored geometric designs are combined with the flocking as well. A few Swiss effects are shown again in flocked voiles, but as in the case of genuine dotted Swiss, wholesalers have bought lightly of these goods.

A full range of organdies will be carried by the wholesalers, owing to the fact that fine quality Swiss goods are considerably lower in price than last year due to the depreciation in value of the Swiss franc. American organdies are however somewhat stiffer in price on account of the recent advances in the cotton market.

It is thought that there will probably be a good demand for organdies as usual for the reason that this material is much used in conjunction with ginghams, etc.

### Knitted Ratine Very Smart

Referring again to ratines, comment should be made upon one outstanding novelty called "knitted ratine" which has been very successful already for next Summer. This smart material has a very coarse, open mesh and comes in the more vivid sports shades which will be decreed for next Summer, such as tan, wood brown, jade, rose, Copenhagen blue orchid, salmon, etc. 'Tuffle ratine' is the name given to another variation of woven material which features broad stripes in several colors. This is designed for pleated skirts and comes at about 75 cents a yard wholesale.

Mercerized foulards are shown in quite new effects somewhat larger than those of other seasons and more spread apart. These come in brown, navy and black only with white figures.

Little is being said with regard to tissues as yet, as no demand has been felt for these sheerer materials. Canadian women are fonder of staple ginghams and are calling for the usual checks and plaids for 1923 as in the past.

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### NEW OWNERS OF FACTORY

Negotiations have been completed for the taking over by the Elton Knitting Mills, Limited, of the factory and the entire plant formerly owned and operated by Messrs. Penmans Limited, Port Dover, Ont.

The directors of the Elton Knitting Mills Limited are: A. E. Elton, president and general manager; C. W. Barwell, vice-president; John S. Martin, B. A., treasurer; W. J. T. Ivey, assistant treasurer. The above, with L. B. Ivey, H. R. Williams and J. D. Hoggarth, form the Board of Directors.

# Selling 20,000 Yards of Gingham

## Intensive Method Used by New York Store to Dispose of Large Quantity of Gingham—Five Window Displays Given Over to Campaign—Many Departments Show the Uses of Gingham for Personal and Household Purposes

ALL kinds of ginghams are predicted for a top notch position in the line-up of spring wash fabrics, not alone for dressmaking purposes but for a hundred and one different uses which will occur to the resourceful salesman or woman after a few minutes thought. How a well-known New York store put across a gingham sale comprising 20,000 yards last year might be repeated here as a suggestion for early spring sales for 1923.

To begin with the ginghams, which were both domestic and imported, were all priced at 50 cents a yard, said to be less than the original wholesale cost, and the range offered included every conceivable shade in checks, stripes, plain colors and plaids. All the ginghams were advertised as being 31 inches wide and of the finest quality.

Twenty thousand yards of gingham is a large quantity to dispose of if the ordinary methods of selling are resorted to, but the store in question went about the matter in an unusual manner which quickly resulted in a complete clearance. Fully five different window displays were given up entirely to showing ginghams in various ways, the principal idea being to accentuate the artistic and practical nature of gingham as a household necessity. First of all the various colors were selected and red, yellow, blue, green and lavender checked materials each had a window to themselves appropriately decorated. For example a corner window featured a library effect with the room carried out in panelings in red checked gingham and shaded lamps also made of the same material. Gingham edged linen runners and gingham cushions likewise were used and a gingham parasol was laid across a table.

A yellow room simulated a sun parlor with all its fittings done in vivid yellow and white checks of the larger size. A bedroom was hung with lavender and white checks, with the gingham used to form the edgings on the bureau cover, and inserts in the bedspread. A telephone cover combined organdy and gingham delightfully, and an open bandbox covered in the same goods displayed a hat made also of gingham. Novelty undergarments and handkerchiefs were scattered about the room, developed in sheer fabrics elaborated with medallions or other inserts of tiny checks.

### For The Nursery

A nursery was fitted out in blue and white checks and here the usual conventional uses were shown, such as medium-sized checks for children's rompers, sun bonnets, curtains, etc., as well as for aprons, to line a sewing basket and for upholstering reed furniture most charmingly. Dolls dressed in the same style of gingham were lying round the room.

Green and white checks were effectively displayed in another window which represented a breakfast room in which a green and white tea set exactly matched the tone of the hangings and table covers, etc. Numerous examples of women's neckwear developed in organdy or ratine with gingham were also exhibited here.

The ginghams were advertised in the daily papers in an attractive piece of copy which reproduced in pictorial form all the various ideas capable of being developed in this quaint and practical material. In the department itself the pulling power of the windows was seconded by the use of patterns and drawings as well as dresses on models. Booklets describing the new cotton fabrics for the season were given away as souvenirs.

### A Sale of "Black and White"

Another store which has broken away from the time honored January white sales made a concession in this connection by terming its clearance event a "Sale of Black and White." This idea proved to be a really successful one, although in one sense there was nothing radically different about the idea from the regular white sale. Nothing but white and black yard goods, however, were featured on this particular occasion and many practical suggestions were quoted for the assistance of customers in doubt what to purchase. Silks, cottons, woollens and linens all participated in this event which many novelty fabrics combining both black and white made their bow for the spring season as well.

Window displays showing the use of black fabrics of different sorts, in conjunction with white as a relief, were exceedingly striking and a very elaborate display of laces was effectively set off with quantities of black ribbons as a foil. A special display of mourning goods was given prominence especially in regard to the most suitable fabrics, the point being emphasized that all black fabrics are by no means correct for mourning. The best results were recorded in connection with this sale when the goods were grouped together at one price, such as silks at $1.85 a yard, dress goods at $2.49 and so on.

## Is Taking a Rest



*RICHARD BOOTH*

A figure well known in Canadian dry goods circles and among fraternal organizations throughout the country is Mr. Richard Booth, of the W. R. Brock Company (Limited), Montreal.

His early travelling experience was gained with MacKay Brothers, later entering the employ of James Johnston & Company, afterwards being connected with the W. R. Brock Company (Limited), covering the eastern townships for the above firms for seventeen years. In 1904 he was appointed manager of the men's furnishings, smallwares and hosiery departments. Mr. Booth is one of the veterans of the Dominion Commercial Travellers' Association, having served for several years on the boards of the mother and mutual boards. He was instrumental in organizing a fund and was successful in placing beds in the Montreal General and Notre Dame Hospitals for the accommodation of sick members of the Association.

In fraternal societies he has had conferred on him some of the highest honors within the power of the societies to confer upon him .He is a 32nd degree member of the Scottish Rite, Royal Arcanum, Irish Protestant Benevolent Society, and a Justice of the Peace. Owing to ill health Mr. Booth, at the firm's request, is going to take a well earned rest, being relieved from the responsibility under which he has laboured successfully for 18 years.




# *We are importers of the Best Silk Fabrics*

As in Paris, so in your own City you may purchase A. G. B. Fabrics, for theirs is not merely a passing fancy of a single country, but the universal appeal of feminine loveliness.

The AGB Fabrics

On Yellow Boards Only.

Canton Crepe, Crepe, Georgette, Crepe de Chine, Ninons, Crepe Roma, Silk Shirtings, Stamped and Printed Crepes de Chine, Satins, Foulards, Chiffons and Printed Novelties on Georgette and Ninons, Silk Dress Nets.

*To our many friends we extend the Compliments of the Season and the sincerest co-operation for a prosperous 1923.*

Les Successeurs de

## ALBERT GODDE, BEDIN & CIE.

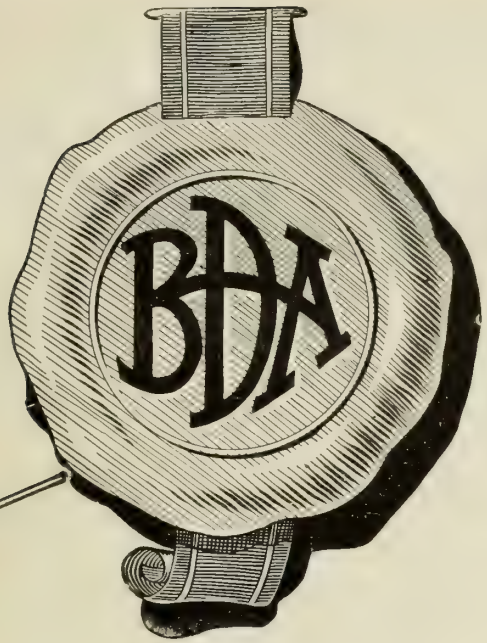
**Paris, Tarare, Lyons, London, New York**

**Empire Building: 64 Wellington St. West, TORONTO**

**Telephone: Adelaide 3062** **E. Desnoux, Representative**

**EASTERN CANADA AGENTS: G. B. Wynness, 113 Metcalfe, Montreal.**

**WESTERN CANADA AGENTS: Edwin J. Kirkbright, 205 Bower Bldg., Vancouver, B.C.**




# *Every Buyer of Textile Goods in Canada*

ought to have first-hand knowledge of B. D. A. Finishes. Whether you are the proprietor of a store, or the buyer for a department, an intimate knowledge of the B. D. A. fabrics, dyes and finishes will add profit and prestige to the Business.

## "Solprufe"

is a B. D. A. finish that renders fabrics absolutely fadeless to sun and wash tub.

You can get the "SOLPRUFE" finish in Cottons for Ladies' and Children's wear, and for Curtains and Furniture Covers.

## "Lumena"

is one of the great B. D. A. triumphs in finishes for artificial silks.

## "Wulmella"

is just what its name implies, a finish for woollen goods of exceptional richness and mellow tone.

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DEPT. 43
39 WELL ST.

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128 & 129
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# Joseph Hoyle & Son Ltd.

MANUFACTURERS THROUGH ALL PROCESSES

## Superfine Tailoring Cloths

Throughout the length and breadth of England the House of Hoyle is known, and is renowned for the quality of its productions. Every process—from raw wool to finished material—is carried through at the Prospect Mills, Longwood, Yorkshire, under ideal conditions by highly skilled labour. All dyes are fast to sun and wash; the most careful attention is applied in selecting the right grade of wool for the particular cloth under production, and scrupulous supervision governs the weaving and finishing.

*The range of cloths manufactured includes: Gentlemen's Suitings, Overcoatings, Covert Coatings, Cap Cloths, Sports Tweeds, Ladies' Mantles and Dress Materials, Table Covers, Curtains, "Purwol" (registered) Art Serges, Upholstery Cloths for Motor Cars.*

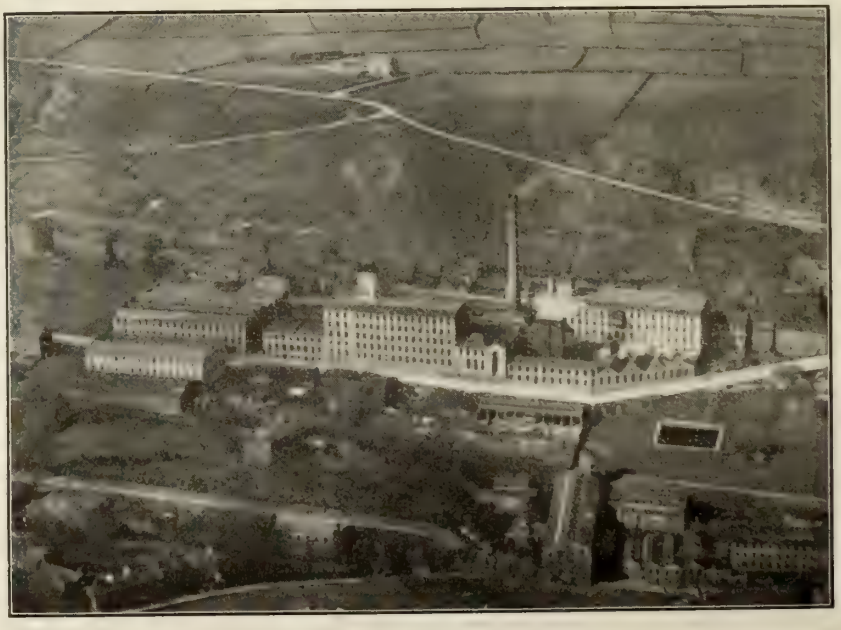
Productions of the House of Hoyle can be relied upon to tailor well. A further factor — they market at a moderate figure.




## Prospect Mills LONGWOOD YORKSHIRE England

Wires: Hoyle, Longwood-Yorks

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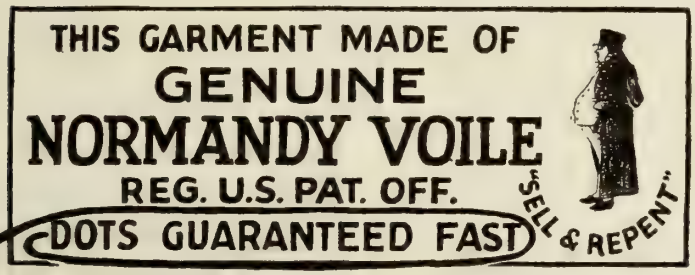


MONTREAL:
Mr. Archer Robertson,
327, Board of Trade Buildings.

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Mr. C. S. McConnel,
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# *The Truth about*
# Normandy Voiles

We, FRED BUTTERFIELD & CO., Inc., are the sole producers of Normandy Voile. We are proud to "sign" every yard of this fabric—on the selvage. We are prepared also to supply *Labels* for manufacturers who make garments of genuine Normandy Voiles.




*Only authorized manufacturers of genuine Normandy Voile garments can use this label. We will gladly supply retailers with a list of these manufacturers. Normandy Voile Patterns are protected by U. S. Patents.*



"Sell and Repent" Reg. U. S. Pat. Off.

## FRED BUTTERFIELD & CO., *Inc.*,

361-363 Broadway, New York City

*Established 1838*

# A Word of Caution

Make sure your cloth is properly shrunk by a Guaranteed Process. No matter the standard of tailoring—ultra smart or ordinary—with ill shrunken material it results in waste of time, labour and *money.*

*The best guarantee of excellence is obtained when the cloth is stamped with the name*

**JENNENS, WELCH & CO., Ltd.**
**London, Huddersfield, Bradford**

*Insist on Jennens, Welch Shrinking*

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The world's leading firm of cloth workers, shrinkers, etc., are also the proprietors of the well known JENNWEL Waterproof Rubberless Finish, applied to Tweeds, Serges, Coverts, Fancy Worsteds, etc.

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# HORROCKSES

cottons, pillow cottons, sheetings, pillow cases, white and coloured Flannelettes, in stock for immediate delivery.

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**Dry Goods Commission Agent.**
**591 St. Catherine St. W., Montreal.**

*Branches—64 Wellington St. W., Toronto. 29 Minshull St., Manchester, Eng.; 615 Pender St., W., Vancouver, B. C.*



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**MANUFACTURER OF**
**Veilings, Complete Veils, Latest in Radium Silk Laces, Flouncings and Allover Nets, Cotton Allover Nets, etc., etc.**

***(Wholesale Only)***

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# As Days Grow Colder, the demand increases for

# Horrockses Flannelette

Warmer Underclothes and "Nighties" for the children—warmer bedclothes for babies—warmer underskirts, pyjamas and kimonas for "grown-ups"—are all made of Horrockses' Flannelette—the standard of quality and value all over the world.

These are the days to remind your customers of Horrockses' Flannelette, Sheets, Pillow Cases, Sheetings, Longcloths.

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**with Provincial & Foreign Sections,**

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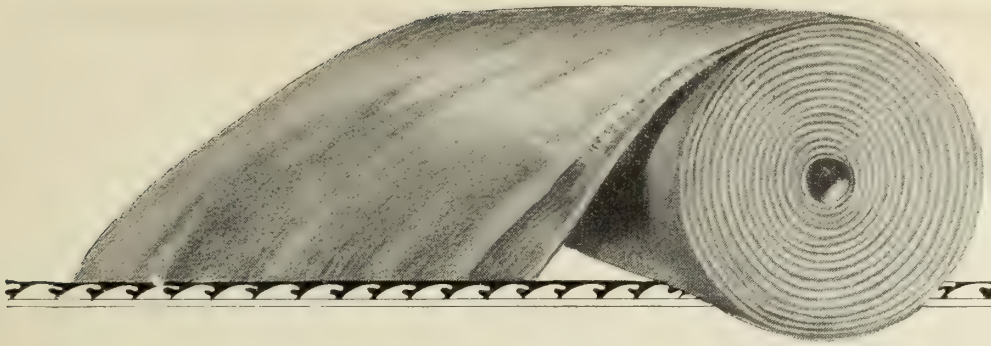
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A copy of the directory will be sent by parcel post for $10 nett cash with order.

**THE LONDON DIRECTORY CO., LTD.**
**25 Abchurch Lane, London, E.C.4**
**England**

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# For Winter Wear —

HAWTHORN velour is in ever-increasing demand for winter garments. The woman who dresses well, knows that Hawthorn fabrics are guaranteed and considered to be the best of their kind.

Miles and miles of Hawthorn fabrics are being turned into fashionable garments by the leading Canadian cutters-up.

Be sure the garments you handle have the Hawthorn label sewn in the lining.

## All Wool Always




# HAWTHORN FABRICS

*Made in Carleton Place, Ont., by* HAWTHORN MILLS, LIMITED

# "*Influencing* the dealer"

**97%**

***of all the Dry Goods sold in the United States and Canada are sold to the public through the influence of the dealer***

*From a speech by H. E. Taylor, Sales Manager of Dry Goods Economist.*

"Influencing the Dealer"

How foolish it is to argue or even to think that "it is advertised" constitutes dealer influence! How unfortunate it is that the proper appreciation of the retail merchant's functions, service and power did not receive earlier appreciation from the advertising world. How unfortunate it is for hundreds of fine mills and manufacturers in this country that there was previously so little appreciation of the importance of "influencing the dealer," and so little appreciation of "the dealer's influence," and so little thought given to the *proper and economic methods* of influencing the dealer through the development of full understanding and appreciation of the actual merchandise to be promoted.

Years ago I first heard the head of a very efficient research department say that less than 10 per cent. of the merchandise sold by the department and dry goods stores had even seen the light of publicity. He meant to picture the opportunity that awaited the producers of the other 90 per cent. But I saw another picture in that statement—the picture of 90 per cent. of the nation's dry goods production being selected and distributed on its own merits without the force of advertising, but rather *with* the force of the retailer's sales power and public good will.

And in two years' subsequent analysis covering thousands of stores we found also that of the remaining 10 per cent. less than one-third was sold by public request for it under its advertised name, and that at least 7 out of that 10 per cent. is sold for the same reason that the other 90 per cent. was sold—*because it represented the merchant's selection and his offering to his customers.*

This again can be readily verified in almost all retail stores. But remember I am speaking only of dry goods and allied lines. Out of every hundred sales to the public it is the merchant who absolutely determines at least ninety-seven of them; and the per dollar power of advertising to the retail merchants of this country as against advertising to their customers (if these two thoughts continue to be held competitive) is more nearly ninety-seven to three than any figure that, to date, has been put forth in the preachments and presentations of the general advertising fraternity.

# DRY GOODS REVIEW

| TORONTO | MONTREAL | LONDON, ENG. |
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Copy on request.

# THE INTERNATIONAL TRADE EXHIBITIONS, LIMITED

Broad Street House, London, E.C. 2, England

*Established 1894.*

## ANNOUNCE

The following **Trade Exhibitions** will be organised by them in London during **1923.**

The Fourth Annual Clothing, Outfitting and Woollen Trades Exhibition

ROYAL AGRICULTURAL HALL, LONDON, N.

*March 13th to 23rd.*

The Fifteenth Annual Drapery, Textile and Women's Wear Exhibition

ROYAL AGRICULTURAL HALL, LONDON, N.

*April 9th to 20th.*

The Fourth Jewellers', Silversmiths' and Allied Trades' Exhibition

HOLLAND PARK HALL, LONDON, W.

*June 12th to 22nd.*

The Fifth Annual London Fair and Market

(London's International Leipzig Fair).

ROYAL AGRICULTURAL HALL, LONDON, N.

*July 9th to 20th.*

The Second Annual Fashions Exhibition

HOLLAND PARK HALL, LONDON, W.

*September 3rd to 14th.*

*The above are highly important Exhibitions for their respective industries and are not open to the general public. Overseas buyers should carefully note the dates.*

***Complimentary Trade Tickets** for any of these Exhibitions can be obtained from the offices of this Journal.*

# New Specialty Shop For Children

## Mrs. M. R. Serrurier Opens One in Toronto—Pictures, Toys and Furniture Are Made Very Appealing to the Children, Who Evince Great Interest in Them and Want to Come Back—Children Not Unruly in the Store

TO THE galaxy of departments and stores devoted to the needs of children, has been added another shop. It is the ingenious product of a clever Toronto woman who has, after two months trial, proven by actual results that Canadian people are giving more attention to the wearing apparel of their children. The Children's Shoe Shop is the name of this establishment and its owner is Mrs. M. R. Serrurier. It is situated on Yonge St. near Bloor, the new high-class small shop district in Toronto.

Though shoes are the principal line carried, this store has everything that a child needs in outerwear from the waist to the toes. This means shoes, rubbers, mocassins, slippers, hose, gaiters and knitted pullovers.

### The Secret of Attraction

With the firm belief that children will not fret or misbehave on shopping expeditions if things can be made interesting to their small minds, Mrs. Serrurier has designed her shop to please them. The windows are more or less for the fathers or mothers but the interior is for the little ones. The color scheme is grey and blue, the first being chosen as the best background and the second because, after white, it is the chidren's color. On the walls are children's pictures—The Blue Boy, Mighty Like a Rose, The Little Master and other famous pictures which never escape the eye of youthful shoppers.

But it is the furniture which is most alluring. Tiny wicker armchairs and couches with blue upholstering and cushions just like grown ups'. There are several for the mothers in the same fiinsh and a dainty table for the convenience of those who want to write cheques or to telephone. One feature which seems particularly good is the

(Continued on page 61)



*A CHILDREN'S SHOP*

*that is really designed for children. Note the big ball and the rocking horse with which little prospective purchasers can play. On the walls are copies of famous pictures and a story border. There is a special valance on the windows to please them. Even the miniature wicker furniture carries Red Ridinghood pictures. The Children's Shoe Shop of Mrs. M. P. Serrurier, Toronto, the story of which is on this page.*

# Stress Simplicity and Tailoring

## These Are Features of the Spring Lines Being Shown—Scarves Very Brilliant — Jumper and Slipon Are Again Prominent—Hosiery Lines Very Active

IN INTRODUCING their new models Canadian mills state they have consulted with several authorities on this continent and in Europe regarding the best that can be made in sweaters. Simplicity of line with attention to tailoring and details has been the aim.

The jumper and slip-on are again prominent, in fact are made up in much more elaborate styles than formerly. Colors are very bright and rich; most of the designs show pockets and the silk braiding as binding and trimming is used to give a military effect. This is particularly good in white on the various colors. Short sleeves are noticed among many of the slip-ons, rounded collars are shown, and the overblouse is stressed with the hip-band made fairly tight as in blouses. Silk, mohair and Iceland wool are all good.

The Tuxedo and the coat sweater holds more to the conservative type of model. There are whispers in some circles that the three-piece suit which is stressed so strongly in Paris and New York will reach here before the summer. Some of these consist of crepe de chine or marocain tops and knitted coat and skirt.

Scarves are very brilliant in the spring range. They feature the beautiful Oriental shades in artistic blendings and most of them have a fringe. One or two manufacturers. however, show a tendency to use the delicate tones, particularly shell pink, soft blues and pale greens in their scarf colorings.

**Wool Jersey Good**

For sports wear, wool jersey is again coming to the fore. It seems to be a very popular cloth for youngster's clothing this spring. Tiny boys' suits of red jersey with ribbon straps and frills are featured among the exclusive novelties.

Though there was a dearth of business early in the month among the retail trade, there has been a remarkable pick-up since the fourth of the month, another indication that any depression which exists is due to the weather and not to general conditions. The infants' lines and the children's which suffered most this fall are very busy. Brushed wool sets including sweaters, leggings, caps and mittens are going splendidly at something under $10. Hand-crocheted bootees and baby sacques have received a splendid impetus during the last few days and stores which are featuring Christmas business in this department are expecting to show records almost as good as last season when the cold spell came in much earlier.

Those manufacturers which relied on all-silk hose for their early winter business, have not been disappointed. The heather and the mixture hose have been a little slow in developing but the actual quantity of hose sold is ahead of last year. Most of the large stores have offered, and will continue to offer next month, special sales of silk hose and they report a tremendous success.

Glove silk is in demand in both hosiery and underwear. The chemise and the bloomer made of this fabric is having the best season it has ever experienced. The new tubular machines which were brought out by a Philadelphia firm last year for hosiery and which have been widened to include underwear, are expected to revolutionize the knitted underwear industry. These machines are equipped with spring needles instead of latch needles and are in great favor for seamless hosiery. Vests are the newest number in the tubular undergarment trade and already Toronto wholesalers report a ready response from the dealer for this easily made up article.



*THE PERSIAN SCARF*

*This attractive model is hand knit from a new form of Artsyl Sweater Yarn known as Persian Coloring. Three plys of different colors are twisted together to form a thread of unusual beauty, and when this thread is knit into a garment as illustrated, the effect produced is at once pleasing and novel. Sweaters and scarves knitted by hand are gaining in favor for midwinter and spring wear. Shown by Beldina-Corticelli, Limited Toronto.*

### PARIS KNITTED NEWS

Handknitted garments of artificial silk or of fine wool are attractions offered in French shops, according to recent visitors. They are even showing white pyjamas of wool. Knee-length coats are very much liked, some of them having a deep fringe. There is a great deal of embroidery being used on all garments and this is usually done by hand.

Leather sports coats and trousers are seen every now and then for wear in European winter resorts. Lightweight Saxony shawls for the three piece garments are another number. In the suits, the skirts are usually made to contrast with the sports coats in color, while wool astrakhan and silk soutache braiding is prominent, on most of the elaborate garments. Tan, beige, and the wood shades have places of honor in the color race.

### W. A. PORTEOUS IN BUSINESS

W. A. Porteous has opened up business as a manufacturers' agent at 308 Builders' Exchange, Winnipeg.

Mr. Porteous is well known in the West. Before entering on his new venture he was 25 years with the T. Eaton Company, in Toronto, Winnipeg and Saskatoon.

Among the lines now carried by Mr. Porteous are those of R. L. Baker & Company of Toronto. He also represents the Dominion Dress Company, of Brampton, and John Marshall & Sons, of London.

# When they ask for the Underwear that Mother always Buys



We are advertising Dods-Knit Underwear this season in the newspapers strong. The key-note is contained in the phrase "The Underwear That Mother Always Buys." She buys underwear for the whole family and she always chooses some of the Dods-Knit lines, according to whether husband, son, daughter or the children are to be provided for.

Dods-Knit Underwear is a staple line in the Canadian trade, with a staunch reputation. We are not letting it go at that though. Notice the ads in the daily papers this season. And be prepared when customers mention Dods Underwear as "The Underwear That Mother Always Buys."

## The DODS-KNIT Line

Underwear For the Whole Family

**DODS-KNIT BEAVER FLEECE,** including vests, drawers, combinations and bloomers for ladies; and sleepers, waists, bloomers, vests, drawers and combinations for children; and two-piece suits and combinations for men and boys.

**DODS SCOTCH KNIT AND DODS ELASTIC KNIT,** for men and boys. Guaranteed 100% pure wool.

**DODS MERINO AND NATURAL WOOL,** a fine medium weight for high-class trade. Men's, Women's, Boys' and Girls'.

Every garment carries the Dods-Knit trade-mark.

MADE IN CANADA TRADE MARK DODS - KNIT

**Look for this trade-mark when they ask for Dods-Knit. "The Kind That Mother Always Buys."**

*Selling Agents*

**Ontario and Western Canada**

R. READE DAVIS
Manchester Bldg.,
33 Melinda Street
Toronto, Ontario

**Quebec and Maritime Provinces**

WILLIAM C. FORSTER
128 Bleury Street
Montreal, Que.

**The Dods Knitting Company Limited**

**Orangeville - Ontario**



Every Atlantic garment is as soft, warm and cosy as the glow of the fire.
*Every sale invites another.*

ATLANTIC
UNSHRINKABLE

## The UNDERWEAR *that Overwears*

ATLANTIC UNDERWEAR Limited
MONCTON, N.B. 45

E. H. WALSH & COMPANY
Montreal and Toronto
Selling Agents for Quebec, Ontario and Western Provinces



# JEM KNIT GOODS

*Made in Canada*

**For Infants and Children**

Now at 129 Spadina Ave.—
More Room—
Enlarged manufacturing facilities to meet increased business—
Real Value, Expert Finish, Reliable Service, we believe are the dominating factors responsible for our growth—
Free from fault and free from flaws—

**JEM KNIT GOODS**

**PROMPT DELIVERY**

CANADA'S BEST
JEM
KNIT GOODS
J.M. ROBERTSON KNITTING CO.

## J. M. Robertson Knitting Co. Limited

129 Spadina Ave., TORONTO

# Peerless Underwear

## Means Bigger Sales

Your customers know Peerless Underwear. They know its comfort, its wearing qualities, its excellent fit. When you carry this line, you are catering to an established demand.

**FOR WOMEN - CHILDREN - INFANTS**

**MOODIE'S**

*Peerless*

UNDERWEAR

**PEERLESS UNDERWEAR COMPANY Limited**

Controlled by

**J. R. MOODIE & SONS, LIMITED, HAMILTON, ONT.**

***Representatives:***

**ONTARIO:**

**C. & A. G. Clark**, 35 Wellington Street, West, Toronto, Ont.

**MONTREAL, QUE.:**

**R. C. Poyser**, 417 King's Hall Building, St. Catherine Street West, Montreal, Que.

**PROVINCE OF QUEBEC:**

**Earnest Hamel**, 66 Rue de L'Eglise, Quebec, Que.

**MARITIME PROVINCES:**

**J. A. Murray**, Sussex, N.B.

**MANITOBA, SASKATCHEWAN AND ALBERTA:**

**Hanley & MacKay Company**, 407 Hammond Building, Winnipeg, Man.

**BRITISH COLUMBIA:**

**J. J. McKay**, 804 Bower Building, Vancouver, B.C.

# Hosiery makes appreciated Gifts

*when it has the beauty and quality of*

# Circle-Bar Hosiery

This Christmas, more than ever before, the "Practical Gift" is first in favor, provided it combines charm with utility. And hosiery heads the list of favorites.

A display of Circle-Bar Hosiery cannot fail to attract the best custom in town, because of its beauty, quality and good style. Our lines literally sell themselves at the gift season,—and help to make discriminating Christmas shoppers your permanent customers.

If your stock in any Circle-Bar line is low, wire us a hurry order.

CIRCLE BAR HOSIERY

## The Circle-Bar Knitting Co., Limited

HEAD OFFICE: - KINCARDINE, ONT.

MILLS AT KINCARDINE AND OWEN SOUND

WE EXTEND THE SEASON'S GREETINGS TO OUR BUSINESS FRIENDS.

UNSHRINKABLE PESCO FINISH

Trade Mark

Pesco



**"Scotch Knit" and all that Scotch Knit implies--that is Pesco Underwear.**

A product—based on knowledge and experience—knitted stitch by stitch to the standards set by the stockingers of old—partaking of the character of the Scottish people in the thoroughness and honesty of its workmanship—built up bit by bit through conscientious effort to the premier position it enjoys to-day!
Undoubtedly the brand of SUPREME quality for high grade trades. The proved best brand in the home market, and the most attractive imported line for the Canadian dealer catering for people who love good clothes.

**We invite your enquiries.**

**Peter Scott & Co., Ltd**

Hawick, Scotland

London, (England),
Carey House, Carey La··
E.C., 2

**Canadian Agents for Pesco Underwear.**
(Pure Wool, and Silk and Wool, for Ladies, Gentlemen and Children, and in shapes for the Canadian Market.)

**Messrs. C. and A. G. Clark**
35 Wellington Street West, Toronto, Ont.

**Mr. R. C. Poyser,**
418 King's Hall Building, St. Catherine Street W., Montreal.

**Messrs. Hanley & Mackay Co.,**
Hammond Building, Winnipeg.

**Mr. J. J. Mackay,**
804 Bower Building, Homer St Vancouver. B. C.

# Sincerely Wishing you a Merry Christmas and a Bright and Prosperous New Year

We thank our customers for the business given us in 1922, and respectfully solicit a continuance of their valued patronage during this better and bigger year ahead.

## Clinton Knitting Company Limited

CLINTON - ONTARIO

## J. F. CARNALL & Co.

REDCROSS ST. LEICESTER, ENGLAND.

MANUFACTURERS OF

SEAMLESS HOSE,
½ HOSE & ¾ HOSE.
PLAIN & RIBBED,
FINE & COARSE MAKES.
MEN'S SELF, & FANCY
MIXTURE, HOSE & HALF HOSE.
LADIES' SPORT HOSE.
GENTS' EMBROIDERED
HALF HOSE.



CANADIAN AGENTS.

West. Also Representatives in Winnipeg

East, H. A. MUMFORD, ROOM 19, 34, VICTORIA ST. TORONTO.

## Turnbulls




PERFECT Turnbulls FITTING

THE BEST INSURANCE OF HIGH CLASS UNDERWEAR TRADE

APPRECIATED BY THOSE WHO WEAR THE BEST

MADE BY Turnbulls OF GALT, CANADA

## Taylor Safes For Sale

Rare opportunity to secure a safe at small cost. They are in splendid condition. **Inside** dimensions and prices are as follows:

15" deep, 2'6" wide, 3'11½" high, fitted with built-in compartment. Price $250.00.

18" deep, 2'8" wide, 4'5" high, fitted with steel compartment. Price $200.00.

Apply Box No. 18, Dry Goods Review.



## Greetings
### and Best Wishes both now and for the year ahead

*If you are looking for an exceptionally*

# *Saleable Undergarment*

you will find it in

# *Oxford Underthings for Spring*

Whether you are on the market for wool, lisle or cotton undergarments, a careful examination of Oxford numbers will disclose the better materials, better workmanship and better designs that are the fundamental part of the manufacturing policy of the Oxford Knitting Company.

## *Oxford Lines are Noted, too, for their Variety*

In them you will find attractive novelties; Fancy Evening Vest, "Interchangeable" and "Kosy Kut."

Bloomers, White, Sky, Pink, etc. Oxford Bloomers are very different from the ordinary.

Children's Combinations, Jerseys and Bathing Suits.

## The Oxford Knitting Company, Limited
### Woodstock - Ontario

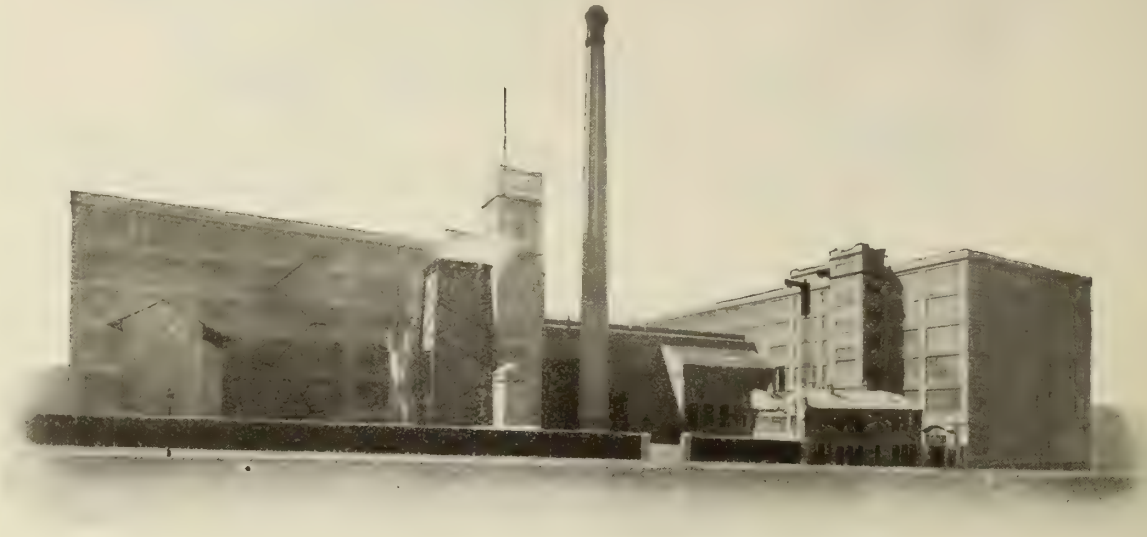
*Representatives:*

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24 Aikins Block, Winnipeg

H. R. BLADE
Carleton Chambers, Ottawa

F. W. McLEAN
5 Paddock St., St. John, N.B.

*Telegraphic Address:* "Vicuna" Bradford
*Codes:* A.B.C. (5th Edition)
Bentley's and Marconi.



## Merino, Crossbred and English Topmaker.

STANDARD QUALITIES.

Cashmere and Camel's Hair
Tops, Noils, and Cardings.

# Joseph Dawson

Cashmere Works

BRADFORD - ENGLAND

# Vel-O-Knit

REGISTERED TRADE MARK Pronounced VELVOKNIT

## PURE WOOL UNDERWEAR

*For Men and Boys*

### Numbers 420 and 400

100% pure Botany wool, fine rib and flat knit combinations, processed unshrinkable. Made from the raw wool in our own factory, these two lines are unique in character and price.

A sales opportunity for the live dealer.

**Write us for samples and prices.**

## BATES & INNES LIMITED

**Carleton Place, Ont.**

Agents

S. B. Kaye, 5 Carleton St., St. John, N.B.
C. & A. G. Clark, 35 Wellington St. E., Toronto
E. O. Barette & Co. Ltd., 301 St. James St., Montreal
Geo. G. Smith, 405 Canada Bldg., Winnipeg

General Sales Office: 35 St. Nicholas St., MONTREAL.



# Christmas Greetings



*And May the New Year Bring You All Health Happiness & Prosperity.*

Travellers are now showing

## CELTIC HOSIERY

lines for Spring. The latest "Celtic" creations in embroidered designs are especially attractive.

*Selling Agents:*

**Harvey Bros. & Semple, Limited**

224 Empire Bldg., Toronto — 313 Fort St., Winnipeg — 325 Howe St., Vancouver

**The Celtic Knitting Co., Ltd.**

14 Turgeon Street — Montreal



# Greetings

*Not because it is an honored custom, but because of the sincerity of our appreciation we take this opportunity to thank you for your part in our business prosperity and extend to you the Greetings of the Season and assure you our desire for a continuance of the cordial relation between us.*




Look for the Trade Mark.

## If you are in the Market for: Mackinaw, Tweeds, Flannel by the yard or in clothing, Overcoating, Suiting, Blankets, Wheeling Yarns for Socks, Mitts, etc.

*A careful examination of the above lines will disclose the better materials and workmanship that are the fundamental part of our manufacturing policy.*

*If you cannot get these goods from your wholesaler, write us,*

## The Bird Woollen Mill Co., Ltd.

Bracebridge, Ont.

# Holiday Greetings

To our old friends, loyal and true, to our valued new friends, and to those whose friendship we strive to deserve, we heartily wish unmeasured happiness and good fortune throughout the coming years.

CONFIDENCE in the PRODUCER should govern the placing of orders for—

MEN'S, BOYS' AND GIRLS' JERSEYS
LADIES' BATHING SUITS IN JERSEY CLOTH
HOCKEY UNIFORMS, ETC.

for Season 1923.

We've laid particular stress on VALUE for the coming season. You will find the highest standard of QUALITY, WORKMANSHIP and STYLE in our attractive line.

*We will be pleased to send you samples on request*

## Albion Knitting Co., Limited

Peterborough, Ont.

# "Craftana"

Registered No 262,005




THE HALL-MARK OF

**Maximum Comfort and Durability at Minimum Cost.**

**FIRST IN THE FIELD AND STILL LEADING.**

Manufactured on THE GRADUATED PRINCIPLE, and Commencing with TWO THREADS in the TOP, it increases in WEAR-RESISTING PROPERTIES as it descends.

Thus THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR, and the HEEL and TOE FIVE, making it essentially

**A HALF HOSE FOR HARD WEAR.**

ABSOLUTELY SEAMLESS
PERFECT IN FIT
GUARANTEED UNSHRINKABLE

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

THE COMMONWEALTH HOSIERY

*Established over a Century-and-a-hal*

## WM. GIBSON & SON LIMITED

*Hosiery and Underwear Manufacturers*

Head Office and Warehouse:
THURLAND STREET, NOTTINGHAM, ENG

Telegraphic Address: 'Wigibson, Nottingham'

**Factories:—**

**Lincoln Street, Nottingham. Cromford Street, Nottingham. Castle Donington.**

Gent's, Ladies' and Children's Underwear in Cotton, Lisle, Union Mixture and All Wool, in weights to suit all climates.

Plain and Fancy, Striped and Embroidered Hose and Half Hose, Seamless and Fashioned.

***Registered Brands:***

ACTÆON, COMMONWEALTH, HOMANCOL

**Agents for Canada:—**

**Allan & Macpherson, 31-33 Melinda St., Toronto**



# Butterfly Silk Hosiery

## For Christmas

"Butterfly" Silk Hosiery is a gift of sheer delight to every woman who loves beautiful personal things.

18 exquisite shades—in different grades of silk—in truly Christmas boxes that are attractive enough to reflect the true Christmas spirit.

*Made in Canada by*

THE BUTTERFLY HOSIERY CO. LIMITED

DRUMMONDVILLE, QUEBEC

# For Christmas Giving

## "Butterfly" Silk Hosiery and Silk Half Hose

IN BEAUTIFUL GIFT BOXES

Concentrate on the "Butterfly" Box for Christmas.

Make it the feature of your Christmas specials. Show it, of course, in your Hosiery section. Have a special counter for it in the Men's Department. Display it in the Shoe Department. Put in a window of these boxes, showing Hosiery and Half Hose.

The sheerness, the exquisite shapeliness, the sturdy wear, of "Butterfly" Silks are firmly established in the minds of your customers.



Now, that you may have 18 beautiful shades —in different grades of Hosiery, and also Silk Half Hose for Men—you have the line that answers every demand.

Look over your stock—see what sizes and shades are low —and order at once from your jobber. With increased equipment, we are in a position to fill every order and assure prompt shipments.

*YOUR JOBBER CAN SUPPLY YOU*

*Made in Canada by*

THE BUTTERFLY HOSIERY CO. LIMITED

DRUMMONDVILLE, QUEBEC

*Sole Selling Agents:* E. H. WALSH & COMPANY LIMITED

TORONTO MONTREAL WINNIPEG VANCOUVER

*Wishing You a Very Merry Xmas and Prosperous New Year*

# Our Spring Range

is now being shown to the Trade by our representatives

**Lazare & Novek**

CLOAKS & SUITS

The prevailing mode in Cloaks and Suits for Spring is interpreted in the usual cleverly distinctive manner that characterizes the House of Lazare & Novek.

Distinguished by originality, expert tailoring and fine fabrics, you will agree, when you see our Spring range, that it has splendid profit-making possibilities.

303 MOUNTAIN STREET - MONTREAL

## "Why, I Own Stock In That Company"

***"Let me see what The Financial Post has to say about it."***

You too probably have made investments in stocks and bonds. You too would be interested in knowing what THE FINANCIAL POST has to say about the companies you have invested in, for THE FINANCIAL POST'S information is always authoritative, and often exclusive.

### Do You Hold Any of These Investments?

Dominion Iron & Steel
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Matachewan Rand
Duluth Superior
Riordon
Hudson Bay Mines
Canadian Western Natural Gas
International Nickel
Davidson
Dominion Stores
Canada Flour
Dominion Chocolate
Canada Bread
Mount Royal Hotel
Ruggles Motor
Quebec Railway
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In one ordinary issue of THE FINANCIAL POST there was news concerning each one of these companies.
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Send me The Post for one year (52 issues). I enclose $5 (or you may draw on me.)

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# News From the Style Centres

## What Paris, London and New York Have to Say About the Mode for Fashionable Women—Exquisiteness and Novelty Are Striking Notes Everywhere—Centres Report Lavish Buying by Society Leaders

AT THE opening of Parliament in London, cloth of gold and gold brocade made a morning function seem like a glorious pageant. Queen Mary wore the gown which Reville made for her for Princess Mary's wedding. It was of cream and gold brocade, cut on classical lines of extreme simplicity. The Duchess of Norfolk wore black and gold brocade and many had cloaks of brocade over brilliant colors.

In recent years, two or three wraps a season would carry one, but now, for the very formal costume, Fifth Avenue modistes say, the wrap must show its relation to the gown. In some instances it is of the same material; again, it may be trimmed with the dress goods, or the same fur which edges the ruffles of the dress shows in the deep collar of the wrap.

It is the same with the jewelry of the moment, and many sets must be had to harmonize with the frock, most of these consisting of necklace, bracelets, eardrops, and hair ornaments, where the semi-precious stones are set with jewels.

Taffeta frocks made for the more mature woman form a new departure in the average conception of the Spring taffeta dress—the usual bouffant lines suitable only for the quite young girl are not in complete control of the taffeta world. Straight lines, with necklines and waistlines created for the older woman are now ready for the woman who wants a taffeta frock but was always afraid to place one in her wardrobe.

Most manufacturers of popular-priced merchandise last Spring and Summer did an enormous business on leghorns trimmed in flowers and ribbons, the report generally being that the straw was very scarce and that it was almost impossible to get enough to fill the influx of orders.

It is said even now that leghorns are very scarce, and high priced as well. Even this early in the season, there is said to be a very small proportion in the market.

Some of the high class manufacturers are using the dyed leghorns in good-looking tailored shapes, and say that buyers are interested in these because they are so unusual. The outer circle of the brim, which is cut down, is used to make the cuff around the crown, and sometimes very simply tied in a bow of the straw.

The use of dull gold beading in delicate designs is becoming pre-eminent in the dress world for Spring. In almost every case the beading is most fragile and develops a regular pattern, perhaps on the sleeves or just on the front of the blouses. This gold beading is particularly developed on afternoon frocks in the various shades of brown now fashionable.

Wooden beads used with colored glass beads have been noted on some of the imported crepe frocks. A white kasha frock developed in sports lines carries an allover pattern of blue beads on its belt interspersed with heavy wooden beads.

Manufacturers of petticoats and more especially of costume slips have been concerned about the lengths of dresses for the coming Spring in order to gauge their measurements accordingly.

The majority of dresses, it seems, will be about eight inches from the ground, a good medium length which demands an average 34 inch petticoat and 48 inch slip (measuring the latter from the shoulder.)

It can also be said that dresses will have bodices fitted rather closely, but not absolutely tight. There appears to be a minimum of blousing at the waist line, and the waistline itself is only moderately low and tends upward rather than downward. The straightline frock is in evidence, without a marked waistline, but with a self belt run through side straps, or a sash device of one sort or another. These facts have a direct bearing on the measurements of the costume slip.

More and more, one sees in parts this pulling of the hair off the ears wholly or partially, and in general the coiffures here are sleek compared to the outstanding hair arrangements of the Americans.

This showing of the ears makes earrings imperative; and the longer and heavier they are, the smarter. When the hair is pulled smoothly back, old-fashioned combs, not Spanish, but low and wide to curve all the way around the knot, are effective.

Mannequin parades are being held twice daily by Burberry's, Ltd., specialists in sports clothes, demonstrating their newest designs for Swiss Winter sports wear. In addition to the usual women mannequins, they have combined a showing of men's, boys' and young girls' sports clothes shown on living models.

As is usual with this house, special emphasis is laid on the waterproofed materials. However, a feature is the brighter colors now shown, instead of the neutral coverts, browns and drabs which used to predominate. Shades of old rose, Wedgewood blue, rust, jade, and almond green, tan and other new brown colors, form the bulk of the collection.—From Women's Wear, N. Y.

In the early collection of the Jenny, the Parisian designer, three-piece costumes are featured exclusively, not one skirt and jacket suit being seen in the entire showing.

Jackets are short, ranging from wrist to finger tip length, and are made to mould the hip, or in belted styles. Many are featured with bolero effects.

Sports wear in London is thriving. In some of the smartest shops there are a number of knitted jacquards, mostly in comparatively simple designs. One shows motif of Gothic inspiration and one has a Maltese cross outlined in a contrasting color, extending from neck to hem and from side to side.

One of the outstanding novelties is a bright rust-colored proofed gabardine suit, made with long trousers. These are fastened tight at the ankle with clips. The top is fastened to the trousers by means of buttons at the waistline, and there is no separate coat. A small pull-on hat and a pleated skirt are supplied to match.

Camel's hair and mohair in the natural tones are the favored backgrounds, and there is also a fine yarn knitted very closely which makes a firmer and slightly heavier fabric.

Sweaters, one and two-piece dresses, two piece suits, and capes are shown with trimming of the type described above. Russian lines are sponsored in bloused sweaters, and are stressed by embroidery.

Jacquettes and golf models are also fully represented, the latter carried out in pure silk as well as in other mediums.

Parisian furriers report this as the busiest season since the war. There seems to be no settled opinion as to the leaders among furs, although it is generally conceded that broadtail and caracul are in the front rank. Mink, squirrel, mole and rabbit are also in vogue both with the native Parisienne and with the Englishwoman and the American.

### NEW SPECIALTY SHOP

(Continued from page 46)

platforms where shoes are tried on. These are about six or seven inches high and each is large enough to hold two of the little armchairs. The fitter can sit in a chair on the floor and fit the child without bending too low or making the youngster uncomfortable by having to raise its foot to the fitting stool.

**Children Come to Play**

Then there are toys to amuse the little ones. A kiddy car and a rocking horse, a tea-table with small chairs and the largest colored ball that Dry Goods Review has ever seen. The children hate to leave the shop and they coax to come back. These toys are theirs while they are in the store and they appreciate them as no grown-up can understand.

The best part of it all is that the fitting of this shop as it is has cost very little more than ordinary fixtures amount to. Yet every article is an actual asset because it plays a definite purpose in the whole scheme—it brings customers—it sells merchandise—it allures people back to the shop.

Of the several hundred children which Mrs. Serrurier has so far fitted there have been only two who were unruly while in the shop. This speaks for itself.

**A Large Scope**

To the uninitiated, a shop of this kind might seem to have small limits in an ordinary city or town in Canada. But our informant says this is not so. She carries fittings for very tiny infants and for boys and girls up to size 6. This means school-children as old as 14 or 15. Only flat-heeled rounded-toed shoes are carried, as the aim is to give correct footwear. This means sales in almost every case because there are not the fine differences that there are in women's shoes. In price, Mrs. Serrurier is able to meet those of any store in Toronto. She believes that this will be possible as long as the volume of business continues. One and one half pairs of children's shoes are only equal in amount of sale and in profit to one of adults.

Then there is the character of the Canadian people to be relied upon. While it may take them a little longer to learn to patronize this type of shop, once they have realized that their children need it, they will never abandon it. They are conservative in learning of new things and just as conservative in holding to what they know is good. And this shop has started out with a good purpose, that of service to children.

*WHAT THE BLOUSE TRADE NEEDS*

*for January and later spring is the cotton blouse. Here is one of Swiss voile for wear with the Tuxedo, the slip-on or the suit. Note the neat vestee effect in the front and the wide hemstitching. Collar edge and sleeves are finished with St. Gall filet lace. The dots are embroidered by hand.—From the spring range being shown by Ladies' Wear, Ltd., Toronto.*






*A new Toronto store devoted to ready to wear. It is called "Dillon Women's Wear." Note the extra display space given by the centre window and the two glass doors. There is no crowding of merchandise in the store itself or in the window. This shop was designed along the lines most approved by Fifth Ave. merchants.*

# Children's Wear

Sets of hats and coats to match will be featured in the Spring collections as they were in the Winter ones. The coats include wraps and little capes showing the circular tendency. Some of these will have contrasting material for border trimmings. The linings will match the borders. Tweed is finding a special place among children's wraps and homespun is mentioned as worthy of special mention. There are hats of these materials for the early buyers with ones of a more fragile type but suited to the same wrap for a little later on.

### Dresses Like Mother's

Never before could the young miss say so truthfully that her dress is like her mother's. The little gowns for Spring are the replicas of the grown-ups. Even in color this is true. Henna, yellow, and black are featured almost as much as the staple blue, pink and white. There are as many buttons used and the neck and sleeves have just the same frilling or lace as the women's models. The lowered waist line and the full circular skirt both appear in the children's collections.

Retailers report that business is splendid in infants' cotton dresses made to retail at less than $2.00. These sell in dimity and batiste with scalloped hem and sleeves in buttonholed design. Bonnets of the same type are very good also, because these little things are one of the best for the price asked that have been shown in the infants' departments in some time.

The few cold days which have appeared in December have already helped the children's knitted lines, although there is much yet to be done if business is to be as good as last year. However, manufacturers are not discouraged and have turned out a score of new designs in overalls and pullovers, sweaters and leggings.

### Hat Business Good

The weather has no more effect on the juniors' millinery wants than it has on the adults' for Winter hats must be worn in December even if it is actually hot. For January business poke shapes with fancy ribbon and ostrich trims in very intense colors are liked. Thin straw braid is used on some of the New York models received for Spring. Shirred chiffon faces the fronts of others with perhaps a fringe of ostrich. A very practical feature in these models is the elastic at the back of the neck under the hair, in addition to the ribbon streamers that tie under the chin. This makes the new bonnet fit very much better than formerly.

# Blouses

Canadian manufacturers are making a special effort to get the same interest in blouses here next Spring which New York is enjoying now. They are paying particular attention to the cotton blouse, which is a special favorite in the big centres. Dimity and voile with hemstitching, drawnwork and embroidery are strongly stressed. Though these are made by machine with the exception of the finishing touches, they are so cleverly done that they resemble very closely the handmade blouse. These cannot be produced in this country to compete with the handmade blouse from Porto Rico, which besides being made under the cheapest living conditions, comes in the United States duty free.

The costume blouse is a very good number for the dressy outfits. The demand is for matelasse jacquettes, printed crepe overblouses, and Russian designs with peasant embroidery and batik work. Even the beaded blouses favor the hip length. The Bertha is finding a place in this department also and in fact is declared by one retail buyer to have been responsible for getting the waist business started again. Spanish lace is very good in allover designs and the colors mentioned are: white, grey, green, the metallics and shell pink.

Simplicity of line, coupled with boldness of effect, is what the blouse buyer is demanding for the coming season. Embroidery is the accepted ornamentation, but all fussiness is eliminated. Cut and choice of material are said to have superseded trimmings.

### Bandana Idea in Blouses

A cowboy collar formed of a handkerchief is an interesting novelty. The ends pass through a loop on the front of the blouse. Corners of the bandana are used as triangular cuffs and a tucked hipband has two strips of colorful material to simulate pockets.

The handkerchief idea will be also carried out in headgear and in arm ornaments knotted at the wrists.

Monograms are another feature of the new blouses. These are placed on the front or the side and may be done in color on white, in white on color or in white on white.

### "Kent-McClain Again"

**W. D. Robertson, Ltd., Toronto** Messrs. W. D. Robertson, Ltd., will open a large Ladies' Apparel shop in the Cuthbertson Bldg., Yonge Street, early in February. The fixtures for this new store are now being built by Kent-McClain, Limited (Toronto Show Case Company).

# Dresses

The openings of New York wholesale houses found a great number of Canadian designers ready with pads and pencils. Already manufacturers here are well started on their Spring designs and judging by the variety which they have turned out so far, there will be a collection worth while to offer the trade in January. These are some of the salient features of those seen in Toronto by Dry Goods Review:

The circular skirt will rival the one with side panels. The former will be full enough to take up three or four yards of material and will be almost to the ankles in centre back and front.

The coat style is very good for street wear and a recent model shows the very short jacket instead of the long one of this Fall.

Sleeves are very wide or are close fitting with flared cuffs. The old leg o' mutton sleeve is even spoken of in some houses.

The three-piece costume will continue, which means that the bodice will be figured for plain skirts and will be of plain crepe with printed and novelty skirtings.

Tiered skirts are very prominent and side peplums are promised. Straight lines and uneven hems are again seen.

Cape costumes, the cape coming to the knee, are sponsored for the more elaborate modes.

Black taffeta is talked of everywhere and in fact all the taffetas in the dark shades are fairly certain.

For the tailored street dress, Poiret twill is very good, particularly in the coat style. Gabardine and broadcloth are seen quite often and velvet will be used. The best material for sports wear will be wool jersey, according to several authorities. Satin and moire appear on a few distinguished models.

The following range of colors is promised: beige, tortoise, grey, black, brown, Lanvin green and dark blue.

There is a tendency to have the waistline a trifle higher than in Fall gowns and real lace in both ecru and white is used extensively. Leather will be noticed more than ever on the very smart street and afternoon dresses.

The formal dinner dress to be used for both afternoon and evening wear is a feature of most collections.

At the opening of the Metropolitan Opera, chinchilla and ermine were very much in evidence, the latter being used with tails more than it has in the last few seasons. White furs, moreover, are quite the usual thing in New York during the day. Monkey trimming at hipband and collar makes a striking contrast on some.

## Suits

MONTREAL cloak and suit manufacturers report that their Spring sample ranges are complete this month and travellers have in many cases already departed with a full range of models representative of the coming season's style tendencies. It appears probable that the outstanding feature in suits will be the three-piece or costume effect which comprises frock and coat or jacket. One manufacturer considers it likely that women will swing away from the strictly tailored suit effect and adopt more semi-tailored lines in preference. The newer development in suits shows a softly tailored collar, some variation of treatment of the waistline in place of the stereotyped "string belt" effect of the past several seasons, and also considerable elaboration with braids, etc., in the way of trimming.

Twillcord and Poiret twill are two highly favoured materials in suits, and although navy blue again predominates, a number of tans and greys are noticed in the collections. One exclusive Montreal firm which is specializing on hand tailored costumes for women this Spring, is showing sleeveless effect dresses which are in reality supplied with satin sleeves so adjusted as to resemble a separate blouse. The frock is quite simple with admirable lines, girdled with a fancy belt or sash. Coats are smartly youthful in loose boxy lines mostly, featuring the shorter lengths. These are all lined with silk and are frequently elaborated with colored embroidery.

That the separate coat will be as much wanted a garment as ever, is the belief of many coat manufacturers who are showing a range of three-quarter and full length models for Spring. Plaids, camel's hair and tweeds again reappear for sports wear with the pile fabrics well represented for dressier styles. Veldyne and Marvella are two cloths used by the makers of high grade coats.

The all important question of how long skirts are to be is answered by the majority of suit manufacturers as being eight inches off the ground in dressy effects and slightly shorter in tailored suits. Sleeve, collar and front closing treatments will all show new developments in Spring styles in coats and suits, according to designers interviewed, and emphasis will be placed upon better qualities in fabrics and workmanship in accordance with demand from retail buyers who insist that superior merchandise only will get preference this coming Spring.

### CAPES STRONG FOR SPRING

Word comes over the border that the continued request for capes for immediate selling as well as for early spring indicates that this article will be used extensively for the coming Spring season

## Skirts

THERE is an excellent demand for popular priced, well designed skirts at the present time, according to a leading Montreal firm interviewed by Dry Goods Review this month. Plain gathered models finished with a buttoned front and narrow self belt comprise the bulk of demand which is possibly explained by the fact that fall and winter nearly always brings back a vogue for blouses to wear under fur coats and thus the separate skirt comes back into favor with all classes of women. The demand for prunellas in a variety of stripe effects suitable for box pleating is well maintained with the trade dealing in medium priced goods, whereas for the better class some smart English materials with a rough, nubby or bouché surface, and in rather bright color combinations are offered. All the woollen novelty plaids and camel's hair effects are considered smart in separate skirts, the surface being particularly shaggy and coming mostly in gay tones on brown or blue grounds. The buttons are usually large and rather elaborate, either carried right down the front closing and equipped with real button holes, or else merely used as decoration in groups of three or four.

Little extra length is wanted on the average skirt for present and spring wear, as freedom in walking must be considered first and foremost. In more dressy models, however, such as the new effects developed in Poiret twill with embroidered hems a few inches latitude is allowable.

Anticipating next season's demand, this manufacturer predicts a large demand for silk sports skirts to be worn with the jacquette blouse or sweater and is planning a range of models developed in heavy weight silks in sports colors. Crepe de chine skirts, pleated to give the required weight, will also be exceptionally smart, in both white and delicate shades.

### Soft Belts Attached to Skirts

A style prediction from New York with regard to separate skirts is worth the consideration of retail buyers. "Separate skirts for spring will largely feature the soft belt owing to the fact that women are wearing the lightest possible corsets if any at all, and for this reason, stiff belting is no longer necessary. Besides, with the vogue for overblouses the silhouette is apt to be spoiled by a slight bulge at the waist caused by stiff belting."

Leading New York skirt manufacturers are sponsoring homespuns for separate skirts for Spring, especially in patterned effects which will replace the solid colors of last year. White homespuns figured in well blended color effects are spoken of as promising well in simply tailored styles finished with buttons and pockets.

## Porch Dresses

WITH Fifth Avenue designers staging fashion revues to feature the humble wash-dress it is not to be wondered at that Canadian manufacturers of these useful garments are following in their steps and creating models which are as far removed from the old style calico wrapper as the sun is from the moon. One Montreal firm which has specialized for some years in porch dresses is showing a range of these frocks for spring, 1923, which fairly radiate style points, yet which are priced most inexpensively. Buyers are becoming more and more fastidious, this firm informed Dry Goods Review, regarding this type of ready-to-wear, and demand that the porch dress shall reflect the season's fashion tendencies as faithfully as does the jersey or flannel frock. "Buyers used to claim that they were obliged to visit the American market for novelty dresses of this description," remarked a member of the firm, "but we are assured that it is no longer necessary to go outside Canada or even Montreal in search of smart and becoming wash frocks for women and children. Moreover, it is a year-round business with us now, which again proves that it is possible to obtain new models even in the winter season. Women now like to wear a dainty wash dress round the house during the mornings because homes are heated so evenly in winter that most cloth dresses are rather heavy. On this account, present business is good and we anticipate that the spring demand will open early as retail buyers like to freshen up their departments right after the New York."

This firm is advocating the fact that it is possible to develop smart frocks out of such fabrics as gingham, ratine, and other wash materials, and is planning to show models in a range of nearly ten colors, besides white.

Many of these frocks are designed in slip-over-the-head style and feature the low waist line effect in many cases. Combination effects in white and colors are an important style in one range seen by Dry Goods Review, these frocks being finished with a spray of hand embroidery on the front developed in colored floss. These were developed in ratine in a full range of colors and admit of the possibility of wear as sports frocks as well as house models. Ginghams will be featured largely in small check effects, though a few stripes are shown. Stripes, however, have not as yet attained any real popularity in Canada. Sateens which were predicted as successors to cretonne and other novelties have not taken well with Canadian stores, being considered more suitable as aprons. But the range of dainty ginghams and smart ratines, etc., is so comprehensive that all tastes can be easily met this season.

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Looking forward to 1923 with Confidence of Development
Looking upward with Optimism that knows no impediment
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**Thank You.**



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# Spring Showing of Coats and Suits

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*Finest hand tailored garments are now being designed and manufactured in Canada by Debenhams (Canada) Limited. These are garments of the better class and are made throughout from cloths and linings, etc., exclusive to the Debenham organization. The Debenham standard is the guarantee of their quality.*

## NOVELTIES

Important displays will be made in our Novelty Department during the next few months of imported laces, trimmings and extreme French novelties.

## IMPORTED DRESSES

Interesting displays of imported French Model Gowns are made from time to time.

## DRESS GOODS AND SILKS

Our piece goods departments are now showing large assortments of plain and fancy materials, featuring active selling lines for Spring.

| | |
|---|---|
| RATINES | CREPE DE CHINES |
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| CANTON CREPES | PERLAINES |
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# A Consumer Goes to The Market

## Experiences of a Young Lady Who Went to Buy a Hat and Was the Victim of "Intensive Persuasion"—Was Dictated to and Patronized—Sale Finally Made by Saleswoman Who Had Good Sense to Say She Was There to Serve

By LAURA ELSTON

APROPOS of salesmanship, and the discussion with advice to clerks in the last issue of "Dry Goods Review," I pride myself on being a fairly polite and courteous person. My intention upon entering a shop is to conduct my business as efficiently as is consistent with satisfaction. At the same time, I have very definite ideas as to what I want, and what is becoming; naturally, one must concede something to the queer and capricious dictates of fashion, but I refuse to be a slave to them.

All of which is preliminary to what I have to say regarding saleswomen and their methods of dealing with the average customer—not the neurotic, disagreeable, unreasonable one—just the ordinary garden variety, for such am I. My pocket book is not so elastic that I can afford everything bearing the label of Jenny, Paquin, Lanvin or some other equally famous Parisian couturiere, nor is it so hard and fast closed that I cannot buy, occasionally, an expensive garment. I never buy cheap things—therefore I call myself an average customer.

### Not a Flapper

My wardrobe does not include the merely foolish article of wearing apparel—so, starting out to look for a hat recently I had two objects in view—first I wanted a pretty hat—I am so tired of the almost universal turned-up round, felt hat which spells flapper all over—because so many whose flapper days have long since passed still persist in wearing them—but I did not want a hat so gaily caparisoned with tinsel, or silver lace or folds of tissue, that I would feel either like a poor imitation of a Hindu princess, or a Christmas tree, so at once I told the clerks politely and firmly that this type of hat was out of the running. Invariably the answer was, "But my dear," or "madam," depending on the age of the assistant, "that's a beautiful hat—and so smart." The latter word is almost the sole adjective in the vocabulary too many of the present day millinery saleswomen use. Overlooking the fact that I might make a smart rejoinder, I continued my search. With some, I tried not to bother them until I saw just the type of hat I wanted, but could not evade them and had to try the hats on—only to be told that they were all most becoming, the very latest style, the cheapest thing I could possibly find (and this in spite of the fact that I was very well dressed and had never mentioned price) that the saleswoman's sister or she herself had one just like it, that in that particular shop nothing was ever sold but French models or exclusive designs, and that I could make no mistake in taking a certain hat as I would never have a chance again. if I did not take it, I would be an unmitigated—well they never really said it, but they certainly expressed by shrugs and uplifted eyebrows the sort of person I'd be if I passed up the opportunity to buy at each of those shops.

As a matter of fact, all the hats I tried on at these shops were more or less becoming—it happens that I can wear several shapes and colors, but I had a very definite purpose in getting a certain type—therefore, others, no matter how attractive, were of no use to me. Since the average person likes a little assistance, it sems to be very creditable in a saleswoman to give some. But when suggestion becomes over-persuasive, and slightly patronizing, it is apt to be offensive. Allowing for the difficult customer, who neither knows what she wants, nor how much she wants to pay for anything, as well as for the chronic "just looking around" people with no intention of buying, (for the woman whom nothing suits but who wants to see everything in the shop)—the first qualification for the clever saleswoman, is good judgment. This is required in order to size up a prospective customer correctly, not judging by her dress or evident prosperity, as nothing is more deceptive at the present time than the manner in which women dress—gentlewomen, more often than not, are either quietly, richly and conservatively attired, or they are forced by circumstances to wear things which the average wage-earner despises. At the same time, the former is justified in expecting and receiving exactly the same attention as the woman who can afford to spend a sum which savors of a high-salaried female executive or a movie queen.



### Avoid Patronizing Ways

Of course, it requires a great deal of character, good nature and real sales ability to combine all these assets and many people would never attain success, if it were absolutely necessary to have these qualifications—but from the viewpoint of the customer, no self-respecting woman will allow herself to be dictated to, patronized, and almost forced into buying by an over-zealous and affected saleswoman. The assistant should remember that she is there to sell her employers' goods, to give satisfaction and to please the public—difficult as it may sometimes be, the person who serves does owe the customer deference, respect and unfailing courtesy, no matter whether the customer is pleasant or otherwise.

### Courtesy First

There is infinite variety in customers and in saleswomen—but first of all, the shop assistant must remember that the A.B.C. of her profession is courtesy. In my case, preferring my own judgment and idea of fashion to the millinery saleswomen's, in several shops I refused to buy any of their suggestions, and afterwards spent a great deal more money than any of the sums they quoted for a hat which suited me admirably, sold by a woman who had the tact and good judgment to suggest politely and courteously that she was at my service, but that I was to be suited, first, last and always. This young woman has a good customer, who will also bring her several others—she is clever and will probably make a lot of money.

From the saleswoman's viewpoint, customers are only rich or poor, easy or hard to suit—they forget the infinite variety of human nature and that theirs is one of the most trying jobs on earth.

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### ARE YOUR SALESPEOPLE PROPERLY INSTRUCTED?

The great majority of Dry Goods merchants are desirous of avoiding any form of misrepresentation of goods to the public—says The Dry Goods Economist.

Have you instructed your salespeople as to the use of terms which tend to mislead customers as to the true nature of the goods they buy? If not, are your customers getting what they think they are getting?

# Five Reasons for Buying a Hat

## Points That the Saleswoman Should Remember When a Lady Comes in to Have a Look—Figuring Out One's Stock Mathematically Shows Its Possibilities of Appeal—Volume of Sales Not in Hats But in Impulses

EVERY successful millinery saleswoman will tell you the same thing when you ask whether women's headwear is really an important line of merchandise to be featured in the average store. "Volume of sales in millinery is not measured in single hats," said one successful woman to Dry Goods Review, "but in the different impulses to buy that the millinery stock gives those who come in to look at hats." This same milliner went on to explain that any store is lucky if it has 1000 prospects and sells half of them in a season. She explained herself thus:

"I look upon the merchandizing of millinery in this way. Suppose I have 500 hats in stock at the beginning of a season, comprising 50 distinct styles among them and I have some thousand customers who can be counted upon to call at the store, why that means there are 50,000 selling chances in my favour. Let us suppose that I have 500 hats in stock for these one thousand women to choose from, in the ratio of one hat for each two women.

"I probably have 50 designs altogether, about ten in each model but trimmed differently, that is, there may be 50 small shapes with an assortment of ten different trimmings in the 50, so as to make sure that there is a choice of as many as ten models for every shopper who is looking for a hat. Likewise, I have the same number in large shapes or toques or evening hats or sports models as I think best. One woman sees a hat she likes and finds there are 50 varieties of this model, not copies or duplicates, mind you, but just style variations or treatments of current style.

### Five Reasons for Buying

"There is something else to be considered in addition to this. Every woman who goes shopping for a new hat does so from one of five different motives. **First**, she may really need a new hat; **second**, she may be interested in the fact that a certain hat is smart and becoming; **third**, she may want a hat for a specific reason such as a fur trimmed model to accompany her fur coat, or a wide brimmed shade hat, etc., **fourth**, it may appeal to her because it is entirely new in fashion and **fifth**, because it fills a distinct individual need such as a mourning hat, a bridesmaid's model, an extra large head sized shape, etc.

"Every one of these five shopping motives can be counted upon to help make a sale and, furthermore, when a hat is actually sold, the customer should be satisfied on all five points that her purchase is correct. Therefore, if a hat is properly sold it cannot help but give satisfaction because the need which prompted the purchase has been met.

"There is another way of looking at the same thought. Every hat in stock should appeal to customers in five different ways and with a stock of 500 to figure out how many more selling possibilities there are in a seemingly small range of hats than were at first considered.

### Play Up Selling Impulses

"That is what I meant when I said that the volume of sales in millinery should be measured by the different impulses to purchase which the hat stock possesses, rather than merely in single hats. Naturally, I have used the figure of 500 and one thousand in relation to hats and prospective buyers just for convenience sake, but the principle works out just the same when any number of hats is considered. And it should never be forgotten," she concluded, "that every one of these five selling points about a hat must be made to count by the saleswomen because hat styles change so quickly."

To state the above outlined points more fully, the millinery buyer should remember that millinery has many established uses as an item of feminine wearing apparel. First, it covers the head. Second, it is the distinguishing element of dress and completes the attire no matter how formal or informal the occasion. That is why we have street hats, evening hats, dress hats, sports hats and so on. Also, millinery is a special manifestation of current fashion, inasmuch as every new hat of a season adapts itself to the current fashion in dress. Hence, we wear wider brims when skirts are longer and vice versa. Another point, millinery helps women to individualize their appearance in terms of seasonal styles, a most important matter in connection with merchandizing. Finally, apart from the fashion element suggested in the point preceding, choice of a becoming, up to date hat gives extra style value to everything else a woman may happen to be wearing, such as her suit, neckwear, gloves, etc., and will either make or mar the effect of the whole.

### Where the Store Gains

It may be of interest also to summarize the advantages which the store may be said to gain in making a sale of a hat.

There is, of course, the profit which the price of the model includes, but in addition, there is the opportunity of supplying other goods from other sections of the store which may be suggested by the purchase of a new hat. Among these might be included a veil, new gloves, neckwear or even a suit. Then there is the publicity given to the department through the customer, who wears the hat, for she is certain to tell where she bought it. The last two items are worth considerably more to any store than the actual amount received for the hat and should not be overlooked by the millinery saleswoman who may feel inclined to hurry over a sale which does not promise to be especially profitable.

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### FORTUNE FOR A HAT

Mlle. Cecile Sorel, the well-known actress of the Comedie Francaise, has just left her native country for a two months' tour in the United States and Canada, appearing in French classical plays.

She will give a series of lectures in New York, Chicago and Montreal on Parisian fashions and Parisian life, and for the purpose of her exhibition she has taken with her forty-eight gowns and about as many hats. This superb wardrobe has been packed in thirty-four large trunks, and insured for 3,000,000 f. One hat which is being carried in a special case, sealed and entrusted to the care of a detective, is said to be the finest if not the most extravagant piece of millinery in the world.

A Paris correspondent says that it is made of gold lace, and its brim has been ornamented by a jeweller with diamonds and small emeralds. It has been insured for 1,000,000 fr. (£17,240 at the present rate of exchange). Lloyds, it is said, only consented to write a special policy for the amazing "bonnet" on condition that whenever it is not on the actress's head it will be under the guardianship of a detective.

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Management of Gordon's Limited, Victoria, B. C., has been taken over by W. A. Pickard, a well-known business man of Western Canada. He was born in Ontario, but has been in Calgary since 1910. He has recently been connected with the firm of Pickard and Tuck, Calgary.

# "A Novelty Year" in Fur Demand

## So Says Authority on the Trend in the United States—Caracul Leads All Other Furs in American Market—Publicity for the Hudson Seal—Linings Running to Simpler Effects

CARACUL is leading all other furs this season in the American market, according to late reports from New York, and is being worn to such an extent that it has displaced Hudson seal in the eyes of many wearers of furs throughout the United States. This year's consumption of Astrakhan and Chinese kid combined have undoubtedly exceeded by far any previous demand felt in the past three years. On every hand fur garments of lamb or caracul are being offered and eagerly bought by the woman of fashion to such an extent that a large section of the fur industry regards the situation with a certain degree of alarm and is instituting a nation-wide campaign to bring the Hudson seal coat back into favor. In the current December magazines which have come to hand may be noticed advertisements enlarging on the merits of Hudson seal fur, its durability, its stylish effect, its unsurpassed draping qualities, etc.—all this being propaganda of a well planned character, designed to educate the consuming public regarding this pelt which has so suddenly taken second place in fashion.

There are few members of the fur trade who hold the opinion that the Hudson seal garment is really passée. Even the most pessimistic hold out hopes that in a few years at most Hudson seal will again enjoy its erstwhile leadership in fashion. In the meantime there is much money tied up in the seal dressing and dyeing industry and it is estimated that in Hudson seal dyed rats alone as much as $3,750,000 was invested in 1922 in the United States.

### Outside of New York

Outside of New York, however, Hudson seal is still holding its own, especially where staple styles are concerned. The short coats, of course, favour the use of new furs and caracul has received its initial impetus under this heading. One of the features of the season according to an authority on the fur market has been the marked demand for better grades of furs and the number of fine coats that are selling. In exclusive New York specialty shops and stores of retail furriers many private customers are buying capes of luxurious pelts. Coats which wrap around the form and are suitable for either daytime or evening wear are much called for, particularly in caracul and broadtail. Ermine and mink, which formerly composed many a fur garment de luxe for the smart New



York woman now take second place as well.

Fur lined capes of cloth are exceedingly smart in New York this winter, the linings being of various novelty furs rather than the once fashionable squirrel. Where regular fur graments are concerned, American manufacturers report that linings of silks, etc., have undergone quite a number of changes in fashion and the simplest effects are now the only choice of the fashionable women. Where broadtails and caracul are concerned, a soft velvet brocade chiffon lining is preferred in such colors as gray, soft blues or fuchsia. Mole, squirrel and Hudson seal are being lined mostly with self silk brocades in grays, tans and mulberry shades. Satin crepe is a new lining favourite because it possesses lustre and is really durable. The short length caots or jacquettes, in novelty furs are usually lined with gay colored silks such as flowered taffetas, etc.

### Sports Models

Where sports models are concerned the old reliable raccoon and muskrat styles are as popular as ever with college girls and the younger generation for motoring and general wear. Leopard coats, civet, and a new fur called "Baron Duki" are also strongly emphasized in the fur apparel worn in New York at the present time.

Characterizing the season as a whole, a fur authority sums it up in the words "a novelty year." No indication of this sudden craze for unusual pelts and designs was apparent until late in October when the trend of demand suddenly veered away from staples entirely. Firms which a few months back were complaining of the scarcity of business in their lines, namely, high quality merchandise, now have all they can attend to, while makers of medium priced staple garments are finding the call for their goods so materially lessened that layoffs of help are deemed necessary. Again, many firms had stocked up heavily in Hudson seals without anticipating the way that popular demand would turn, and were considerably surprised at the unexpected call for caraculs and lamb furs.

### Price Tendency Conservative

Where raw skins are concerned, reports from the New York market indicate that there is a strongly conservative tendency in prices, only the most wanted pelts manifesting an upward trend. Signs of upward moving prices which seemed probable at the time of the Montreal auction have become stabilized, the New York auction occurring shortly after. As a result of the St. Louis auctions which followed, the trend of prices was in the majority of cases slightly lower and on the average the recession was estimated at 10%. Beaver has shown some signs of revival whenever a satisfactory price can be got, but in the main prices asked for this pelt remain high. Marten is changing hands freely in the expectation that next spring will bring a good demand for chokers. Raccoon has been slow this fall also and a disappointment to those who anticipated a heavier demand.

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### SELLING MUFFS

For the retailer who has on hand a number of fur muffs which seemingly cannot be disposed of this fall, there is a suggestion in a recent sales advertisement featured by the fur department of Almy's Limited of Montreal, which sold off 100 wolf muffs in less than a day by the simple expedient of offering to make the muffs over into collars. The muffs were priced at the low figure of $2.98 each, and that alone had something to do with the remarkable response which attended the sale, but the sight of these newly acquired muffs being cut up into collars and cuffs as soon as bought was unusual to say the least. Saleswomen were instructed to rip apart the muffs if desired and adjust the fur in the desired form to suit the customer, after which the work was completed in the store workrooms and the finished collar or set delivered to the customer. The charge for the work was extremely moderate and customers who bought these muffs captured one of the bargains of the season.

# January Sale Has Big Promise

## Poorer Business in October and November Leaves Larger Surplus to Cash in on in January—The Appeal of Economy Will be a Strong One—Mistakes to be Avoided—The Evil of Misrepresentation Still an Outstanding One

DJRING an interview with a Monreal fur house this month Dry Goods Review ascertained that the volume of sales on the average this autumn has not been up to the same standard as that felt during 1921. For example, this firm stated that during the month of October 1922 sales had only amounted to 60 per cent. of last year's volume, while for November the proportion was just 80 per cent. in comparison with a year ago. In addition, calls for furs in storage were delayed until nearly the end of November and in some cases even later this year, an unprecedented occurrence in fur storage history. The weather, of course, was held responsible for this slackness of business and wholesale furriers entertain the opinion that although the season has begun so unsatisfactorily, yet it will in all probability develop into a brisk and profitable period for all concerned once the Winter really sets in.

This leads to the question of January sales which are likely to be of more than usual significance to the public owing to the fact that retail stocks will be somewhat larger than usual and most furriers will be desirous of clearing them as speedily as possible.

### Economy Appeal Never Fails

The appeal of thrift promises to be as important a business factor during the coming year as it was in the past twelve months. People have just so much money to spend and if the price of a fur garment is beyond their means they usually turn to the consideration of a cloth coat, fur trimmed, or a fur fabric. The majority of people are however mainly interested in the purchase of a practical, warm and durable fur garment in preference to any other this year and from the retail standpoint, the most genuine reductions and the best merchandise values will have to go hand in hand next January if the merchant wishes to come out on the right side next Spring.

In discussing the prospects for the coming January sales with one or two Montreal furriers Dry Goods Review is impressed with the fact that such factors as the above price reductions and values are not so easily assured for January 1923 as might seem at first to be the case. In planning such a fur sale, the furrier's desire to conduct an extensive and successful event must not be permitted to lead him astray. It is better for the retailer who finds whole-



sale prices so high that he cannot make reasonable reductions on such new goods as he may purchase, to first try out a sale on a smaller scale on the basis of the stock he has on hand for clearance before buying more furs.

This year when the economy appeal predominates, coats of the staple and serviceable kind should predominate in the clearance sale. It should be remembered that the department stores and others will be largely interested in disposing of all surplus stocks of Winter cloth coats and wraps and this will prove to be a serious rival to the fur sale in some cases.

Many fur stores make it a practice to appeal to those women who have had a gift of money for Christmas or the New Year. Such customers are primarily interested in the economy appeal, and will think twice before spending the money. Therefore, advertisements or window displays which appeal to a sense of thrift will be a strong deciding factor in attracting this class of trade in January.

There is a large class of women also who practise economy as a matter of course the year round, and these also would be attracted by the same methods as those suggested above. These people usually have a savings bank account, it is found, and once they are satisfied reagrding the durability and service of a garment they will make a wise choice.

### January and August Sales Differ

The January sales appeal to a different type of customers to that reached by the August sales, it is found. The woman who thinks of buying a fur coat in January is not primarily interested in style or she would have selected her model in August while stocks were most complete. January is logically the month when the public may expect reductions on fur coats that have been in stock through the season. Many a woman is known to have saved for months in anticipation of the event and her purchase is regarded in the light of a real investment.

During the coming sale season, as never before, the retailer must guard against any form of misrepresentation which has been termed the "retailer's one cardinal sin." A fur store must get the confidence of its patrons, for without it, all the factors of merchandising, display and advertising will avail nothing. For this reason, comparative prices are a risk to the furrier, just as is the custom of guaranteeing a fur garment or neckpiece to wear for a specified period. Furs are not like the majority of garments in this respect, it is impossible to predict accurately and honestly how long a fur piece will wear, so much depends upon the kind of care it receives and there is no standard by which the life of a piece of fur can be estimated.

### Avoid Misrepresentation

Misrepresentation is so rampant in certain fur stores that it is found necessary once more to point out the harm that comes through such a policy, even though it be unintentional. This applies to all classes of trade, as well to the retailer who sells an electric seal coat as to the one who displays chinchilla. A painstaking explanation regarding the origin of the fur, of the quality of the dyeing and dressing, etc., will satisfy a customer so well that she will appreciate the honesty and sincerity of the store and in all probability, become a permanent patron.

It is impossible to predict what will be the popular choice of furs at the January sales as preferences differ in each locality, but in Montreal it is found that Hudson seal and Persian lamb are close rivals, with the various imitation seals also much wanted.

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### Laidlaw Firm Helps Blind

The firm of John Laidlaw and Son, Kingston, Ont., has recently been featuring garments made by the National Institute for the Blind in Toronto. To interest customers, a blind girl was placed in the window. She operated a power-driven sewing machine as rapidly and as deftly as the average sighted operator. The garments she made were sold as fast as they were completed and a stock shipped later from Toronto was also disposed of.

The products made by the people of this institution are labelled "Hope Garments" and one of their best-known lines is Pollyanna apron. Retailers who interest themselves in this merchandise report in every case that they are meeting with splendid success.

# Knowledge Means Power—Efficiency

## Customers Buy Corsets for Workmanship and to Know How They are Made is to Double the Efficiency of the Sales Staff—Description of the Process of Manufacture.

SALESPEOPLE who understand how corsets are made, are said by one expert, to be twice as efficient as those who do not. There is no article of wearing apparel which repays a thorough knowledge of its construction as the corset does because customers buy this garment for its workmanship rather than for its appearance as they do most things.

The question is very often asked by buyers, what makes one corset so much more expensive than another? Putting aside all consideration of style and quality of merchandise, which after all may be obtained as ordered in almost every brand offered nowadays, the quality of the work is the determining factor in the classification of corsets.

### Cut By Hand

The best corsets are cut by hand in most factories. Machines have been tried out on various occasions but they do not do the work as cleanly as the ordinary knife. In speed, machines are about equal to the knife but never faster when the latter is in the hand of an expert cutter. A man who has had training can cut through a two-inch thickness of material, cutting so closely to the pattern that not a single uneven line or stray thread can be seen on the resulting pieces. A good eye and a great deal of muscle are the principal requirements of an expert cutter.

Corsets are made in sections, each section or sometimes each pair of sections requiring a different pattern. The pattern is first made on cardboard and then transferred to galvanized iron, which will stand up against the pressure to which cutting subjects it. The pattern is held firmly over the material by an iron bar and the section cut away in much the same way as a pie is cut out of paste.

### Sections Correspond to Steels

If salespeople who read this article will study several pairs of corsets, they will see that for every steel used there is a section of material. (The extra steel at the front to close the corset makes one more steel than section in every case.) Every steel requires a reinforcement of material wherever it is placed and this is made possible by the sectional joining. From 6 to 15 sections are used in the best grades. Forty-eight of each are cut at a time and then divided in lots of 24—sufficient for 12 pairs of corsets. The sections are then placed in neat cotton bags in quantities

*The accompanying article describes the process used in making the Nemo corset, in the Toronto factory of Kops Bros., Limited of Canada.*

which will make exactly one dozen pairs of corsets. If rubber is to be used, this is also bagged so that when the material goes to the operating room, each worker knows that the quantity required for one dozen pairs passes through her hands. Moreover, every bag is tagged with a card which bears a list of the 66 operations used in the factory. As each is completed the operator responsible places her number on the card. One section of each corset is also stamped with the identification number on the card; if complaints are received from the retailer, the trouble may be traced to the very operation which was at fault.

### Major Operations

The first operator folds the edge of the material making a narrow hem. This greatly facilitates the work of the seamers. After the sections are joined, the next operation is the reinforcement of the points where the steel and bones are to be inserted. This is called "stripping" and means adding two, three or even four thicknesses of cotton material and rubber webbing at certain places. In stitching the strips, from two to four needles are operated at one time, depending on whether two bones or one are to be inserted. Two are as a rule, more flexible than one and for that reason are used on corsets which are particularly stressed for comfort.

The binding of the corset at top and at bottom follows: the garters being caught in with the binding. This secures the garters better than if they were sewn on afterwards. If rubber is used as is frequent in the better corsets, it is inserted in straight bands and in gores. The machines which do the goring are most interesting. They have two needles which may be used or lifted as required. For example, in stitching the sides of the gore, the two needles are required, while at the point of the gore only one is used. Close examination of gores will reveal this. In earlier days in the industry a second machine was required to do the two-needle work but now by a clever device, the needles may be raised or lowered at will.

The belt or waistline tape is pasted in, the steels are inserted by hand (this is still found to be the quickest and most satisfactory method) and the running number is then stamped on the back section of the corset.

### Punching Holes and Inserting Hooks

Holes are inserted and hooks put on as a rule by separate machines. This is usually the case for the hooks just below the front steels. For the laces, however, the punching and eyeleting is done on a machine which has a capacity of 200 dozen corsets a day. On this the two operations are done at once.

The bones are then inserted, this work being also done by hand and aided by the occasional use of wax to make them slip in easier.

So far there have been three severe examination tests made of each corset, one after the hooks are attached, a second after the boning and a third after the eyeleting.

### Final Processes

In order to make the corset perfectly free from wrinkles of any kind, it is ironed after being sprayed with a fine spray of water forced by air-pressure. A gas iron which moves with an electric motion is used.

Lace is usually sewn on by hand as are the silk bows which most corsets have. Embroidery, however, is put on by machine at the same time as the binding is done.

A final examination for flaws is made before the corset is boxed.

### Non-Elastic Sections in Webbing

The elastic webbing used has alternate sections which are of cotton material containing no rubber. This means that a corset with gores of elastic will not stretch out of all proportion after a certain amount of use. There is, of course, a great deal of waste as the non-elastic parts are not always woven at the same place on each strip but the users of this improved webbing, believe it is well worth while. It ensures a perfect fit during the whole life of the corset and the webbing is said to outlast the rest of the material in the corset because the strain is not as great as when it is of all-elastic.

Garters are made of the same material. An interesting point in regard to garters is that no stitching is used in making them. Each of the nickeled parts is adjusted by a skilful manipulation which locks them in place at the same time.



*REVOLUTIONIZING THE BLOOMER BUSINESS*

*Bloomers are recognized as a staple in the undergarment trade. The problem of service has been solved by them. Here is a new bloomer which adds comfort and endurance as well. It is called the Comfi-Nick bloomer. Note the test to which it has been put in the above illustrations. In the centre-top, centre and lower right pictures, stunts have been tried which are the supreme test of any bloomer. In none of these is there the least strain on the seams. The lower left and the lower centre pictures illustrate how the wearer can stand, sit, walk, jump and kneel without altering the position of the bloomer. It will not pull down at the waistline or up at the knee. There is no possibility of its tearing at seat or crotch.*

*The pictures on the upper left and upper right show the secret of this garment. The crotch meets the body snugly, there is no sagging or bunching of material between the thighs nor across the front. Most important in a strictly tailored garment, the crotch does not overhang. It is cut so that all the fullness is in the seat, where it is needed. There are no seams at the back, as this entire section is cut out of one piece of material.—Made by the J. B. Hutchins Company, Ltd., Toronto. Sole Canadian manufacturers.*

# *Warner's*

## DOLLAR CORSETS

## and a front lace model for $12.50 per doz.

### HERE THEY ARE

**New Warner models made up in qualities to retail for $1.00 at $8.50 per dozen, and other styles at $10.50 and $12.50 that represent unusual values, with an appearance that makes them rapid sellers. Wherever they have been shown their success has been instantaneous. Four rubber button hose supporters, and made with non-rusting metal parts throughout.**

On account of the rising cotton market, prices are only guaranteed on orders received prior to January 1, 1923. Which samples would you like to see?

**Style 701.** White or pink. Made of strong jean, low bust, for average figures. Embroidery trim. Sizes 20-30. $8.50 per dozen.

**Style 703.** Pink only. Strong jean with novelty elastic insert in bust. For slender figures. Sizes 19-26. $8.50 per dozen.

**Style 704.** Pink only. Strong jean with frill elastic insert in bust. For average figures, considerably larger than Style 703. Mercerized embroidery trim. Sizes 20-30. $10.50 per dozen.

**Style 705.** Pink only. Finely woven coutil, with all rubber top. For slender and average figures. Trimmed with ribbon bow. Sizes 19-28. $12.50 per dozen.

**Style 706.** White or pink. Finely woven coutil. Medium bust, standard model with long skirt. For average figures. Mercerized embroidery trim. Sizes 20-30. $12.50 per dozen.

**Style 707.** A brocade model on same pattern as 701, with silk embroidery trim. For average figures and a real leader at the price. Sizes 20-30. $12.50 per dozen.

**Style 708.** Pink only. A front lace model, made of strong jean, with rubber insert in bust, and trimmed with mercerized embroidery. Average figures. Sizes 20-28. $12.50 per dozen.

*Terms 6% 40 days, 5% 60 days. F.O.B. Montreal.*

## The Warner Brothers Company

356 St. Antoine Street - Montreal, P. Q.

# *"Just to Remind You"*

DURING the first ten months of this year DRY GOODS REVIEW passed along to its readers ONE HUNDRED AND SIXTY-EIGHT merchandising ideas that have been tried out in different stores in Canada and the United States. These include many articles on salesmanship.

It has passed along to them ONE HUNDRED AND NINETY-SIX articles containing style information for the various departments dealt with in DRY GOODS REVIEW.

It carried NINE special articles on advertising written by advertising experts.

It has given its subscribers TWELVE articles on methods of display used by some of the best display men in this country.

It has shown TWO HUNDRED AND SIX illustrations of new goods, the output of Canadian and United States manufacturers.

It has shown FIFTY-SEVEN interior and exterior displays.

It has had specially written TWENTY-SIX articles dealing with the manufacturing process employed in various lines of merchandise handled by the dry goods dealer.

And it has carried a special series of articles on the Art of Showcard Writing, written by a staff member of the best Toronto College.

All of these articles and stories were written for a special department, so that, whether you own a general department store or specialize in millinery, fancy goods or ready-to-wear, the information and the ideas are all ready to fit your needs.

**For instance, in millinery during this time there were eleven articles on merchandising, nineteen on styles and seventeen on new goods on the market. In corsets and lingerie, eight articles on special merchandising, sixteen on style and twenty-two on new goods. In ready-to-wear, fifteen articles on special merchandising, twenty-seven on style, twenty-five on new goods and fifty-seven on display. And so on for all the departments.**

—Pretty good results for the $2.00 you invested a year ago, isn't it? And it is our earnest purpose to give an even larger and if possible a more practical service with 1923.

*Have You Remembered to Send in Your Renewal?*


# *Dealer Helps*



*La Déesse No. 1020*
***A Popular Model***

Our service department will gladly assist you to boost your corset sales with Dealer Helps, Show Cards, Mats, etc.

Tell us your needs—we will help in every way possible.

E.T. CORSET CO.
LIMITED
St. Hyacinthe, Que.

SALES OFFICES:
Coronation Bldg., Montreal
TORONTO: York Bldg. WINNIPEG: Canada Bldg.

# Christmas Accessories in Paris

## Fashion Centre Takes on Gay Air for Festive Season Though Pennies Are Being Counted—Many Novelties for the Hair—Articles Suitable for Bobbed Hair—Buckles Again Coming to the Fore

Paris, November 1922.

XMAS time, and shopping days are near at hand, now, and the windows of the large Dry Goods stores are getting ready for the bustle they always anticipate at this time of the year. As everything is still expensive, the question of Xmas presents is worrying many housewives. Yet, in those days of balls, theatres, and evening parties, so many trifles are required besides evening gowns, that amongst them it is fairly easy to find something suitable for one's friends' tastes, at a reasonable figure. A small thing, pretty and good value, will always be more appreciated than a more elaborate present, gaudy and lacking taste.

As far as gentlemen are concerned, it is not so difficult to please them: pipes, tobacco pouches, portfolios, shirt studs, etc., are amongst the most popular Xmas presents. Ladies are more particular and apt to criticise the gifts made to them. Yet, as you will see by the enclosed sketches, there are many items for choice, and, as plenty of varieties can be found in each style, pretty well all tastes ought to be satisfied.

### Hair Dressing Articles

Let us take for instance, all articles connected with hair dressing: whether a young lady goes to the theatre or to a ball, she will insist on having a headgear matching her dress, whenever possible, or at least made of pretty beads or flowers. Ladies, too, enjoy a theatre "coiffure," and, in sketches enclosed you have a few specimens, simple, yet very stylish, and suitable for any purpose:

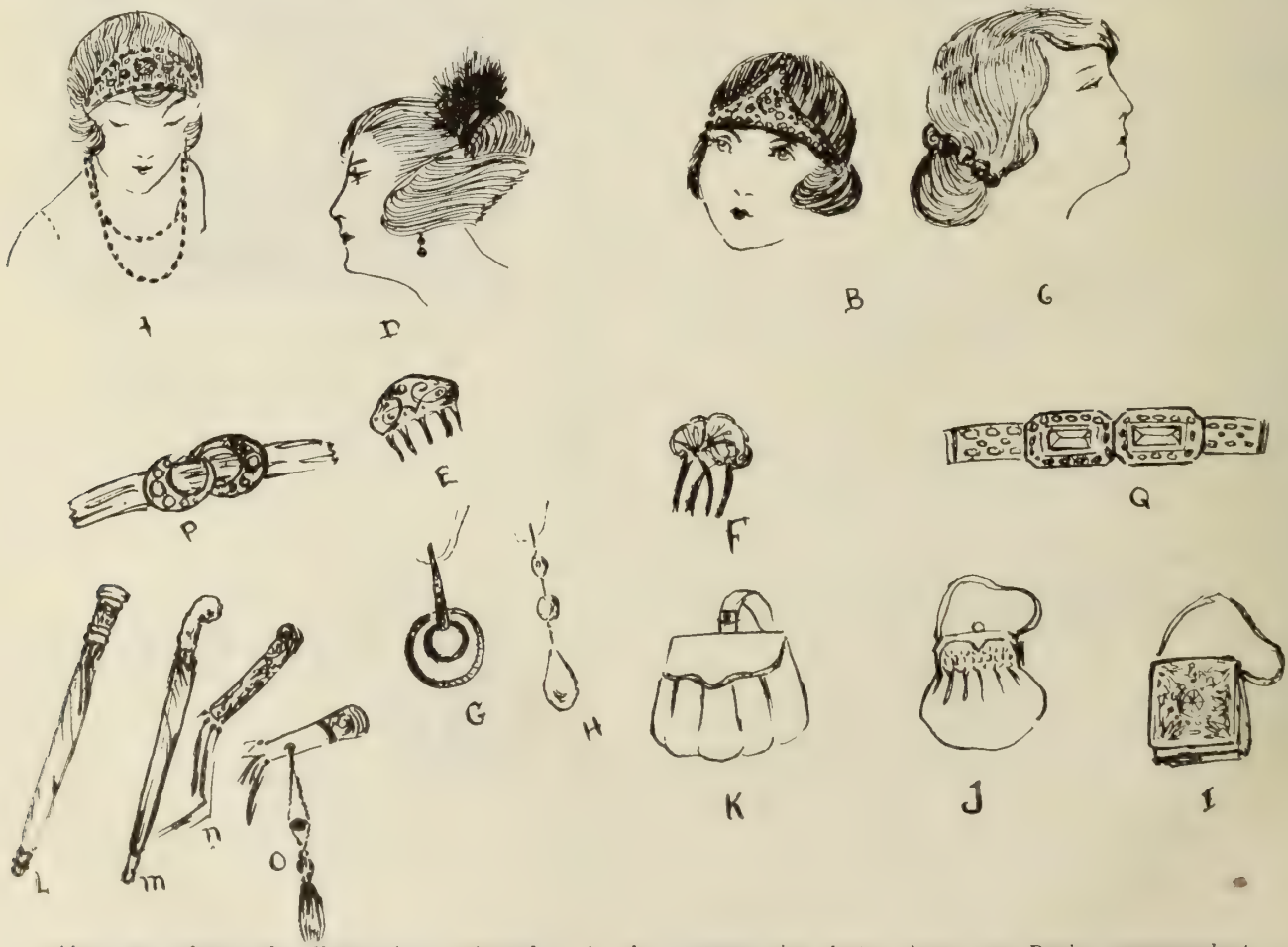
(a)—Is a kind of diadem, made of fancy beads, and closely covering the forehead: It is fastened behind under the hair. As a rule, it is supposed to match the dress; jet, with a black velvet gown, jade with a green one, diamonds, or pearls with light shades. A necklace of the same beads, as seen on design, will be effective, too, and all the more so, if double row. Such necklaces are still very much favoured. Others more simple, but much more valuable, are thus devised: a narrow black moire ribbon bears either a real jade motif or a beautiful ivory flower carved as natural flowers are. Tiny lockets, of the Japanese or Chinese style, to carry a drop of strong perfume, are also worn in the same manner..

(b)—Is a similar headgear, only more pointed, and with a strap across the head, that catches the bottom part of the apparel. It suits equally well a young lady or her mother.

(c)—Is a very modest, yet dainty crown of roses around the twisted hair, and just what a debutante should love, if she has good taste.

### Combs for Bobbed Hair

The fashion for bobbed hair being now quite gone, our maids let their hair grow, and until it is long enough to be




*Above are shown the illustrations referred to in the accompanying letter from our Paris correspondent.*

done just as they want, they must use combs to keep them in place: hence the fashion for all sort of combs, for this special purpose.

In sketch "d" you have a specimen of a large curved comb, trimmed with fancy feathers, to be worn at the theatre. It is generally made of tortoise shell, although ivory or painted horn are very often used. We have also fancy combs, simply used for ornaments, and amongst them I must mention all those that remind one of the Spanish high comb, used to prop up the mantilla, which is the only head dress of Spanish women. These combs are extremely fashionable just now, and some are most beautiful pieces of work. Sketches "e" and "f" are staple specimens of the kind: one has very short teeth, while the other is much longer.

### Earrings Again Popular

Another fancy accessory is earrings. While diamonds and pearls have never been out of fashion, on account of their great value, it was not considered a fault in dressing, up to now, not to wear any: they are becoming very popular again, now, and are very fanciful, and as a rule not very valuable, which allows oftener changes. There are various styles, but the most often seen are either the very large circular one, as in "g," made of beads of two shades, hanging on a long pendant. I have even seen some attached to a fancy bonnet, on each side, close to the ear.

"H" are also very pretty and are generally made of mother of pearl worked into beads, or jade, amethyst, jet, etc., the three beads being joined by a silver or gold chain. These are nice presents to make.

Theatre sets, in the shape of a fancy portfolio containing powder, rouge, and perfume find a ready sale for Xmas. The latest novelty consists of a square pouch as in "i," made of beautiful Arabian leather with fine work, in gold or painted designs.

In the same Dept., one will find all kinds of bags, always in demand. "J" for instance, is a rather nice shape, made of grey or tan suede, deeply gathered on plain clasp of ivory, or tortoise shell, and a leather strap. The same could be devised in silk, or velour de laine to match a suit.

"K" is another type of leather bags, with a short strap, on which is the silver monogram.

### Umbrellas

Amongst other useful presents, I must mention umbrellas, which are always expensive, and therefore can constitute valuable gifts. The latest novelty in this line consists of a small umbrella, called "tom pouce," as shown in "l" and "m." If you compare the size of these with one of the handles close by, you will have a fairly good idea of the size. They are very clumsy, are very thick, with hardly any tip, and are rolled in a country style very amusing. I mention them as they are new, but, myself I don't think they will last very long, as they are too short. The handles are always elaborate, and are cut either from fancy wood, duly carved into bull dog's heads, cats, birds, etc., or made of ivory, with Chinese and Japanese engravings as seen on sketch "n," or made of wood covered with fancy leather, cut and carved. A wrist handle made of plaited leather straps, and a tassel, completes it.

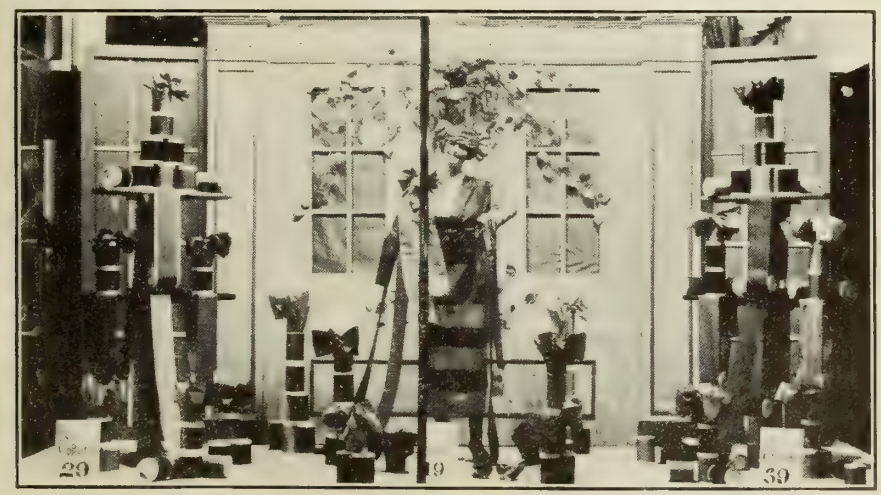
### Buckles Again Fashionable

I think I told you in a previous letter that buckles were coming into fasnion again. One of the reasons for this is that with the tendency for drapings in dresses and coats, buckles would be found useful to hold such drapings in place. This is one of the main reasons. But the fashion has immediately extended itself into the fur Dept., where scarfs, coats are fastened by means of buckles, into the belt Dept., and all those that were used in the shoes Depts. are more than ever in demand.

They are made of all kinds of materials; for shoes, strass is preferred, while on dresses, steel, either chased, or with marcassite beads is used, also jet, and on fur coats, mantles, it is galalith that prevails in the same shades as the materials, just like buttons match them. "P" and "q" are two fancy specimens of buckles threaded in a ribbon, the former is in galalith with bead insertions, while the latter is made of steel with marcassite beads, that are very stylish.

Next month, I will tell you about House Linen.

Yours very truly
Jeanne Gsell.



*Above is reproduced a ribbon window arranged by E. C. Stuart for Nation & Shewan, Limited, of Brandon, Manitoba. The dress worn by the figure is also of ribbons.*

# Take Space at Industries Fair

**Canadian Chamber of Commerce So Decides—Show at London and Birmingham**

That the Canadian Chamber of Commerce in London has decided definitely to take space at the ninth annual British Industries' Fair, to be held in London and Birmingham from 19th February to 2nd March, is the information received by cable by F. W. Field, British Government Trade Commissioner at Toronto. The Chamber of Commerce will organize sections of the Canadian manufactures both at London and Birmingham and desire the co-operation of Canadian manufacturers in order to make their representation as comprehensive as possible. Applications for space should be sent to the British Government Trade Commissioner at Toronto.

The British Industries' Fair is the largest annual fair in the world. It surpasses in the number of exhibitors and diversity of products any other trade fair of its kind. Buyers from all the principal markets attend the Fair. This is, therefore, an excellent opportunity for Canadian manufacturers, who have an article for export, to get in touch not only with buyers in Great Britain but also with buyers from many other countries who visit the Fair to make purchases there.

The British Industries' Fair is not an exhibition. It is a Trade Fair, to which admittance is restricted to trade buyers. Everybody at the Fair is there on business, and exhibitors and buyers are consequently able to transact their affairs unhampered by crowds of sightseers.

In addition to organizing the Fair the Department of Overseas Trade (which is a Department of the British Government) places its resources at the disposal of both buyers and sellers. A fully staffed office is opened in the Fair, where officers specially qualified to advise in connection with all the trades represented may be consulted, and where information on all matters affecting commerce throughout the world, such as tariffs, shipping, transport, etc., can be obtained.



*THE PLACE OF THE HEADDRESS*

*Few of the noted beauties appear in evening wear this year without an attractive ornament for the hair. Here is Miss Gloria Swanson with a bandeau surmounted by a sweeping arrangement of burnt ostrich. The dinner gown she wears is of rich brocade in Persian design—a fabric which is always new and always effective.—Photo by courtesy Famous Players Canadian Corporation, Ltd., Toronto.*

# Former Novelties Are Now Staples

**Care Should Be Taken In January Sale Not To Sacrifice Such Lines**

Dry Goods Review had an interesting chat recently with the buyer for basement and fancy goods of the store of Hens and Kelly, Buffalo, N. Y. The subject under discussion was the problem of January sales, a topic in which all merchants are most interested just now. Our informant thinks that sales in departments carrying china, brassware, lamps and most novelty lines should be featured during this month provided not too many sales have been held during the year. Moreover, he has found it wise to clear at cost or under only goods which are not to be stocked again.

As an example of this he mentioned dishes. His department carries 60 dinner patterns in the regular stock. Each year a few new ones are added to the list. This means the clearing out in January of as many of the patterns of the previous year as will keep the number up to 60. Even though only a few sets of certain designs have been sold during the year, the remainder are disposed of in the January sales at half price.

This buyer is of the opinion also that too many merchants still regard gift and art goods as novelties instead of regular merchandise. He mentioned lamps and candlesticks in this connection. These sell all the time if given prominence and there is therefore no need to consider them as dead lines after Christmas. The "Art and Gift Shop" idea which is spreading so much in the United States and has had a fair beginning in Canada, is one of the best promoters of all-year business that he knows of. Let the merchant who does not want to take losses in this type of merchandise, make a close survey of his stock immediately after the Christmas season, find out which things are possible staples and let his customers know that he has these for their convenience on every day of the year.

**New Stores**

Mrs. Webster, Birch Cliff, Ont.

Children's Toggery Shop, 2310 Bloor St. West, Toronto.

Miller & Tick, 888 King St. East, Hamilton, Ont.

A. McLean, Beaches Toggery Shop, Queen St. East, Toronto.

A. J. Herres, Upstairs Dress Goods and Silk Store, Kitchener, Ont.

John M. Gallanger, successor to Rice & Gallanger, 220 Ossington Ave., Toronto.

# First Fashion Show Was Successful

**Ward & Deward of Oshawa Use Local Theatre for Displaying Latest Fashions**

Ward & Deward of Oshawa, tried out, for the first time, a fashion show with live models displaying the season's latest creations. They made use of the Regent Theatre on the evenings of the 15th and 16th of September. The display was made following the presentation of the feature picture of the evening and lasted about half an hour. About thirty garments were shown each evening, including coats, suits, street and evening dresses.

The theatre has a seating capacity of 1,200 and was packed on both nights. For several days after Ward & Deward were complimented on their display. Moreover, they state that they have felt the result of the display all through the season. Their ready-to-wear sales, they report, have been considerably higher than last year or the year before and they are convinced that this is a very profitable form of advertising.

A. W. Moyer & Co. have moved to a new office and warehouse at 204-6 King Street, east, Toronto.

# "Receipt Tax Will Handicap Trade"

## Says Secretary Dominion Board R.M.A.—Penalty for Person Who Divides Amount Paid With Intent to Evade Tax—What Constitutes a Receipt—Exemptions—Will Hamper Trade

"THIS ACT will give the retail trade of Canada, as well as other interests, a staggering blow when it comes into operation. It will disrupt every cash and credit sales slip and cash register system that is now in existence throughout Canada, and it will add more expense in a great many cases, to the office staff of retail merchants than the amount that will be paid to the government by them in stamps."

The foregoing observations, together with others of like nature, are made in a memorandum on the question of the operation of the tax on receipts which comes into effect the first of January, 1923, which has just been issued by E. M. Trowern, secretary of the Dominion Board, Retail Merchants' Association of Canada.

Special mention is made of the fact that a penalty is provided for the person who separates or divides the amount paid, with intent to evade the tax.

### Retailers Should be United

Every retail merchant in Canada is urged to take a deep personal interest in this matter. The Dominion Board feels that the measure should be defeated if possible, and therefore calls upon all merchants to work together and act together under one common direction.

The memorandum follows:

### What the Act Requires

According to the Special War Revenue Act which was passed at the last session of the Dominion Parliament, and which will come into operation on January 1st, 1923, upon all receipts of ten dollars ($10.00) and upwards there must be affixed thereto an adhesive stamp of two cents (2c), or, unless there is impressed thereon by means of a die, a stamp of the value of two cents (2c), which is to be cancelled by the person by whom the receipt is given before he delivers it out of his hands. Cancellation shall be effected by the person who cancels the stamp, **writing or impressing his name or initials on or across the stamp, together with the true date of such writing or impressing.**

### What a Receipt Means

A receipt means any note, memorandum or writing whereby any money amounting to ten dollars or upwards, or any bill of exchange or promissory note for money amounting to ten dollars or upwards, is acknowledged or expressed to have been received or repaid, or whereby any debt or demand, or any part of a debt or demand, of the amount of ten dollars or upwards is acknowledged to have been settled, satisfied or discharged, or which signifies or imports any such acknowledgment, **and whether the same is, or is not, signed with the name of any person.**

### Exemptions

The receipts which are exempted under the Act are as follows:

(a) A receipt for any money deposited in any bank to be accounted for to the person to whose credit the money is deposited.

(b) A receipt or document in the nature of a receipt which is taxable under any other section of this Act.

(c) An acknowledgment by a bank of the receipt of a bill of exchange or promissory note for the purpose of being presented for acceptance or payment.

(d) A receipt for or upon the payment of money paid for any purpose to or by His Majesty for or out of the Consolidated Revenue Fund of Canada or for or out of the Consolidated or General Revenue Fund of any Province of Canada.

(e) A receipt endorsed or otherwise written upon or contained in any instrument liable to stamp duty, and duly stamped, acknowledging the receipt of the consideration money therein expressed.

### All Legislation Should be Made Clear

"Sub-section (b) of the exemption clauses is not clear," says Mr. Trowern. "We took it up with the Department but found that no rulings have been made yet. We suppose they mean that when a cheque is received in payment for an article or in payment of an account, that when stamps have been put on the cheque it is not necessary to put them on the receipt. This is another evidence of poor legislative drafting, and we contend that all legislation should be drafted in plain, simple language."

### Penalty for Violation

Any person who violates any of the provisions of the above sections of the Act, or who refuses to give a receipt, duly stamped, or who, upon the receipt of a payment to the amount of ten dollars or upward, gives a receipt for a sum not amounting to ten dollars (when the actual amount received is over ten dollars) **or who separates or divides the amount paid with intent to evade the tax, shall be liable to a penalty of not exceeding one hundred dollars.**

### It Will Disrupt Every Cash and Credit Sales Slip

"This Act was passed by the Government on June 27th, 1922, and it will come into operation on January 1st, 1923, if the Government, in the meantime, does not see fit to have its operations suspended, which we hope they will," says Mr. Trowern.

"This Act will give the retail trade of Canada, as well as other interests, a staggering blow when it goes into operation. Only those engaged in the retail trade have any idea of what it means to carry out the provisions of this Act. It will disrupt every cash and credit sales slip, and cash register system that is now in existence throughout Canada, and it will add more expense, in a great many cases, to the office staff of retail merchants than the amount that will be paid to the Government by them in stamps.

"Its operations will cut both ways. In the case of fruit and produce dealers, when retail merchants purchase fruit, vegetables, produce, poultry or eggs, etc., from farmers and market gardeners, it will be necessary for the farmers and market gardeners to carry at all times postage or revenue stamps with them, so that they can place them on the receipts they give to the retail merchants for the goods they sell to retail merchants when they want a receipt for the same. If the farmers and market gardeners refuse to place stamps on their receipts and to cancel the same they will be subject to a fine not exceeding one hundred dollars. Or take the case of a retail merchant who takes a receipt from his employees for salaries received, the employees must also carry a supply of stamps so as to place stamps on the receipts they give for their salaries, and cancel the same, or they will be subject to a fine.

### Trade Must Not be Hampered by Governments

"There are a large numbere of other illustrations that could be given but the above are sufficient to show that this is another piece of annoying and badly considered legislation, that will not only annoy retail merchants but will add to the cost of doing business without giving the Government the amount they could secure by a less expensive system, as far as retail merchants are concerned. No effort, as far as we know, was made by the Government to ascertain what effect this complicated system would have on the retail trade; it has evidently been merely recommended by someone unfamiliar with retail trade conditions, and it was then thrust upon us when the budget was brought down,

(Continued on page 93)



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A word of thanks to our host of friends,
A word of hope that the coming year,
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## DRY GOODS REVIEW

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TORONTO

MONTREAL WINNIPEG VANCOUVER

# A Study of Oriental Rugs

## Canadian Trade Evinces More Interest in Them Than Formerly —Complete History of Them Would Require Life Time of Effort —How Value is Estimated—Some Distinguishing Marks Between Oriental Rugs and Imitations

ORIENTAL rugs are being taken far more seriously among the Canadian trade than they were a year ago, says an authority on this subject. That part of the buying public which is interested in the artistic, has now turned its attention to rugs in its efforts to make beautiful homes. This development has been very gradual and to those who have watched it, not at all unexpected. It comes as part of the gradual evolution of every country from the days of pioneering and early settlement to those of increasing leisure and luxury.

The difficulty now is in getting rugs to meet the demand. The Great War and the recent one in the Near-East, have added to the difficulties of those who have been interested in the trade. In fact the shortage will be felt for many years yet; one department store in Toronto has disposed of all of its supply of one type originally ordered for next year's business. The buyer does not believe that he can get any now for Spring.

Oriental rugs are not a line only for the large dealer or for the specialty house. Any store which shows the better grade of carpets can carry them without chance of loss. In fact the high price which is asked for Axminster and Wilton rugs to-day makes the total of sales in the Oriental very much larger than before the war. It two outstanding qualities of beauty and endurance make the Easte[illegible] a good foundation stone for the dealer who is trying to build up a high-class home-furnishing trade.

It is claimed by students that a comprehensive study of Oriental rugs would take a life-time. Reading, travelling among the actual weavers, and the close observation of the various types over a long period are necessary. For those merchants to whom this business is comparatively new, one who is interested in the development of the business has given the following suggestions which can be applied to the selling and handling of rugs to the mutual advantage of dealer and consumer.

### Values

The value of an Oriental rug cannot be gauged by measurement any more than a fine painting can. It depends upon the number of knots to the square inch, the fineness of the material, the richness and stability of its colors, the amount of detail and design, and, not by any means last in the order of its importance, the age.

From the time a rug leaves the weaver's hands until it reaches the final buyer, there are at least five profits paid and sometimes seven or eight. In this country, good durable rugs may be bought from 60 cents to ten dollars per square foot; in England they are much less. Though thirty years ago, Oriental rugs were almost unknown on this continent, there are collections in some homes in the United States, valued as high as $3,000,000.

There was a time in the recent history of rugs, when antiques wer preferred to modern Orientals. No matter how ragged the edges the old pieces were always in demand. In order to be classed as an antique, a rug had to be at least fifty years old, which meant that it was made before the introduction of aniline dyes. With the exception of a few old pieces in the palaces of Eastern potentates the Orient has now been stripped of its antiques and collectors have had to be satisfied with modern ones. In their eagerness for business, present-day weavers have become imbued with a clever cunning which often deceives even those who understand rugs. The substitution of aniline dyes for vegetable ones is their greatest offence. There is a class of modern rugs of good quality, good material and vegetable dyed, which, being too bright for Oriental taste, are treated to give the appearance of age. These are called "washed" rugs and are not "doctored." The dealer must know the difference if he wants to handle Oriental rugs to his advantage. The "washed" rug has been treated with water, acid and alkali in such a way that a more subdued mellow tone is given without injury to the material. The "doctored" or "faked" rug may have been treated with any of the following: hot rollers, chloride of lime, oxalic acid or lemon juice, coffee grounds, glycerine or paraffin wax, water-color paints, burying in the ground for a time.

### Teaching Public to Distinguish

So many rugs copy Eastern patterns that many customers are satisfied with the former, simply because they have never been shown the difference. Here are some of the points which distinguish them from the cleverest imitations: First, Oriental rugs show their whole pattern on the back; this is evident in both detail and in color. Second, the pile is composed of rows of distinctly tied knots, which are made plainly visible by separations. Third, the sides are either overcast with colored wool or have a narrow selvage. Fourth, the ends have either a selvage or a fringe or both. The weight test is also good. Oriental rugs are always heavier in proportion to their size than domestic ones.

The distinction between two rugs, both of which are of Eastern origin, is much more difficult. Crookedness in the weaving detracts considerably. The more knots to the square inch and the firmness with which they are tied increases the value. Loose weaving means poor wearing qualities. Whether the rug has been dyed with aniline or with vegetable dyes must be considered. Vegetable dyes usually fade to lighter shades of the original color, while anilines fade to different colors, one or another of the dyes used in combination entirely disappearing at times. Vegetable dyed rugs are ten to fifteen times more valuable.

A good test of the quality of the wool used in rugs, may be made by burning. If the wool is good, the small part singed by a match can be removed without the slightest trace of the burn. The relative strength may also be determined by knowing that the warp should be heaviest and strongest, the pile next and the woof the lightest.

### General Classification

In the general market are found over fifty different kinds of Eastern rugs, most of which are named after the towns or districts in which they are made or where they are marketed. For various reasons, however, there is no strict nomenclature for rugs, which means that there has always been considerable disagreement on the subject among authorities. From a geographical standpoint, rugs may be divided into the following classes: Persian, Turkish, Caucasian, Turkoman, Beluchistan and Chinese. (Indian rugs are by some connoisseurs not considered Orientals as they are wholly modern creations made upon a trade basis and often by machinery.) Then there are divisions of each of these six families of rugs, and subdivisions of these again so that there are from fifteen to thirty different types of each class, varying in colorings, designs, principles of weaving and in materials used by adhering in general to the type after which they are named.



*Two views of the new Oriental Rug Galleries of Levon Babayan, 21 King St., East, Toronto.*



*They were modelled after some of the finest showrooms in New York and are said to be one of the most artistic galleries in Canada.*

# Goes to Market for New Ideas

## Manager of Out-of-Town Department Visits Larger Stores and Finds Out She is Behind the Times—The Value of Travel—"Department of Interior Decoration" Instead of Drapery Department—New Thoughts on Display

RIGHT after Christmas the holiday toy department or the fancy goods gift shop which was introduced during December disappears as though by magic, and in its place is found all too often, the same prosaic showing of home furnishings—rugs, blinds, curtains, and so on, just as they were before, devoid of all the glamour and atmosphere which radiated from the self-same department a week before. The scene is set for a stock reducing sale and not a thought is given to display or new ideas for the time being.

Most buyers agree that it seems impossible to think up any new ways to present the goods which come under the head of home furnishings so that renewed interest may be injected into the department. It is admitted by some that there is too much similarity of sales methods and that house furnishings departments are apt to be cold in appearance and lacking in sales suggestions. The problem is to discover the right ideas which are practical and at the same time, easy to adapt in the average store during the coming season.

During a recent visit to such a department last month in a Montreal store, a staff member of Dry Goods Review ran up against a woman who is in charge of the drapery, curtains, etc., in a small maritime province store. "I'm just walking round getting some fresh ideas to start in with after Christmas," she explained, and added with enthusiasm, "Really I had no idea I was so far behind the times. Why it's just an inspiration to come to Montreal and see how cleverly the stores are featuring such goods as draperies, china and all the rest. I must try to get up every year, one gets so stale, you know."

This candid admission that there was something lacking in one such department at least led to further conversation with buyers in house furnishing sections for the purpose of finding out how interest is so well maintained and where the new ideas which are so frequently tried out, come from.

### Constant Demand for Home Needs

"The idea of giving the house furnishings department a big send off in the Fall and then letting it take care of itself for the next half year or more, is quite exploded to my way of thinking," said one buyer interviewed. "I believe in keeping the various lines carried in stock well to the fore continually in both our advertising as well as in the windows, even if it can only be one or two items a day. After all, everybody has a home instinct and perhaps it is because home things are familiar to everyone from the child up to the grandmother there is a natural human appeal that is easily translated into dollars and cents, if you go about it the right way.

"The main thing to remember nowadays is not to stop with the fall or spring season. Keep hammering away on this thing and that, until the average housewife cannot help but associate the store with whatever she may need in the home.

"I always try to get around in between times to see what other departments are doing," continued this buyer, "and I try to pick up the best of their ideas and yet vary them sufficiently to make them really novel. I find it is the practical idea that sells merchandise to-day and which counts with people who want to beautify their homes. The average woman is not very well posted I find, but she is readily responsive when we suggest things to her. The store nowadays must do more than provide merchandise, it must provide reasons for buying it."

### Seasonal Angle Promotes Sales

With January sales close at hand it seems worth while to quote the opinion of a merchandise manager who was consulted on the same subject. "I have always favored showing house furnishings in seasonal ways," he said, "and I recommend that linens be shown on tables, curtains against windows, or blankets and sheets on beds. I do not think that many stores nowadays attempt to sell goods in the old-fashioned way, using shelves and keeping the goods rolled up out of sight. Every bit of drapery or curtain goods in our department is shown out on tables or over wicker chairs if it is summer, and we have done away with all the shelving we could possibly dispense with. We prefer to call the section our department of interior decoration rather than stress the word 'furnishing,' because after all, most people want to beautify their homes rather than just furnish them."

There is no reason why the winter season should not be good from the standpoint of profits in home furnishings. Wants crop up all the year round in the average home and many a need is put aside until after Christmas is over and then must be attended to without delay. Such items as door mats, cocoa matting, bathroom fittings, table oilcloth for the kitchen tables, a new window shade somewhere, or fresh glass curtains to replace the pair torn in the laundry, new glass towels, etc. These are among the things which must be bought by every housewife at some time or other during the winter and which should be suggested by a daily or even weekly suggestion from the house furnishing department in its advertising.

Start 1923 with a rousing sale of household needs and then keep the fact in mind that a home is a home the year round and don't stop with this one effort. It is worth while to remember at the same time that when house furnishings sell well, the rest of the general volume of sales also mounts.

### Push Slow Sellers in Draperies

One special point was brought out by the merchandise manager already quoted in this article. "Watch the slow selling drapery goods carefully and push any lines which do not seem to go as well as they should, before they get old-fashioned. If for any reason certain drapery goods seem to stick, concentrate on them until they go, suggest ways that they can be used, and it will result in clearing the shelves of those much-dreaded stickers which give any section an atmosphere of being behind the times. When a pattern is too large in a certain cretonne, for instance, we show the goods along with unbleached muslin and suggest cutting out the flowers for appliqué work. Or else we advertise it as correct for rooms with high ceilings. When certain madrases or reps, etc., do not seem to go, we try making them up into pretty curtain effects, in pairs run on brass rods, and offer to adapt them to any windows desired, whether for cottages or apartments, etc. We found that our cushion forms were not moving quickly either, one month, and so we had a rack made to hold an assortment, which could be wheeled from any part of the floor to the other and we placed it by the elevators. As customers got on or off they caught sight of round, square, oblong and bolster forms and close at hand a table of remnants of various draperies. A show card invited them to pick any form for 69 cents and take their choice of any remnant to cover it, at 50 per cent. discount off the regular price. We gave lessons on covering pillows in the department as well, and the result was that we had to re-order on these forms which promised to be slow sellers."

# Curtains Fit Most Difficult Windows

## Manufacturers and Importers Have Created Designs for Every Shaped Window—Novelty and Yardage Goods in About Equal Demand—New Use for Curtain Selvage in Making Rag Rugs—Pre-Christmas Selling Good in Retail Stores

"CURTAIN business is about evenly divided between novelty and yardage goods," was the statement made to Dry Goods Reveiw this month by a Montreal curtain manufacturer. "We are busy with orders for the new dado novelty curtains developed in marquisettes with lace panels inset across the lower section. The retail trade reports a marked revival of interest in these goods this month, which up to now have been moving in more or less limited quantities during the fall, and it is said that the retail idea of promoting house furnishings actively during the weeks preceding Christmas has had a great deal to do with the sudden picking up of demand. Housewives are readily responsive to the suggestion to beautify and renovate their homes prior to the Christmas festivities and seemingly turn to the curtain department in order to carry out their plans of home improvement."

The majority of the lace panels imported by this curtain manufacturer for making up into dado curtains, reproduce beautiful antique or mediaeval designs which are especially appropriate for formal rooms. Such curtains are sold either in pairs or singly as the retailer requires and it should not be forgotten that the makers welcome special orders of such novelty curtains, made to fit difficult windows. Cupids, peacocks, Grecian figures, etc., are all to be found among the motifs of these curtains and are made up in either simple or elaborate effects to fit a range of prices such as will appeal to all classes of retailers.

Little change is reported in the styles of yardage curtain materials, which continue to sell in lace edged styles, with or without insertions, as well as in hemstitched effects. Yardage curtain materials are essentially a line to push when fashion decrees Dutch draperies such as are so strong at present, as various good effects can be obtained in the way of over valances or centre sections with no waste of material.

### Rag Rugs From Curtains

A Montreal curtain manufacturer has discovered a way of utilizing the selvage cut off the various marquisette and scrim materials utilized in manufacturing these lines, which he is turning to good account. This consists of making rag rugs of the scraps, which are first dyed and woven together to produce dainty color combinations in round, oval and oblong shapes suitable for use in bedrooms, bathrooms, nurseries, etc. Either fringed or plain edges are shown in this range of mats which can be sold profitably at $3 apiece retail, in a size approximately 33 x 23 inches.

The same firm reports a good demand for crettonne bureau or dresser scarves made of pretty designs in appropriate colors and edged with curtain laces of heavy or light qualities. Some of these scarves are insert with lace insertions while others are plain. They are especially good sellers this month, retailing at about $1 apiece.

### Difficult Market to Satisfy

Apropos of the subject of curtains, it is of interest to note that curtain manufacturers are unlike most others in this respect—they have to produce a line of merchandise for which there is no really definite standard of size in demand. The maker of bedspreads for example, knows that beds are usually of some three or four sizes, the table cloth maker likewise confines himself to a standard range of measurements, and so on, but although 2½ yards is the accepted length in curtains, it rarely happens that a woman can be satisfied with this length. In the newer homes to-day, we find all sizes and styles of windows, each calling for a different size and kind of curtain. In one house we may find windows which are high and narrow, others which are broad and low and we may find single windows and groups in the same room. Vestibules also present difficulties owing to the different shapes of glass used by the builders in front doors. Then again, the habit of placing radiators underneath windows has had not a little to do with the demand for short lengths and it is not considered correct for a novelty curtain to hang below the sill in any case.

According to a curtain manufacturer who has given the matter some thought, it would be well nigh impossible to give a standard size for windows that would hold good for the entire Dominion. The normal sizes for homes in the eastern provinces are not the sizes prevailing out west and in Vancouver. However, some approximate measurements can be given as follows:

Width of windows—2 ft., 2 ft. 6 in., 2 ft. 8 in., to 3 ft.

Height of windows—5 ft. to 5 ft. 2in. for the first floor; 4 ft. 6 in. to 4 ft. 8 in. for the remaining floors.

It will require skilful and artistic display to make people see that there are possibilities in the lace or novelty curtain which they had not realized. The retailer must educate his community to the fact that it is possible to express the utmost individuality in curtain materials and yet to harmonize such draperies with any style of interior furnishing.

### Great Advances in Curtain Trade

Some twenty years ago the curtain manufacturer would make up a large stock of four-yard Nottingham curtains with heavy, massive roses sprawling across the entire surface, and he felt sure that these goods would sell readily. To-day this assurance is unfounded, for curtains have gradually been shortened until the prevailing lengths are now from 2 to 2½ yards and they are still too long for many windows.

When the first wave of period decorating came, the lace curtain designs did not harmonize with the various periods, and so people were forced to look into other lines for their requirements. It was found that there were a number of other materials that would serve the purpose and would fit in nicely with the decorative scheme, lending it an air of individuality. Thus was established a broader field for curtain manufacture and nowadays the prospective buyer of curtains is not limited to but two or three fabrics for a choice. She may purchase a curtain made in such fabrics as scrim, either bordered or printed, Scotch madras, cretonne, dotted muslin and grenadine; ruffled marquisette; ginghams; casement cloth, nets, etc. In fact there is a curtain material for every possible requirement and a style for every room in the home if only the householder can be brought to study the resources of the store's curtain department properly.

### Makers Offer Every Facility

It will require expert salesmanship during the months to come in order to get the maximum amount of business in this section of the store, but provided the retailer's stock is well supplied with novelties and full advantage is taken of the manufacturer's willingness to-day to make up curtains to order to meet any price basis demanded, no difficulties should be allowed to stand in the way of getting business.

There is a vital need for better service in the matter of curtain salesmanship in stores in Canada, and a survey of the situation in your community, together with a publicity campaign will bring to light a comparatively untouched field.

---

The Hudson's Bay Company of Calgary, Alta., have found that meetings held at 8.30 in the morning at which management and staff are present, are profitable from every point of view.




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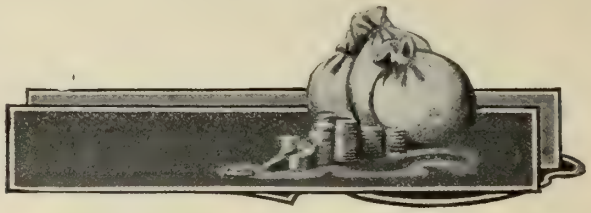
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C. & J. Robertson
87 McAlpine Street
Glasgow

**Factories: Galston, Ayrshire.**
**London Office: 42 Gutter Lane.**

CANADA

Edgar Fenton
718 Empire Buildings
64 Wellington Street W.
TORONTO

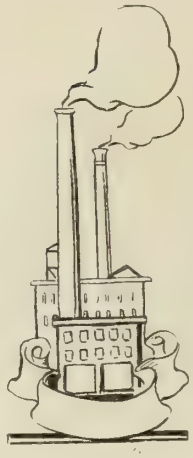


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Bond upon bond, stock upon stock, insurance policy upon insurance policy—you must exercise care and discretion in building your fortune.

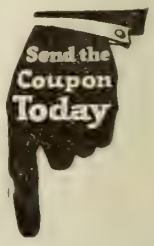


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KENWOOD
WOOL PRODUCTS



## *Originality-Comfort-Charm-Economy*

Four reasons why so many important stores find it profitable to feature

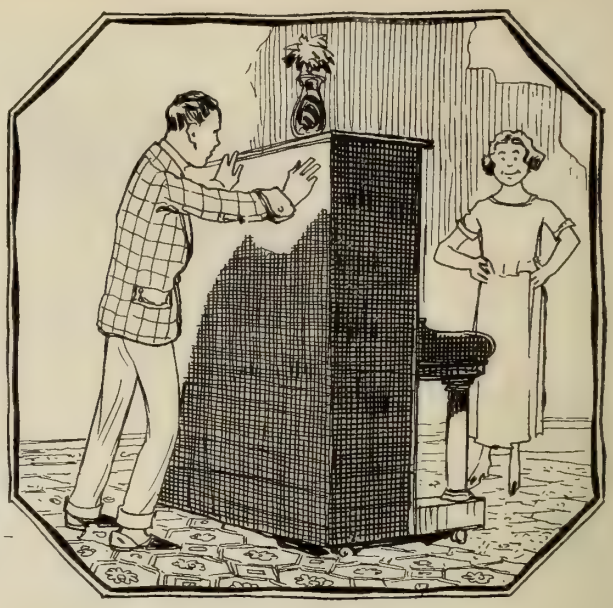
# KENWOOD PURE WOOL BED BLANKETS

A new type of blanket in which loftier, more resilient yarn creates greater warmth in comparison to weight. Patterns and colorings distinctly Kenwood. Blankets pre-shrunk at mill for long-wearing serviceability.

***Write for particulars.***

## Kenwood Mills Ltd., Arnprior, Ontario





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Here are pictures every dealer should study, for they visualize what takes place more or less frequently in the average home.

Their message for you, Mr. Merchant, is that Linoleum —the clean, bright, easily-sold floor covering, will make a strong appeal to housewives, particularly those who must do their own housework. For these reasons it sells readily—how readily being dependent upon the use you make of its strong selling point.

## MAKE DOMINION LINOLEUMS A LEADING LINE—IT WILL PAY YOU

Our Magazine and Farm Paper Advertising is helping place Dominion Linoleum in thousands of Canadian homes. Link your sales efforts with this advertising; put in a Dominion Linoleum display. Window trimming material will be supplied you free. Feature Dominion Linoleum in your newspaper "ads." We will gladly supply you with electros and suggestions. Others are increasing their sales, so can you. Write our Advertising Department for suggestions.

DOMINION OILCLOTH & LINOLEUM CO. LIMITED · MONTREAL · MADE IN CANADA

## DOMINION OILCLOTH & LINOLEUM CO., LIMITED

**MONTREAL**

A Merry Christmas



A Happy New Year

Our sincere wish is that your Yule Tide may abound in happiness, and that Peace and Prosperity shall be yours throughout the New Year.

We take this opportunity of thanking you for your patronage and shall endeavour to merit your appreciation and confidence in increasing measure, by co-operation and service, during 1923.

**T. I. BIRKIN & CO.**

of Nottingham, Eng.

**275 CRAIG ST. W., MONTREAL**

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."



SOLD BY ALL LEADING WINDOWSHADE JOBBERS

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GLASGOW, SCOTLAND

Established 1775

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# DARVEL, SCOTLAND

is known all over the world as the chief Madras manufacturing centre in Scotland.

We are large manufacturers, and our business has been built by a combination of

**Superfine Material** **Finest Finish**
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*Madras Manufacturers,* *Darvel, Scotland*

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We keep up our large variety in 27in., 30in., and 50in. casements. Best value on the market.

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Extensive range in 30in. Domestic and Sateens.

Specially in 50in. Reversible and 50in. Taffeta Duplex High class and latest styles.

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# "Old Bleach"

*for*

## January White Events

THE WHITE SALE—one of the great merchandising events of the year.

It pays to make it memorable!

It pays to exhibit and sell "Old Bleach" Linens.

For these linens are the finest obtainable, made of pure selected flax and leisurely bleached by the sun.

Though fine they are not frail. The long wear of "Old Bleach" is never forgotten.

This applies equally to Table Damasks, embroidery linens, towels and hemstitched goods.

White—when it rules your store in January make it a rule to feature "Old Bleach."

*Stocks for prompt shipment.*

The OLD BLEACH LINEN Co. Ltd. of RANDALSTOWN IRELAND

*44-46 East 25th Street* *New York*

Canadian Representative:

W. H. STELEY

22 West Wellington Street, Toronto, Ont.




MEMBER IRISH LINEN SOCIETY

# This Circulating Library Pays

## Murray-Kay's, of Toronto, Have Operated One for Fifteen Years Which More Than Pays for Itself—Is a Service Much Appreciated—Have One Thousand Members—Does Not Compete With Other Libraries—How It Succeeds

CIRCULATING libraries in department and dry goods stores are and always have been the subject of many arguments. Some merchants look upon them as a nuisance, others think of them only in the light of an advertising medium, while some have attempted and abandoned them. In spite of this there are stores in the United States and Canada to-day which look upon these as important factors in their schemes for store service and as live revenue-getters when viewed as a money-making unit.

The Murray-Kay Company of Toronto is an example of a department store which regards its circulating library as an asset. It has been in existence for fifteen years and has a very prominent place of honor among the reading people of that city. Miss Beatrice Curry, who has been in charge for the past eleven years, has the following to say in regard to the success of such a library which we pass on to our readers as something worth considering when plans for the new year are being made.

### Viewpoint of Service

A circulating library takes the same place among a store's clients that a public library does in the general community. It gives customers "something for nothing." Omnivorous readers and new book friends can rarely afford to buy every new book that comes on the market. Besides the regular customer, which includes the business man who has only a few minutes at lunch time in which to select a book, the business girl and the woman shopper, there is the transient reader. Situated as the Murray-Kay store is, directly opposite the King Edward Hotel and not far from the Prince George Hotel, it lends books to a great number of people who would otherwise spend lonely evenings and week-ends. They appreciate this service. It brings them in for casual purchases and with this class of customer, shopping amounts are worth while.

### Advertising and Revenue

The library is listed under the advertising department, for that was the main object in opening it. Its principal part in publicity giving is in drawing attenton to merchandise. The library is moved frequently from one position to another; sometimes it is placed in a department to help move lines that are slow and at other times it is used to promote new goods. Space is given it occasionally in the newspaper advertisements so that it is the means of bringing customers to the store just as much as a bargain is. No books are delivered. This means that not a book goes out without the chance of a purchase through actual contact with the customer.

The library pays a small profit each year, amounting of course to only a few hundred dollars, but nevertheless profit in that it is over and above the cost of the books, the losses on them and the librarian's salary. How this is accomplished may possibly be gleaned from the following hints on the operation of it.

### What Makes It a Success

Miss Curry keeps only the latest books in her library. In this way she is not running in opposition to the public libraries where readers can get books of every class and of every period. There is no advantage to a store in courting competition of this kind.

There are two thousand books in the department at one time. During the first years of its existence many more were kept but this number is now considered sufficient where the stock is turned every few months. From 8 to 10 copies of books which are promised best sellers are stocked and this is where according to Miss Curry, the secret lies. Public libraries keep people waiting for months before they can supply new books; the store library cannot do this for the ordinary reader has less patience with the store where the fee is comparatively larger than with the free library.

"How do you prevent a run on some books amounting to a great many more than the 10 copies you have?" asked Dry Goods Review. "We do not advertise the latest books through the library. We leave this to the book department. This means that it gets the bulk of the demand while we get the reflection of it, which we try always to meet. A great many people are satisfied with others, unless the new ones are impressed upon them. Too much stressing of the new ones would bankrupt the library in a short time."

Books which the librarian considers have become old stock are sold in the book department at 35c each. This usually covers a fair proportion of the cost.

### Charges and the Art of Pleasing

Membership in the Murray-Kay circulating library costs $7.00 a year. This entitles the holder to as many books as he or she desires. Half-yearly members pay $4.00 and monthly ones 75c. Allowance is always made for the time when a member is out of town if due notice is given. This is necessary in a community which has a great many people going away for a time in the Summer or South for part of the Winter.

Transients pay $1.00 deposit and a few cents a day for the use of a book. This relieves the store of loss where the book is not returned.

Two qualities are necessary for a successful store librarian: these are experience in library work and love of books. In a small library of this kind, the librarian is usually the buyer so he or she must know what the public wants. Miss Curry believes that it is best not to attempt to train readers but to please them, for training may lose many a good customer.

There are the people who like to select for themselves and these she allows to rummage around through the books. There are those who depend on the librarian's choice and here is where that person must use all the ingenuity and tact that can be mustered. Business men like light fiction, particularly detective and western stories, according to Miss Curry, while women prefer the books dealing with problems. Non-fiction is not really necessary for the success of a store library though welcomed by some readers.

Circulating libraries will succeed if there are not too many of them in one community and if the aim is to give readers the latest book at the first possible moment. More than 2,000 books are not advocated by this librarian and regular clearance is essential. The store which carries even a few old books in stock runs the danger of being considered in the class with regular circulating libraries.

### Place in Christmas Scheme

Of one thousand people on the Murray-Kay library list at the present time, nearly four hundred have received membership certificates through Christmas and birthday gifts. The store encourages these in its advertising. The usual gift is for six months and in ninety per cent. of cases the recipient continues as a member after that time. To the store it means not the selling of one gift but the live possibilities of a hundred sales, so far-reaching are the effects of every membership.

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**J. M. Robertson Knitting Company, Limited, after the first of December will occupy new quarters at 129 Spadina Ave., Toronto.**

# The Making of Leather Bags

## Eighteen Grades of Real Leather Used and a Great Variety of Substitutes—Skins of Animals From European Countries Said to be Superior Owing to Climatic Conditions—The Process Described

FANCY goods counters nowadays display such a bewildering assortment of styles in women's handbags that it is becoming a difficult matter to keep track of the various leathers, styles and shapes each season, so quickly do new styles make their appearance and take the place of the old.

A study of the manufacture of handbags brings to light an intricate combination of manufactures, intricate, because in every stage from tanning the leather to finishing a bag there are innumerable processes to be considered.

To begin with, there are about 18 varieties of real leather used for handbags as well as numberless kinds of artificial leathers, so that there is never likely to be much sameness about Miladi's handbag insofar as its fabric is concerned.

Real leathers include such varieties as splits, pigskin, sheep, goat, seal, walrus, fishsking, lizard, calfskin, alligator, crocodile, snake, etc. As can be judged by the foregoing list of names, the skins used in making handbags come from all over the world. It is said that the skins of animals from European countries are superior to domestic skins, for the reason that all animals that live where there is a widely varying climate subject to strong winds, have very tough hides, while the finest qualities come from hilly, mountainous districts. Therefore, cattle and sheep fattened to produce good beef and mutton do not yield strong thick hides and are not much in demand for high grade leather.

### How Quality is Judged

The quality of the leather depends upon the condition of the animal when it is killed, as well as upon the tanning and dressing process. In its raw state the skin is not leather at all but becomes so when it is dehaired, cleaned, tanned, preserved and dyed. The natural color may of course be used just as it results from the tanning process but most leathers are colored by dyes.

People are accustomed to speak of the word "grain" as applied to leathers, and this means the outer or hair side of the skin, different from the inner or flesh surface. Such terms as seal grain, linen grain, cross grain as applied to describe the finish of handbags simply mean that these effects are embossed by hot plates on the surface while it is still damp from being tanned.

### Why Skins are Tanned

There are two main tanning processes, mineral and vegetable, tanning being necessary to prevent decay by means of coating the fibres of the skin with some insoluble vegetable or mineral substance. Finishing the leather entails many processes, varying in number all the way from 10 to 50, depending upon the kind of leather that is to be produced. The most artistic effects in leather are found in the natural grain itself, enhanced by soft rich colors and the handsome finishes to which high grade leather lends itself.

Some leathers are decorated, and this process must be applied with hand tools by a skilled artist, or else embossed by machines from dies which print on the leather a design copied from a hand-tooled piece.

It is interesting to note that the custom of stamping or embossing leather goods in ornamental designs dates back some 3,000 years and was much practiced in Egypt as well as in Europe in the 13th century. It is difficult to detect the hand tooled work from the machine tooled design, one resembles the other so closely.

After the leather is cut, the sections are sent to the factory where the tooling is done. This is really hand carving on leather and requires skilful handling of a very sharp knife and is usually done by foreigners who possess the requisite patience for this type of work. Tints and shadings of leathers, not found in plain leather, are done by an air brush, being blended as required. Any final coloring is later added by hand and designs are thus brought out effectively.

### Making the Bag

After all this art work is accomplished the leather is returned to the factory where the edges are cut thin to do away with awkward bulkiness. Most handbag manufacturers of course, buy their leathers dressed and ready for special finishing, as well as their mounts and metal tops with the catches or trimmings already attached. All that has then to be done is to plan the style and size of the bag and the decorations and finish. Patterns of different sections are cut out and laid on the skins. A number may be cut at once by machinery, and lining, padding and pockets are cut out at the same time.

Pockets and other inside conveniences are first fitted and attached to the lining. The outside parts are sewed together, often as in the case of the heavier bags, with a welt between the two sides of the leather and the base and sides. This adds strength and finish to the appearance. Next the prepared lining and outside are carefully fitted together with padding between and are attached to the frame by a method similar to the following: There is a space between the sides of the frame which is usually brass, steel or tin, called the "channel." Into this the operator forces the upper edges of the fitted parts, and when the body is properly fitted the channel is clamped tight.

The handle is finally attached to the bag and is well finished and strong if the bag is of good quality. Silk, such as heavy moire, gros grain, or faille is much used as lining, while satins are also employed in better qualities. Mercerized cottons and linens likewise make good linings.

Nowadays mounts and trimmings are most important. Nickel, brass, gun metal or oxidized silver, as well as sterling silver and 14 karat gold are all used for mounts. In many novelty bags composition materials such as shell, galalith, amber, etc., are much used, especially in bags of artificial leather which is much employed in making cheaper bags.

### Artificial Leathers

Artificial leathers have a fabric base and are sold by the yard. They provide an excellent substitute for real leather for many purposes, such as for upholstery, traveling bags, etc. Cotton fabric is dyed scientifically and then coated by a special process to give the feeling of leather. One artificial manufacturer claims to be able to produce 45 different grains in 6 different finishes in 250 different colors. That this number of varieties is not unduly large is easily recognized when it is recalled how many varieties of handbags there are to-day on the market, including the vanity bag, the party case, shopping bag, swagger or sports bags, overnight cases, bill folds, envelope bags, kodaks, etc.

WE
Wish You and Yours
A
Very Merry Christmas
and a
Prosperous 1923
PUGH SPECIALTY CO., LTD.
38 to 42 Clifford St.,
Toronto, Canada

# "Salt and Pepper" in Daily Routine

## Little Things That Please the Customer, Improve the Store Service, Cut Down Overhead Expenses and Make Better Salespersons—A Talk From L. N. Poulin, of Ottawa, to the Members of His Staff

A STAFF member of Dry Goods Review was recently a guest at one of the informal talks on store service held each week in the L. N. Poulin store, of Ottawa, given by Mr. Poulin himself for the benefit of the entire staff. These talks are intimate family affairs conducted from 6 to 7 p. m., usually on Mondays, during which any and all points which concern store service come up for discussion. The staff gathers round Mr. Poulin in one of the departments on the main floor and in an informal but interesting manner he chats with them on the problems which have come up during the preceding week's business. Mr. Poulin makes it distinctly understood that these talks are not lectures nor even criticism of individual members of the staff. On the contrary he gives each discussion a title which arouses the curiosity of the listeners and stimulates their imagination. The talk in question was entitled "Salt and Pepper" and referred to the variety of little things which are of trifling importance in themselves yet which go to perfect and improve the service rendered by the store as a whole.

Most of the ideas discussed would be well heeded by the sales staff of other stores, particularly at the holiday season, and are handed on for this reason.

### Deliveries

"THE question of deliveries is important at this time of year," said Mr. Poulin. "Our regular deliveries are at 10 a. m. and at 4 p. m. until further notice. Keep in mind therefore, that though we want to send everything we can for customers, we must not forget our drivers, and so anything bought after 4 p. m. must be held over until the next morning if the customer is willing to wait. But in special cases consult the department head, of course, and in all cases please suggest that customers carry small parcels with them."

"Watch the measurements of yard goods. Do you know that thousands of dollars can be lost in cutting ribbons and other materials continually on a slant? I would ask you all to cut across accurately so that this costly if trifling waste of a few inches is avoided. Also watch the amount that you measure off, and when a customer buys a yard and seven eighths, do not give her two yards."

"Be alert at this time of year to watch for pilfering. To-day for example, a bottle of French perfume priced at $6.75 was taken out of its case by someone, while two imported jet girdles were ruined by having the tassels torn off them by some person who was anxious to possess them without paying. Even if you have no selling to do, there is plenty to do to watch over your department in this respect."

"Be very careful not to misrepresent merchandise. It will not be tolerated in this establishment. Sell goods exactly as they are, and never for a moment sell union goods for linen or mercerized for silk. If you are not sure ask someone to tell you."

"I WOULD advise the new comers to our selling staff to study the store directory carefully. Have it by heart if possible so that you can direct customers readily and accurately."

"Use judgment in distributing Christmas boxes. Perhaps you do not realize that these boxes cost a store on the average of $1,400, on which there is no return. Therefore be careful of them and see that they are used with the right goods and with discretion."

"If you are called on to serve in another department, do so willingly and cheerfully even though you dislike the idea of a change. The management is continually having to supply extra service in one department or another and it is all for the good of the store and yourself, particularly if I can draw on experienced clerks instead of new recruits for special work. One cannot know too much about anything."

"If it is necessary to get something out of the window to please a customer it is preferable that one of the display men should do it for you lest in some way you disturb the window. Yesterday somebody knocked over a unit and spoiled a window just by reaching for an article in the front instead of asking a display man for it."

"Remember just now, when the store is crowded with shoppers that customers must be given the preference where the elevators are concerned to avoid congestion and also when standing in the aisles, be sure you are parallel with the counters rather than facing across. This attitude takes less room."

"Do not exchange goods for your intimate personal friends. This store reserves the right to decide in all matters relating to exchange of merchandise and consequently all cases must be brought to the attention of the executive."

"AT ALL times, be sure you repeat the amount of money given you by a customer. This saves friction in cases of mistake in change. Likewise, be sure you repeat the name of the street address, since in Ottawa there are dozens of streets which sound like others and lead to endless errors unless watched. Also be sure to make out the sales check before wrapping the parcel and see that the customer gets the duplicate. If the customer does not get a duplicate she cannot make an exchange later and this naturally destroys her confidence in the store."

"Remember that none of you are judged by the amount of money that you take in but rather by the standard of service that you give the customer and the way in which you sell the merchandise. The amount of an individual sale is nothing in comparison with the feeling of goodwill that you help to build up."

"WATCH that your counters and ledges are kept spotlessly clean, as it adds much to the attractive appearance of the store. To-day I noticed that two of the oldest counters in the building both of which are fully 30 years old and have never had a coat of varnish, have the appearance of being new and just painted, just because the head of this department keeps them polished and shining by the aid of a duster every day. Be proud of your department even if the fixtures are not new."

"Remember that nobody knows it all in retail merchandising. Sometimes a customer may know much more than you do, and it is never wise to adopt an attitude of superior knowledge. We receive complaints sometimes from customers because our sales clerks make statements which are exaggerated or unfounded. Be accurate and bear in mind that none of us can know everything."

"Be satisfied with your job and try to realize that in the retail store you have the greatest opportunity in the world for advancement. There is no work so pleasant, and with hundreds of applicants literally besieging me for positions in the store I can only urge upon you to make the most of your job if you like it and if you do not, why let someone else have it. Watch how enthusiastic the demonstrators are who visit the store from time to time. They have to sell just one line all the time and keep at it from morning to night, yet they show the greatest enthusiasm constantly and one would think it was all fresh and new to them. Study how they sell and you will learn much that will be of use."

(Continued on next page)

### "RECEIPT TAX WILL HANDICAP TRADE"

(Continued from page 18)

in the most autocratic manner, to take effect on January 1st, 1923. In our opinion, it should be suspended, and as we are an active part of the electorate of the Dominion, every retail merchant should do all within his power to let the legislators of our Dominion Parliament understand that, as loyal citizens, we want to help to pay every cent of our war debt, but we must not be hampered and annoyed in our daily business transactions, and be subjected to paying heavy fines. In other words, Governments must be told to keep their hands off business, and allow it to flow as freely and as rapidly as possible through the natural channels of trade.

"Before we are asked to pay we should be consulted as to what effect any proposed system would have on our business, as the more unnecessary expenses that are put upon us the more the public will be called upon to pay in the end. Every retail merchant knows that when postage stamps are placed on receipts or cheques, or any other documents, for the purpose of paying our war debts, that it is an unbusinesslike system, as we have been led to believe that postage stamps and Inland Revenue war stamps are for entirely different purposes, and if they cannot be kept separate—and it appears that they cannot—this fact alone should be sufficient to condemn that method of the collection of revenue. The present system of placing stamps on cheques, drafts, notes and bills of exchange is bad enough, and, in our opinion, should be abolished without adding the further annoyance by adopting the same system on receipts.

"This legislation, if it goes into effect on January 1st next, will affect all classes alike—farmers, manufacturers, wholesalers, retailers, bankers, the laboring classes and all municipalities and corporations. We are well aware that the Government wants money to pay our war debts but we want it raised in the least annoying manner, and we consider that when we are made partners with the Government in order to collect it, we should be consulted as to how we think the money should be raised, without disturbing our commercial operations.

### SALT AND PEPPER IN DAILY ROUTINE

(Continued from previous page)

A QUESTION box is maintained by the Poulin store in which all queries relative to store problems are dropped by the staff and are taken up during the weekly conference. In this way individual problems are solved without the need of calling attention to any one individual.

The staff enjoy these talks given by Mr. Poulin and here and there a note is jotted down for future reference. Everybody participates in the gathering from the littlest cash girl to the head himself, and results are noticeable almost immediately, particularly in the case of the extra sales clerks taken on for the holiday season.

# The New Anti-Combines Bill

BILL No. 207, An Act for the Better Prevention of Certain Commercial Agreements, which was given its first reading in the Ontario Legislature on April 6 last and which was to have come into force on the first day of July, 1922, has been completely altered. As a matter of fact, according to information received, nine of its eleven sections have fallen by the wayside, all that remains of the original bill being:

"No. 207 1922

BILL

"An Act for The Better Prevention of Certain Commercial Agreements.

"1. This Act may be cited as The Commercial Agreements Act, 1922.

"2. In this Act:

"'Agreement' shall include contract, arrangement, understanding, combination and conspiracy whether written, verbal or tacit."

Now, the alternative sections making up the balance of the new bill are as follows:

"3. Upon the Attorney General filing an affidavit of any person setting forth,

(a) that an agreement such as is described in section 4 is in existence;

(b) that the deponent verily believes that such agreement is unlawful;

(c) that certain persons, naming them, are parties to, or have knowledge of such agreement or circumstances connected therewith.

"The Supreme Court either before or after action brought as hereinafter provided may make order on the ex parte application of the Attorney General, entitling him to examine under oath the persons so named and to have production of all books, documents, records, memoranda, letters or other writings relating thereto in accordance with the consolidated Rules of Practice of the Supreme Court governing discovery.

"4. An action may be brought by the Attorney General of Ontario in the Supreme Court for a declaration that an agreement.—

(a) constitutes a conspiracy in restraint of trade as being an agreement between two or more persons to do or procure to be done an unlawful act in restraint of trade; or

(b) is an agreement to unduly limit the facilities for transporting, producing, manufacturing, supplying, storing or dealing in any article or commodity which may be a subject of trade or commerce; or

(c) is an agreement to restrain or injure trade or commerce in relation to any such article or commodity; or

(d) is an agreement to unduly limit or restrain the manufacture or production of any such article or commodity or to unreasonably enhance the price thereof; or

(e) is an agreement to unduly prevent or lessen competition in the production, manufacture, purchase, barter, sale, transportation or supply of any article or commodity, and that such agreement is unlawful and void and for an injunction, mandatory order or other relief.

"5. If the Court finds that such agreement comes within any of the clauses from (a) to (e) of section 4 it shall declare such agreement illegal and void to all intents and purposes and the Court may make such order with respect to past and future dealings, rights or obligations of the parties to such agreement as may be deemed just and expedient having in view the course of business between the parties, the degree of good faith manifested by them in entering into, acting under, or carrying out such agreement and the protection of the public interest, and may make such further order as the circumstances require to prevent the carrying out of such agreement or any similar agreement.

"6. This act shall come into force and take effect on the first day of June, 1923."

C. Telford, formerly of Peterboro, has joined the staff of the C. H. Smith Co., Ltd., of Windsor, as manager and buyer for the china, glassware and basement department.

John Stockton, formerly with the firm of J. Mickleborough, St. Thomas, Ont., has returned to that city as buyer and manager for the carpet and drapery department of J. H. Gould, Ltd. Mr. Stockton has been with the Neilson Furniture Company, Calgary, for the past 11 years.

**"Kent-McClain Again"**

**H. C. Wallace, Toronto**

In his new premises on Roncesvalles Avenue, Mr. H. C. Wallace has installed very beautiful window backs. Black walnut panelling provides an appropriate setting for the tasteful arrangement of Women's and Children's Wear, and attracts the favourable attention of every passerby. These window backs were designed and built by Kent-McClain, Limited (Toronto Show Case Company).

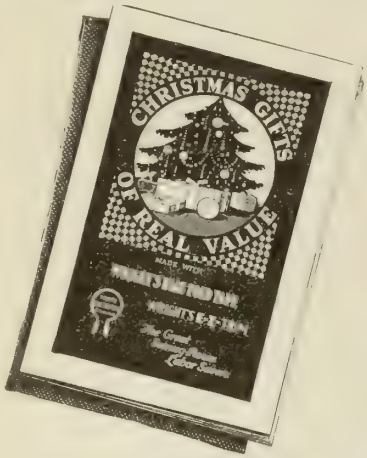


## WM. E. WRIGHT SAYS:

"Home sewers seem to like our sewing books showing them new uses of WRIGHT'S Bias Tape. Almost sixty thousand of them wrote in to us for this book this year. Apparently they have acquired the habit of sending for our sewing books as they appear.

"I told you last month in this column that we were putting out an extra Christmas Gift Book and asking 10 cents for it. We were delighted to find that our correspondence is proportionately as heavy on this special book as it has been previously on the regular books distributed without charge.

"For years we have been educating home sewers to use WRIGHT'S Bias Tapes intelligently so that they save time, save money and have better looking and better wearing wash clothes for themselves and their children. We are now seeing the unmistakable results of this effort. WRIGHT'S tape is the familiar friend of home sewers; it is the tape they know, the tape they like, the tape they ask for at the counter."




## Send for Color Card of

# WRIGHT'S BIAS FOLD TAPE

**with full description of widths and materials for reference — showing our full line of fast colored percales in 13 plain colors, 7 colors checked and 6 colors striped; also taffeta silk in 6 plain colors and white and black.**

***The Bias Tape with the Greatest Elasticity.***

***"It's in the Making."***

**WM. E. WRIGHT & SONS COMPANY**

*Manufacturers*

**350-370 Scotland Road**

**Orange, N.J.**









# How much am I offered for this?

DURING the eleven months of this year Men's Wear Review has passed along to its readers ONE HUNDRED AND TWENTY-EIGHT merchandising ideas that have been tried out in different stores in Canada and the United States. These included many articles on Salesmanship.

It has had TWELVE special articles on advertising, written by advertising experts.

It has given to its subscribers SIXTY-NINE window and interior displays from Canadian and American sources.

It has shown them FIFTY-NINE illustrations of new goods, the outcome of Canadian manufacturers.

And it has given them a half-dozen specially written articles dealing with the manufacturing processes of different lines in men's wear.

It has carried a special series of articles on The Art of Showcard Writing, written by a staff member of the best Toronto College.

—Pretty good returns for the $2.00 they invested a year ago, isn't it? And it is our earnest purpose to give an even larger and if possible a more practical service with 1923.

***Am I offered $2.00 for such a service for 1923?***

Subscribe now—while you're thinking about it!

. . . . . 1922

MEN'S WEAR REVIEW,

143-153 University Ave., Toronto.

Please enter my name to receive regularly the monthly copies of MEN'S WEAR REVIEW for 1923. *It is understood that by subscribing now I get the December, 1922, issue as well.*

I am enclosing $2.00—or you may bill me at the first of the year for that amount.

Name . . . . . .

Address . . . . . .

Occupation . . . . . .

*We desire to extend to you the compliments of the season and express our sincere wishes for your prosperity during the coming year.*

*It is our earnest desire to have a continuance of the cordial relations existing between us.*

# *Dale Wax Figure Co., Ltd.*

**Canada's Leading Display Fixture House**

**86 York Street - Toronto**

*Agents:* MONTREAL—P. R. Munro, New Birks Bldg. WINNIPEG—O'Brien, Allen & Co., Phoenix Block. VANCOUVER—E. R. Bollert & Son, 501 Mercantile Bldg.



We wish our customers, present and prospective a

**Joyous Christmas**

and a

**Prosperous New Year**

DELFOSSE & COMPANY

247-249 Craig St. W., Montreal

**"Canada's Oldest Fixture House"**

**A. S. Richardson Co., Limited**

BELLEVILLE, ONTARIO

Let us figure your Display Fixture wants.

Papier-mache forms, wood and metal fixtures, hangers and silent salesmen.

AGENCIES—Halifax, Montreal, Ottawa, Toronto, Windsor, Winnipeg, Regina, Calgary, Vancouver.




**Make Your Show Windows Pay Your Rent**

A Chest Full of Interchangeable

**Window Display Fixtures**

For Displaying All Kinds of Merchandise That Will Give 10 Years Service at Little Cost. Enough Good Oak Fixtures to Fill Your Windows.

Ask for Catalog.

Shipped Thru Jobber or Direct from Hamilton, Patented and Made in Canada

**The Oscar Onken Co.** 3851 4th St. **Cincinnati, O.**

# The Art of Showcard Writing

## Describing the Layout and Lettering for Posters and Showcards Advertising the January Clearance Sales—How to Obtain Attractive Effects, Design and Coloring—Ornamental and Conventional Styles

By JALEXO




WE have seen enough and to spare of the sale poster that flaunts cranes in a sky and ducks in a pond. That's the kind of poster one looks at but seldom reads. There is a certain other kind of poster however, that is made to be read and remembered; it is the poster that subordinates the decoration to the lettering. As weeds are a drawback in the ground where flowers should grow, so is excessive decoration a detriment on the poster where lettering should show.

There should be no difference in the poster used in the cities from that used in the smaller towns where the agitation of the cities does not reach. The poster that looks attractive in one place is bound to look equally attractive in another. There is no exclusiveness about city posters that cannot be obtained in the country.

### Appropriate Sizes and Shapes

The most satisfactory poster delivers its message readily and at the same time focuses one's attention on the window. The depth of such a poster should not reach below the level of the eye. In other words, the bottom of the poster ought to be at least six feet from the ground. This permits a clear view of the window and its contents and on the whole is infinitely more presentable to both the customer and the store. The poster requires careful handling. Nothing so mars the effect of a sale as unsightly window announcements. The poster might easily be large and impressive and yet appear neat and pleasing.

The average poster takes an oblong shape, and many desirable effects may be worked out in this style. This kind of poster may show display lines straight or curved, and the same rules hold good for the poster work as for showcards. The dominating words should be made to stand out in bold relief so that he who runs may read. The lettering should be clean-cut so that there will be no doubting the purpose of the message.

In the case of a poster measuring nine feet long by three feet deep with the inscription, "Great January Clearance," the size of letters, border and coloring may take any one of a number of forms. The writer recalls one particularly attractive poster containing the beforementioned inscription and has had it reproduced in the accompanying illustration. The lettering was done in an excellent poster style showing an attractive brown color with an outline of yellow striped around each letter. The poster itself was in a tan shade and was decorated with a wavy line border done in a color slightly darker than the poster. The entire color scheme presented quite a striking appearance and is worthy of repeating in any store today.

The "Pre-Inventory Sale" poster was sufficiently attractive to warrant reproduction in this treatise. The poster in this case was tinted in a pale green. The lettering was done in ultra marine blue showing a yellow stripe running through the component parts of each character. The sketch of the "sweeper" and the ribbon border effect were both done in a harmonizing shade of dark green. This on the pale green ground produced a pleasing poster. A character sketch of the sort reproduced on this poster is easily sketched even by one who has little, if any, artistic ability.

Another poster quite as remarkable as the foregoing, and which is likewise reproduced herewith, contained the words "January White Sale." It was a study in blue and white. The poster was white. The border lines were done in pale blue. The curtain effect above the oval was done in a shade of blue somewhat darker than the borders yet not so dark as the lettering. The lettering was in royal blue and overshadowed everything else. The modified style of lettering was less severe than the plain block and was decorative without being freakish. The size of this poster was approximately 3 x 3½ feet.

The illustration which shows the man and the box is simple and realistic. The box offers a tempting surface for embellishment, so we have "Clearance Sale" lettered on it. This attractive sketch done in red and black on a card 22 x 22 inches attracted considerable attention. The color scheme was something after this fashion: The man, lettering and box were in black, and the border lines were in light red. This kind of card as you can see is not difficult to do. The color scheme might be altered to meet any requirement. The box could be in natural shade with blue lettering; the man in black and the border lines in pale blue; all on a white card.

Since the lettering, borders and sketches on these posters are interchangeable, the showcard writer ought to find no difficulty in producing different effects, according to his individual ideas. The example shown here will give the reader some idea regarding the extent to which the decorative motifs may be carried out without detracting from the legibility of the poster. Each example contains as much art work as the subject will bear, and to add further embellishment might seriously impair the balance and technic of the work.

The season of clearance sales will soon be upon us. There will be posters

(Continued on page 99)

# Inaugural Meeting of Display Men

## Claude Forsyth, of Kitchener, Entertains Toronto Display Men's Club to Complimentary Banquet at King Edward—Gives Instructive Address on Value of Display Work in Greater Distribution of Merchandise—Outlook for Spring Good

TORONTO'S newly-organized Display Men's Club got off to a good start on the evening of the 20th of November when Claude Forsyth, of Kitchener entertained the members of the Club and many other display men who are likely to become members, to a complimentary banquet given at the King Edward Hotel. Many expressions of appreciation of the hospitality of Mr. Forsyth were heard on every side, and it was felt that he had done a real service to the promotion of better display work in this city by bringing these men together and interesting them in an organization whose in luence may, in the not far distant future, become Dominion wide. During the course of a very interesting address on window display work, the host of the evening, from his wide experience as a traveller from coast to coast, dwelt upon the necessity of a greater appreciation of the value of display work in merchandising, and expressed the wish that newly-formed Display Men's Club would be the nucleus of a wider organization embracing display men from one coast to the other.

Upwards of a hundred men sat down to the banquet. President Lacey occupied the chair and seated with him at the table were the other officers of the Club. Following the dinner, Mr. Forsyth gave an address on Window Display work.

In his opening remarks, the speaker expressed the hope that this organization would lead to the larger development of display work not only in Toronto but over all the country.

The problem of the retailer, he said, was the problem of greater distribution of merchandise and anything that contributed to the solution of that problem was an asset to his business. Window display was synonymous with advertising and the window display manager should be considered as much an advertising man as the advertising manager. He believed the display man would do well to make a careful study of advertising in all its phases. In the year 1920, he said, $1,284,000,000 had been spent in the United States in advertising and of this amount $20,000,000 had been spent in window display and interior display work. It was an important item, constituting about 5 per cent of the total amount spent on publicity.

### A 97 Per Cent. Chance

Mr. Forsyth quoted the Dry Goods Economist as showing that 97 per cent. of all the sales made over the retail counter were the result of the effort of the retail internal organization and only 3 per cent. due to advertising. He believed it was well for the retailer to realize that he had 97 chances out of one hundred to influence the consumer. In a recent analysis that had been made as a result of a vote given by the retail trade in the United States on three phases of merchandising—window display, direct by mail advertising, and newspapers—it had been shown that 58 per cent. of those who voted favored window display, 30 per cent. direct by mail advertising and 12 per cent. newspapers. The speaker added that the window and the store front were, perhaps, the most valuable mediums of advertising.

### Three Factors

Mr. Forsyth pointed out that there were three factors for the retailer to consider in securing this 97 per cent. opportunity to reach the consumer. These were location, salesmanship and the character of his merchandise. He gave the experience of a western retailer who, by the closest of observation, discovered that of the 90 per cent. of the people who passed his store only 25 per cent. of them were customers. By improving his store front and making better displays in the windows he found that he was adding 25 new customers per week. To bring the lesson of the

(Continued on page 99)



*Upwards of one hundred men sat down to the inaugural banquet of the Toronto Display Men's Club at the King Edward on Nov. 20th. Claude Forsyth of Kitchener was "Mine Host."*

# Color and Combination in Display

## A. L. Bronskill Gives Interesting Address to Toronto Display Men's Club Dealing With Layout of Window and Method of Securing Proper Balance—Club Members to Hold Dance in January

"COLOR and Composition" was the subject of a very interesting address given by A. L. Bronskill to the Toronto Display Men's Club on the evening of December 4th. Mr. Bronskill is a designer of fixtures and this work has brought him in very close contact with some of the problems of the window display man. During the course of his address, Mr. Bronskill developed the idea that the display man should plan his window on paper before he actually starts the work. At first, he said, this would be difficult; but in time when he became accustomed to proportionate spaces indicated on the paper plan, he would know exactly what amount of merchandise would go in the window—a very useful bit of information for the display man when he was asked to put in a sale window, for instance, when quantity merchandise was required.

### Work By Plotting

In his opening remarks the speaker said that any window, in respect to the fixtures to be used or the elevation, could be worked out by plotting on the square plan just as the surveyor went about his work. The window and the background could be squared off as a checkerboard. By doing this it would be found that there was usually space for each article that was to be displayed. In this kind of layout, however, there was a danger of having it too well balanced, there would not be enough variety; this could be overcome by running diagonals both ways which would make a diamond. Of course this did not mean that one article should go on each square; one article might take four squares and one single square might be used on each of four squares in the corners of the window. This would give a fair window composition. Mr. Bronskill pointed out that there were such articles as scarfs, draperies, ties, etc., that could not be laid straight on these squares; but with these a corner of the square might be taken and the article worked around this corner.

### Unbalanced Balance

Mr. Bronskill referred to the unbalanced balance that sometimes developed out of a too well-balanced window planned on this square idea. To overcome this, he suggested that a very tall article might be put in one corner with a much smaller one in the other. This would give the unbalanced balance around which the symmetry of the whole window could be developed. The speaker said that in working on this square plan it might be found that there was too much space between articles. He advised working in threes; in this way it would be found that the odd numbers were the squares to show goods on.

### Colors

In speaking of colors, Mr. Bronskill said that yellow gave the strongest light and reflection; if the sun were not yellow, he said, we would not have nearly as much light as we have. In using red, one-third more might be used than yellow, but in the case of blue there was a drop in its value because it lacked strength and vividness. Only about 25 per cent. of blue should be used. This proportion would about evenly balance the color scheme of any window.

### Making a Plan On Paper

Mr. Bronskill advocated the planning of the window on paper before the work was actually done in the window. For some months, he said, this would be disappointing until the scale of the window was thoroughly understood from the paper sketch. After a time, however, this would give the display man an actual control of the window, and no matter what merchandise was to be displayed, he would know what quantity would go in the window and the actual spot it would take in the complete display. This would come in very useful, he said, when a sale window was to be arranged and when quantity merchandise was the principal thing to be considered. The display man would know in a minute whether all the merchandise that the department manager or the proprietor might desire to use would go into the window space.

### Are Holding a Dance

The newly-formed club got off to a good start at this meeting. There were about fifty members there and the officers have now enrolled over sixty-five members. Much interesting business was transacted and the announcement made that the club is endeavoring to secure Clement Keiffer Jr., of Buffalo, for one of the early meetings of the club. It was also decided to hold a dance sometime in January and the amusement committee is taking steps to make all arrangements for the same. It was decided to hold the meetings until further notice at Hunt's store near Bloor Street.

A pleasant feature of the meeting was the attendance of two window display men from Oshawa.

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The Congoleum Company of Canada, Montreal, report the completion of an addition to their plant which will allow an increase in output of fifty per cent.

## CARDINAL POINTS IN ADVERTISING

(Continued from November issue)

Department store advertising is no job for the chicken hearted; it is no job for the bluffer or make believe. There are many positions where a man can make good if he applies himself to his work and is industrious, but department store managers are not willing to allow any man, however good his intentions, to learn his trade at a cost of from 250 to 500 dollars a day; and as the only test of store advertising is, "Does it sell merchandise?" an inefficient advertising manager has but a short life, and that, far from a merry one.

### Protecting the Public

And there is another phase of our work, our most important. Our responsibility to the public. Speaking of my profession, I can say in all seriousness that we protect the public from misrepresentations. No store can possibly progress unless it keeps faith with the public.

Occasionally a buyer can put one over us, but heaven help him if he does. Every piece of copy he may subsequently send in is questioned, every fact doubted, every piece a matter of suspicion, and in glaring cases he is dismissed. A case in point: Some years ago, I advertised guaranteed pure silk hose at 95c. a pair. The Better Business Bureau of the city bought a pair of these stockings, submitted them to an expert who declared them to be not pure silk. The Bureau came to the store with the hose and the report. I took the matter up at once with the general manager and the buyer at fault was dismissed. Incidentally I got a calling down afterwards for inserting the copy without first seeing the merchandise. Another lesson learned.

The old Latin maxim "Vox Populi, Vox Dei" is the law, the whole law and nothing but the law, governing a department store's advertising, and sales manager. Unless you give the people what they want, when they want it, at a price they will pay for it, you might just as well pull down the blinds. You can lead a horse to the water but you can't make him drink.

### Service

Then there is the question of Service. I may be a lone prophet, but I believe that many stores now giving excessively extravagant service are carrying a needless expense. My experience is that most sales are made to persons who come to your store with a fairly good idea of what they want—not, of course, an exact idea always, but a fairly good idea of what they want, and how much they will pay for it. And when they have bought it they want it sent home by your next delivery. They do not expect you to wrap up their parcel in a gold leaf and send it to their house by

(Continued on next page)

## INAUGURAL MEETING

(Continued from page 97)

value of display nearer home, Mr. Forsyth said that he had had one of his city men, Mr. Partridge, stand at the corner of Temperance and Yonge streets during three different half-hours on three different days. The average number of people who passed a given window was 2,200. Estimating that the window worked 16 hours per day this meant that 70,000 people passed that window in a day, but not to over-estimate the figure he would place it at 50,000. In figuring out the yearly cost of rental and maintenance of a 21-foot property on Yonge street, the speaker placed it at $24,000. A fixed expenditure of $24,000 a year with a daily clientele of 50,000 people gave some indication of the tremendous value of window display work and what it should do to help in the wider distribution of merchandise.

### Value of Lighting

Mr. Forsyth again cited the case of a New York retailer who increased his sales by installing a better lighting system. The first lighting that had been installed cost him $70.00 at which time his revenue was $16,000. He then installed a better system which increased the cost to $160.00, with the result that his revenue from the window went up to $20,000; and by a still further improvement, bringing the total cost to $400 his revenue had increased to $23,000. This meant that by an expenditure of an extra $330 he had increased his revenue by $7,000—surely a good investment.

### Spoiling Good Will

In referring to many of the sales windows that had been used during the last few years, the speaker contended that many retailers, by their methods, were destroying the good will of the store. He had found this out by talking with many consumers. For instance, a retailer would have a sale. In his windows he would put well-known branded lines of merchandise. When the customer came in to purchase as a result of seeing these well-known lines in the window, he would be shown a variety of promiscuous merchandise from which he might make a selection, but the selection, in many instances, was not of the branded lines shown in the window. If it did not give satisfaction, the customer remembered the circumstances under which the purchase had been made and this "dissatisfaction" would result in avoiding this store in future. It was in this way, the retailer fostered ill-will against his own store.

### Encourage Better Dressed Men

Mr. Forsyth believed that every retailer should encourage men to be better dressed. He held that men were not as well dressed as they were five years ago. Many of them would not hesitate to spend several hundreds of dollars during the year on their automobiles and keeping them in order but they would register an objection to paying $55 for a suit of clothes when they thought it should be only $45. They believed that, so long as they had a nice car, it did not make any difference how they looked. Clothes still made the man, made his appearance, and retailers should throw all their energy into encouraging men to be better dressed than they were.

### The Outlook

Casting his eye toward the Spring, the speaker expressed the opinion that we would see much better times then. In the United States there had been more improvement during the last four months than there had been in any similar time since the depression. The Labor Bureau of the U. S. showed in May that employment was slightly over normal. The demand for freight cars in the U. S. was such that on September 15th there was not an available car to be had and he believed that by December there would be a marked shortage of cars. The normal price of cotton was 13 cents; this was the price in October 1921. The present price was 25½ cents. The revival in trade across the line, like the depression, was likely to follow in six months time. "Business men in the United States," said the speaker, "look forward to the best business they have had in the history of their country during the coming Spring and I believe there will be a gradual revival of business in all lines by Spring."

Following Mr Forsyth's address, Mr. Hollinsworth, who is considered the father of window display in Toronto, gave a talk on the organization work and its value to the display man.

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## THE ART OF SHOWCARD WRITING

(Continued from page 96)

galore attesting all manner of sale announcements. It is not a bit too soon to begin planning your posters for the big event. The store that embodies some attractive color scheme and lettering in its posters will be in a fair way to secure more attention. After all it is largely a matter of a little extra time and care to turn out something different in posters. The card writer should be too much of an enthusiast to relax his efforts without succeeding in his object. So this coming season let us have posters that are uniquely smart.

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## CARDINAL POINTS IN ADVERTISING

(Continued from previous page)

a gold braided messenger in a taxi. If for certain reasons they want it sent home by special messenger, I am always ready to do so, but, generally speaking, a woman or man wants general service, not specific, and if your store sells the merchandise the customer wants at a price they want to pay, they will come again and again. If you don't, an elaborate service will not attract them.

### Comparative Prices

And then there is the big question of comparative prices.

We'll take just one line of merchandising as an example. Let's take men's overcoats, seeing it is something you all know something about.

Supposing we sell a man's overcoat for, we'll say $45.00, $45.00 giving the department their regular mark up, or in your language, their proper percentage of profit.

I inaugurate a sale. I send for the buyers. "Mr. Robinson, in two weeks' time I am going to put on a special sale. What can your department offer? How about a man's overcoat about $35.00 instead of $45.00."

Well, he doesn't know, he'll see what he can do. First he goes the rounds of the Montreal manufacturers. He is not looking for inferior merchandise. He is trying to find a wholesaler who, we'll surmise, has manufactured 1,000 overcoats and has sold 960. That man will sell him the 40 overcoats he has on hand at a lower figure than the 960 to get rid of them. If there is nothing doing in Montreal he'll go to Toronto or Hamilton to find what he wants. Maybe some firm ordered a supply and because of late delivery or faulty credit, or a 1001 reasons, the manufacturer has some coats on his hands which he is only too glad to let go at a much smaller profit than he usually gets.

The point is this. When such a sale is staged the regular $45.00 overcoat offered for $35.00 is really a $45.00 coat, but as I have shown, the buyer for the store has found ways and means of buying that coat cheaper than usual, and you save $10.00. I contend that under such circumstances I am fully justified in using a comparative price, and telling the public I offer them a $45.00 coat for $35.00. No reputable store, and all of Montreal's departmental stores are reputable, would sell a coat for $35.00 and say it was worth $45.00 if it contained faults of workmanship, faults of material or faults of style.

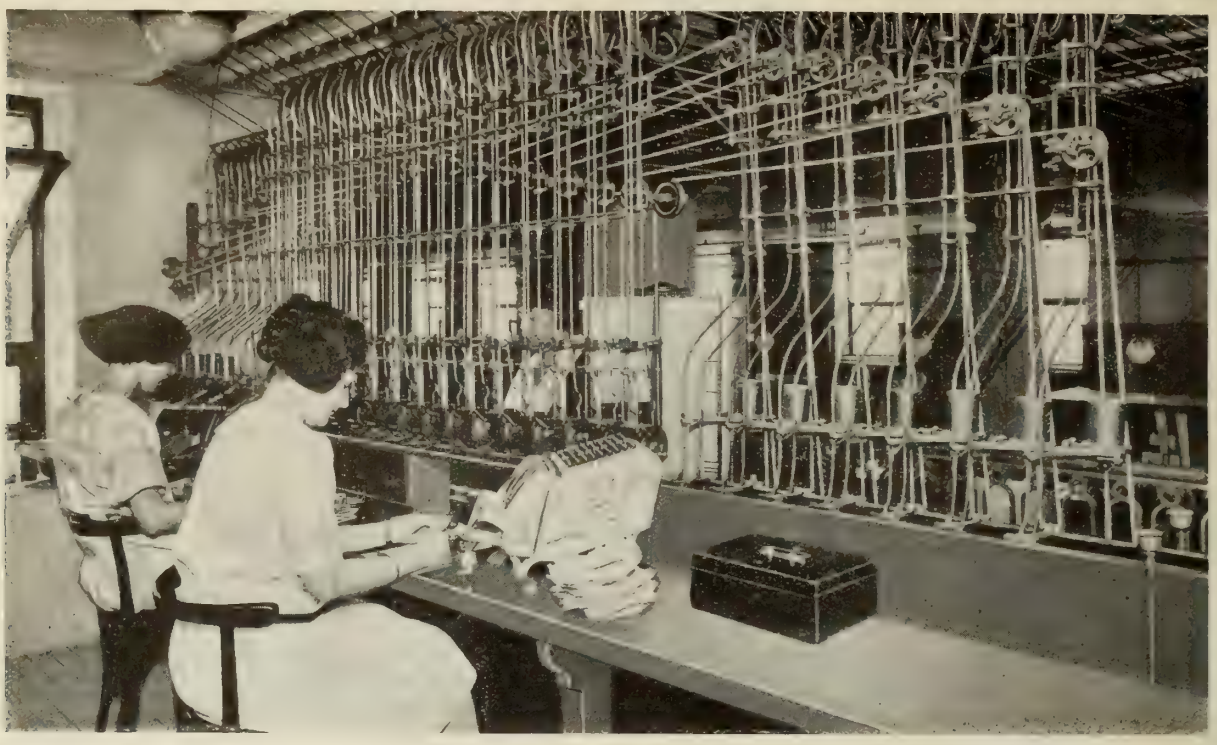
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The firm of Robinson & Co. of Winnipeg, and ninety-one of the older employees gave a banquet in honor of W. H. Rennie, a department manager for 12 years. Mr. Rennie was also presented with a gold watch and chain in appreciation of his faithful service with the Robinson Company.

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The Alaska harvest of fur seals this season will be worth $3,600,000, according to advices from the federal sealing grounds of the Pribilof islands to Harry Christoffers, Seattle agent of the bureau of fisheries.

The natives employed by the government have killed 30,000 since June.



# First Installation Proves Value of New Lamson Automatic Cable Desk

THE results that merchants are getting from the new Lamson automatic cable desk show it to be one of the most important recent improvements in store service systems.

The first installation, in the store of the Howard R. Ware Corporation, New Rochelle, N.Y., is proving a great success. Mr. Knapp of the Ware Company says of the system:

"In our new desk, our cashiers are handling more transactions with greater ease. For example an hour's record recently for one cashier was 248 transactions—1369 for the day, and the service was uniformly fast.

"Charges come direct to the authorizer. The relaying process is done away with and as a consequence we can give as quick service on charges as on cash."

It will pay you to investigate this new system. Our representative will show you how it will serve your needs.

## THE LAMSON COMPANY

**Toronto: 126 Wellington St. W.** **Vancouver: 104 Empire Bldg.**

**Lamson** Speed Protection **IMPROVED** Flexibility Economy **Service**

# 105th Annual Meeting of Bank of Montreal

## Sir Vincent Meredith, President, Takes View That on the Whole Trade Conditions More Satisfactory Than a Year Ago.

## Sir Frederick Williams-Taylor, General Manager, Shows Necessity for Bringing Down Cost of Living in Canada—Reviews Features of Annual Statement.

At the annual meeting of the Bank of Montreal, Sir Vincent Meredith, Bart., the President, in his address, gave a comprehensive review of Canadian and foreign conditions, and said the outlook was for reasonably profitable operations in most lines of business.

Sir Frederick Williams-Taylor, the general manager, in dealing more particularly with domestic conditions, said that if Canada were to make the progress which they all hoped for it was imperative that taxation and the cost of living should be reduced to the level, at any rate, of that obtaining in the United States.

In referring to the Merchants Bank, Sir Vincent said:

"To the incidents connected with this transaction it is not necessary to refer, nor to the criticism it evoked, further than to say that, in my judgment, the prompt action of your directors, subsequently ratified by you, averted a situation that might otherwise have proved serious to the country at large, and secured the shareholders of that institution from losses greater than were suffered. It will interest you to know that the work of co-ordinating the staffs with a view to economies is proceeding with all possible celerity, and that the acquisition of the Merchants Bank is reasonably realizing the expectation of your Board. Under our own organization and with the economies that have been effected, the future gives promise of increased earnings."

### FARMERS' BUSINESS

He expressed gratification at the fact that the government had embarked on an energetic immigration policy and continued:

"Statements have been made in the public press by uninformed people that debtors, especially in the West, are being subjected to undue pressure by the Banks, Loan Companies and other creditors. So far as this Bank is concerned, every consideration and great latitude have been given to debtors, who, through bad harvests or other mischance, have been unable to meet their obligations. This is and at all times has been the policy of the Bank, and never has that policy been more forcibly impressed upon our managers than during recent critical years.

"Banks are business, not benevolent, institutions. They are expected to pay their shareholders a reasonable return on their investment, which includes the Rest Account—the accumulation of many years—as well as the Capital of the Bank. The rate of dividend is not disproportionate to that investment and certainly has not proved so lavish as to encourage capital to seek the banking field. As a matter of fact, the distributions to shareholders in Canadian Banks is substantially less than that made by banking institutions in Great Britain or the United States."

### SIR FREDERICK WILLIAMS-TAYLOR'S ADDRESS

Sir Frederick Williams-Taylor, the General Manager, in his annual address, dealt more especially with the affairs of the Bank and conditions at home in Canada. Sir Frederick emphasized particularly the need for a readjustment of living costs in the country, when he referred to the economic position of the Dominion. In this connection, Sir Frederick said:

"Canada's economic position is not satisfactory. How could it be satisfactory, with the whole financial world out of joint? As everyone is aware, our troubles have partly been the result of this universal condition; partly the result of the war. It is well, however, to bear in mind that our problems are largely of our own creation.

"Readjustment will come in time, for this is a country of virility and untold resources; yet one thing stands out signally, in my opinion, namely, that Canada cannot go ahead again as she should while taxation and the cost of living are higher in this country than they are in the United States of America.

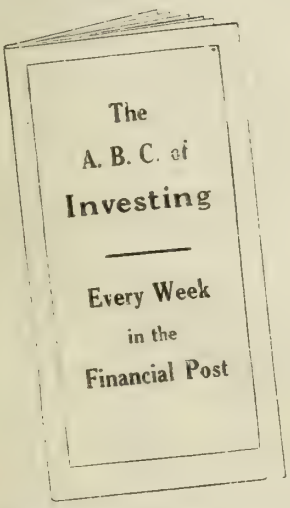
"Canada is one of the best countries in the world to live in, to work in, to play in—in point of stability, security and comfort it is an earthly paradise as compared with Europe—but we must not stand still, and in order to progress the cost of living and taxation must be diminished; otherwise, we will fail to attract immigration; and improved conditions are largely dependent upon increased population.

"As to ways and means, they are obvious to all who reflect, and the necessity thereof is now being brought home to the heedless, by the pitiless but unerring teacher, necessity."

### SOUND BANKING SYSTEM

In conclusion Sir Frederick stated that the manner in which Canadian banks generally had come through the agitating times since 1914 must be taken as evidence of the fundamental soundness of the Canadian banking system. There was reason to be thankful that no great commercial breakdown had occurred.

Senator Foster, in proposing a vote of thanks to the president, general manager and directors, said he was sure that shareholders would gladly join in a vote of thanks to the president, general manager, and directors of the bank. There were people, he said, who were under the impression that when they bought a share of bank stock in some mysterious way it found its way into the coffers of the bank, and proceeded without efforts on the part of anybody to earn as much, or more, than they could make the money earn themselves, but those who know anything of the business of the bank could appreciate that the statement that had been presented that day could only have been produced as a result of co-operation and splendid effort on the part of everybody in the institution.


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6 . . . . . .

DOUBLE
BUYERS' MARKET GUIDE

**The McElroy Mfg. Co., Ltd.**
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Royal Garments
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FAMOUS FOR THEIR
***Fit, Cut, Style,***
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***Commissioners and Importers***
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GIMP YOUR PATTERNS
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**MACHINES**
It makes them more attractive.
Economical, Fast, Practical, Neat.
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**DISTANCE PHONE SERVICE FREE**

The Jas. A. Ogilvy store, of Montreal, has inaugurated a plan whereby residents in outlying suburbs can telephone their orders to the store without any long distance telephone charge. All they have to do is to call a certain number and they are instantly connected with the Personal Service Dept. of the store.

# Cleveland Style Features

THAT the tendency of the western manufacturers is away from the sports type and toward more elaborate styles was indicated by the models displayed at the semi-annual style show of the National Cloak, Suit & Skirt Manufacturers' Association. Except for an occasional top coat, the costumes were all cut and trimmed on more decorative lines than, for instance, the tweeds and sports apparel of a year ago.

Variations of the straight silhouette, ranging from draped effects and bloused backs to the flaring lines of a plaid motor coat, excited interest among the assembled designers and manufacturers and led to comment, both appreciative and adverse on the individual styles.

The simultaneous appearance of three models whose costumes showed the three distinct types of suits planned for Spring was an interesting feature. The blouse suit, the boxy suit and the tailored or semi-tailored suits were the three classifications emphasized and it was pointed out that either of the first two groups may have its silk blouse and constitute a three-piece costume. Wrapped and draped skirts, forming the uneven hem line, predominated for wear with the box or bloused jacket.

Suit coats were shorter and suit skirts longer than last season. There was a jauntiness about many of the suit jackets but a more dignified note was struck by a three-piece suit of tricotine, in the new pampas shade, which had deep pockets incrusted with corded trimming and which displayed the same motif on the edges of its flaring sleeves.

The narrow standing collar shared honors with the dropped Dutch neck and an occasional cavalier collar, cut to button under the chin when desired.

A tailored suit had for its only trimming rows of pin tucking which formed a double panel down the back of the jacket, ran the length of a narrow band which accented the dropped waistline, and then appeared in vertical rows below this belt.

The manufacturers recognize in their style recommendations the inevitable popularity of navy, but they sponsor as well the tan shades, biege, pampas, sand and graystone. Poiret twill and twill cord will prevail, with some new emphasis on jacquard.

Apparently it is hard to say whether next Spring is to be a coat or a suit season, for equal emphasis has been put on both lines. The coat designs, like the suits, were divided into three groups: The wraps, the capes and the straightline models. Many of the wraps showed a marked cape influence and had only an opening for the arms. The bloused back appeared repeatedly, lending its grace to wraps and straightline coats.

Contrasts of light and dark fabrics formed some of the most striking coats on exhibition.

The soft, clinging fabrics make the draped and more formal models graceful, while the topcoats shown were of large patterned plaid or polaire cloths. The season's silks are to be brocade, faille and matelasse effects, according to the report of the style committee of the association. The pattern silks used for blouses of three-piece suits were colorful in most cases and suggestive of Indian shawls and Oriental embroideries. The linings were of plain color, many in lighter or constrasting shades. Figured crepes and brocaded satins in solid color were shown in the heavier garments.

**$1,000,000 TO CHARITY**

The five brothers of the late Jacob Gimbel, Philadelphia, who was head of the Gimbel Corporation operating stores in New York, Philadelphia and Milwaukee, have arranged to give away more than $1,000,000 which would have come to them as residuary legatees under the terms of their brother's will. This money will go to charities, Jewish and non-Jewish, and to nieces and nephews of Mr. Gimbel, so that his brothers may carry out what they believe to have been his desires expressed shortly before his death.

# BUYERS' MARKET GUIDE


**COMFORTERS**
COTTON-DOWN-WOOL FILLED
The Toronto Feather & Down Co. Ltd.
2154-56-58 Dundas St. W., Toronto

The Canadian Lady Dress Co., Limited
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Merchandise Sales Specialists. Conduct business-building, reduction or complete closing-out sales for retail merchants. Terms, dates, etc., no obligation.
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## GRADING SILVER FOX PELTS

W. H. Bennett, representing the London banking house of Fred'k Huth & Co., who conduct fur auction sales, addressed recently a meeting of fox men in Summerside, P.E.I., on fur marketing problems which are vexing buyers.

Mr. Bennett suggested that skins should be graded, and catalogued by grade, in probably bundles of four or five, as to color. These would be full silver, three-quarter silver, and black. Mr. Bennett explained the difficulties the fur buyers work under with the present system. There are only a small number of buyers for each grade of pelt going to the London sales, and these buyers are forced to wait while many classes of pelts in which they are not interested are offered until they reach the ones they wish. The result of this is that the buyers' nerves are often on edge, and when at last the auctioneer reaches the class of furs that he is there to buy, he has lost a good deal of his interest and as a consequence he does not bid as high as he otherwise might. Under the present system the fur buyers experience the greatest difficulty in selecting skins. The mental strain of looking through hundreds of skins to find twenty-five or thirty skins a buyer wants is great. The fox sale only occupies a short time, and the buyer has not the opportunity of selecting properly, and therefore he does not offer the price he probably otherwise would.

## THIRD LARGEST CARRIER OF INSURANCE

James C. Penney is to-day third among all the millionaires in America on the amount of life insurance carried.

Penney, who is head of the J. C. Penney Corporation, which operates a string of clothing stores in twenty-nine states, has life insurance totaling $3,000,000. The largest individual insurance is that of Rodman Wanamaker, for $4,500,000. Pierre Du Pont is second with $4,000,000.



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*"Turns Waste into Profit"*
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CLIMAX BALER CO.
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**HABERDASHERY**
Every description of Haberdashery and Smallwares for Drapery, Dressmaking, Millinery, Fancy Needlework, Outfitting and Tailoring Trades.
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**MESH BAGS**
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# Timely Helps in Taking Inventory

## Suggested Forms That Might be Used to Simplify Stock-Taking and Arrive at Correct Results—How Should the Inventory be Taken?—The Facts Should be Fairly Faced When Physical Assets Are Listed

By G. W. HAFNER

AN inventory is a part of a statement of the financial and operating condition of a business upon a certain day. And yet anyone at all familiar with actual conditions will agree that the inventory is usually the most dubious figure in the financial statement or balance sheet. It may look very precise, but it commonly covers a multitude of sins. The entire process is often full of guessing and juggling; and, to cap it all off, a thoroughly unsound scheme of valuation may be employed.

### What An Inventory Should Include

The influence of the closing inventory figures upon the showing of net income and financial position is so great as to demand the most searching scrutiny of inventory practices, and the insistence upon the use of principles and procedures which are as rational and accurate as possible. Especially in these days of heavy income taxes has the inventory process—both taking and pricing—become a matter of utmost significance to all business men.

Hence our endeavor should be to ascertain, not alone how to take the inventory so as to eliminate mistakes, but also the best manner in which to price the inventory after it is taken. What we should be interested in is getting at the facts, whatever they may be. We want to know what the goods on hand on a certain day are worth as an asset of the business.

### Pricing At Cost or Market

Where the method is used of pricing goods at cost or market, whichever is lower—it becomes necessary to set up three price columns on the inventory records, designated as "Cost," "Market," and "Lower," as illustrated by Figure 4. The cost per item or unit should be entered in the first column; the market price, in the second column; and the lower of the two preceding figures, in the third column. The number of units of each item appearing on the inventory sheets are then extended at the values showing in the third column.

Market is defined as the current bid price prevailing at the date of the inventory for the particular merchandise. In establishing a "bid" price it is necessary to show actual tradings in the particular merchandise, goods or materials at the prices used. Getting at the market price is sometimes difficult, but there is no mystery about getting such values. Quotations can always be secured for the merchandise on hand which is sold in the same form as it is bought.

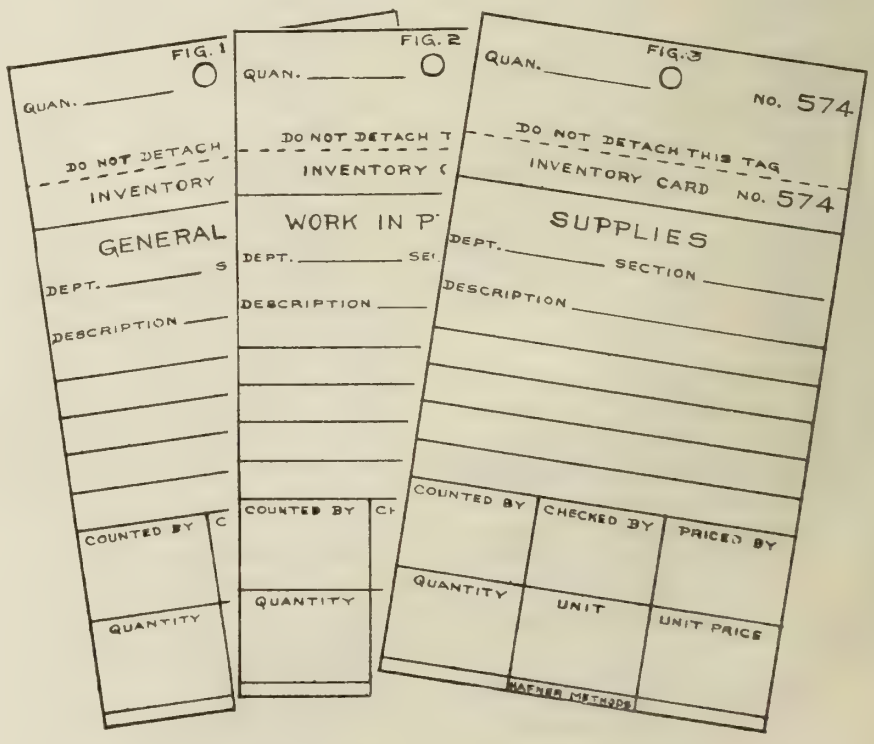
The material part of any manufactured product would also be priced at market, plus labor and overhead. In labor and overhead the use of "market" also applies. These are usually measured, of course, by the actual payments for labor during the period, and by actual overhead for the period, or by an average rate or a standard rate of overhead. Thus the labor represented in the goods being inventoried may have been at a higher rate than that obtaining at the close of the year. The actual burden rates at the end of the year may, likewise, be lower than the rates applied when the products were manufactured. In such cases the lower rates in effect may be substituted.

This whole matter of pricing the inventory will be simplified and clarified, if it is borne in mind that the inventory is in the nature of a photograph, a snapshot, of the value of the stock on a particular day. It is not an impressionistic painting that brushes into the values either the hopes or the fears of the future. Neither is it a forecast of what the business will be in a week, a month, or six months hence.

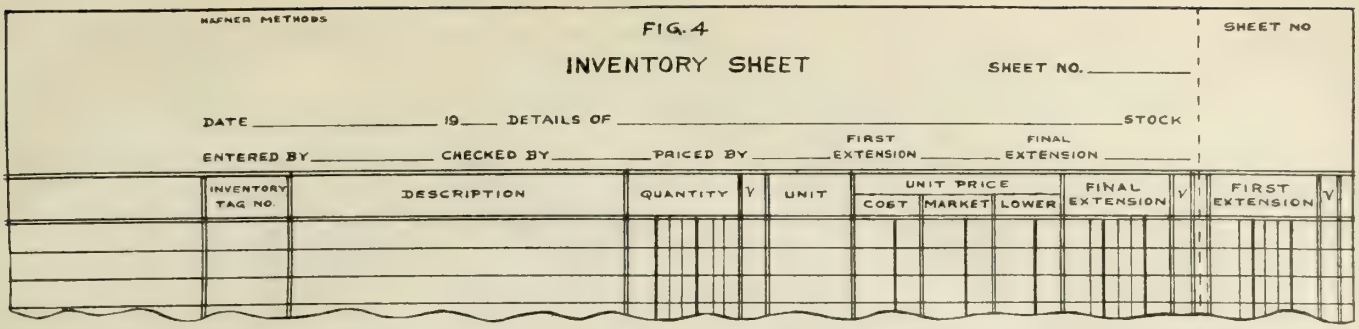
It is advisable, then, from every conceivable standpoint that inventories be valued by the method, "cost or market, whichever is lower." As an indication of financial condition on a specific date, actual cost is not, in the very nature of the case, a satisfactory valuation. Price changes between purchase and inventory dates, are quite likely to be so striking as to render "cost" an extremely dubious representation of the true economic position of the concern. Especially during a phase of depression, with the trend of prices constantly downward, such as that we are now experiencing, it would put a valuation upon the inventory entirely too high.

### Taking the Inventory

The taking of a true physical inventory involves some considerable preparation. This matter of preparation is




**Tags like these together with the inventory sheet shown on the next page are all that is necessary in taking an inventory.**



HAFNER METHODS

FIG. 4

INVENTORY SHEET

SHEET NO. _____

SHEET NO

DATE _____ 19___ DETAILS OF _____ STOCK

ENTERED BY _____ CHECKED BY _____ PRICED BY _____ FIRST EXTENSION _____ FINAL EXTENSION _____

| | INVENTORY TAG NO. | DESCRIPTION | QUANTITY | V | UNIT | UNIT PRICE COST | MARKET | LOWER | FINAL EXTENSION | V | FIRST EXTENSION | V |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| | | | | | | | | | | | | |

**Simple yet comprehensive inventory sheet for listing the information found on various tags attached to the merchandise.**

a governing factor in securing accurate quantities. If you want an exact inventory you must begin some time in advance. A definite plan of procedure must be laid out, definite instructions sent to all officials and employees, and every one must familiarize himself with the instructions. For the guidance of business men in this respect, the following general instructions are presented:

### Physical Inventory Instructions

The following instructions outline the means of taking a physical inventory of stock at the close of business December 31st, 1922. In order to obtain dependable information, these instructions must be understood by the executives of the company, as well as by ALL the individuals who will handle the detail work of counting, checking, pricing, recording and extending the inventory.

The general manager will assume the entire direction and responsibility for properly carrying out instructions and taking inventory. He will determine that all persons in any way connected with the work understand the instructions, and are thoroughly familiar with just what will be required of them.

The department manager, or individual in charge, in each department will be held responsible for the count of all merchandise which is within the boundary of his department at the time of taking inventory.

Each department manager will assign certain individuals in his department, who are competent, to the various sections to make the count of all stock within such section. Since the department manager will be held responsible for the accuracy of this work, he should use care in choosing men who write legibly, know the stock thoroughly and are careful and accurate.

The men shall work in gangs of two, one counting the stock, and the other writing up the description and other necessary information on the tags, and attaching such tags to the proper lot of merchandise; the tag marked "Goods in Process" (figure 2) for all products, if any, in course of manufacture, and the tag marked "Supplies" (figure 3) for sundry items of supplies on hand.

Every tag will be numbered, and all of them must be accounted for. In case an error is made in writing a tag, under no circumstances must it be destroyed. It shall be marked void, and given to the department manager.

As soon as an entire department or section has been completed, the department manager will notify the general manager or whoever is acting as inventory inspector, who will make a sufficient examination to determine that all stock has been tagged, that the description on each tag is correct, that the quantities appearing on the tags are correct.

As this is done, the inspector will tear off the bottom portion of the tag, place initials in the space marked "Checked By," and turn the tag over to the department manager. The department manager will see that all tags received by him are accounted for, and will then turn them over to the office, for checking with the issue records. The stubs must remain with the merchandise, and no stock shall be removed until all tags are accounted for.

When the tags are received in the office, and are checked with the issue records, they will be turned over to the pricing clerks, who will price the tags under the direction of the general manager.

When all the tags are accounted for and priced, they shall be assorted, first by the following classifications, and then by particular items:

1. General stock.
2. Goods in process.
3. Supplies.

Having been thus assorted, they shall be listed on inventory sheets (Figure 4) and the first extension made on the stub of these sheets.

After this extension has been made, all sheets will be numbered, the stub to bear the same number as the sheet. The stub will then be torn off and the final extensions made in the column provided on the sheet proper. By comparing the total of each sheet with the total of its respective stub a proof of the clerical accuracy of extensions and footings will be obtained.

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**Taking inventory is one of the new year problems of large and small dealers alike. Not only is this required by law, if correct returns are to be made to the government in respect of the various taxes that are levied during the year, but it is essential if a dealer is to have that intimate knowledge of his business which he should have. This article is very suggestive in ways and means of taking inventory and shows some simple forms that can be duplicated in a few minutes' time and used with effect in taking the inventory of all lines carried. It applies to the small as well as the larger business.**

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## MERCHANT PRINCE MOURNED UNIVERSALLY

John Wanamaker, the man who revolutionized the retail business in America, died at his home in Philadelphia, on December 12. As a philanthropist, churchman, statesman, and individualist, Wanamaker has been accorded probably the highest place that any merchant has ever reached.

John Wanamaker was a man who made an institution of a retail business. Early in his career, he laid down principles which were gradually increased in number and which he religiously followed in his after life. At a time when it was traditional to pay employees in merchandise and work them long hours, John Wanamaker came with a new ideal, which, many years later, was reflected in refinements of welfare work and social activities among the workers. At a time when to enter a shop was taken by the merchant as a promise to purchase and when buying was a contest of wits between the customer and the retailer, John Wanamaker laid down the creed of "one price to all," at that time a startling innovation in merchandising.

---

### Wanamaker's Business Creed

First.—Cash payments on the spot to workpeople on completion of the work.

Second.—Shorter business days.

Third.—Not two prices—one price and only one.

Fourth.—To take back anything sold and return the money, if desired.

# News of the Dry Goods Review

The cost of the new addition to the plant of Penman's, Limited, Paris, Ont., will be $60,000.

The Milton Worsted Yarn and Spinning Mills Co. is opening a factory in Hamilton, Ont.

The Trudell Fur Manufacturing Co. of Edmonton and Lethbridge, is opening a new store in Blairmore, Alta.

Abraham Lipson, president of the Canada Garment Co., Ltd., Toronto, died in Ottawa, on November 11. He was a brother of Meyer Lipson of Nu Vogue, Ltd., Ottawa, Ont.

Wm. N. Marsden, aged 56, for years a foremost figure in the silk industry, died recently at his home, in Amsterdam, N. Y. His connections have been with the following silk firms: Amsterdam Silk Mills, Julius Kayser & Co., and Fownes Bros. & Co. He was considered by his associates to have been possessed with a thorough knowledge of the silk industry.

**Official Opening**

The Empire Cotton Mills' new extension was officially opened on Nov. 20 in St. Catharines, Ont., in the presence of the Rotarians and prominent citizens. Luncheon was served by the members of the Welfare Club in the Empire Club Rooms. Complimentary speeches intermingled by community singing followed.

The new addition will find employment for another one hundred and fifty. A quarter of a million dollars will be added annually to the payroll in consequence.

Leslie Hamilton Gault, president of the former firm of Gault Bros. Co., Ltd., wholesale dry goods merchants, Montreal, died in England on Nov. 14. He had been living there for the last ten years.

Born in Montreal, the son of Matthew H. Gault, Strahane, Ireland, and Elizabeth I. Bourne, England, Mr. Gault was educated at Montreal High School. He entered the firm of Gault Brothers and Co., general dry goods merchants, in 1871; became a partner in 1883, director in 1896 and president in 1903. He was a director in Gault's, Limited, Winnipeg; Gault Bros., Ltd., Vancouver; Crescent Manufacturing Co., Montreal; Van Allen Co., Ltd., Hamilton, and had connection in the cotton industry of Canada.

The Community Clothing Company, of Montreal, is opening in Hull, Que.

An addition costing $30,000 is being made to the T. F. Kingsmill Dry Goods Company's store in London, Ont.

Another case of damage by fire was that in the Genevieve Gown Shop, 67 Bloor St. West, Toronto.

Macdonald's Limited, of Winnipeg, have opened their new store at the corner of Portage Ave. and Kennedy St.

A fire in Amdur's Limited, St. John, N. B., resulted in damage estimated at $40,000, about one-half being covered by insurance.

The death occurred on Nov. 31 of J. J. Westgate, who founded the Hudson Bay Knitting Company in 1889. Mr. Westgate was 61 years old.

More than half a million dollars is estimated to have been the loss caused by fire in the Elman block, Moncton, N. B., on Nov. 21. It was caused by a short circuit of electric wires in the Marr Millinery Company's establishment.

Stanley M. Knox of the Canada Veiling Co., Toronto, and Wm. Edwards of Edwards and Edwards Leather Goods Co., Toronto, have the distinction of bringing down the only albino deer which, as far as we know, has been shot in Canada this year. It was three-quarters white and was captured north of Haliburton, Ont.

A new silver fox ranch has just been completed in Sackville, N. B. This makes the fourth one located on the Upper Fairfield Road. The first to be built was that of the Dominion Black Foxes, Limited; the next that of Canada Foxes, while last year Fairfield Foxes, Ltd. came into existence. The three older ranches at present contain about 350 silver foxes.

The Welland Cotton Mills, Ltd., with an authorized capital of $1,000,000, and head office at Welland, Ont., has been incorporated for the purpose of manufacturing cotton yarns. The first of two units will be erected shortly, and will be devoted to the manufacture of coarse cotton yarns, suitable for carpets, rugs, hammocks, and general cotton knitting trade. In this unit the company will also manufacture hose and belting duck and the minimum capacity will be 2,300,000 lbs. of finished goods per annum.

The store of E. Roberts & Co., Twillingate, Newfoundland, was destroyed by fire on Nov. 25.

The L. R. Steel Company have opened another of their 5c to $20 stores in Hamilton, Ont.

The High Park Millinery has opened at 1578 Bloor St., West, Toronto. Mrs. H. Whitney is the proprietress.

Stock estimated at $50,000 was ruined by fire, smoke and water in the dry goods store of E. Woods, Limited, Orillia, Ont.

In order to provide more fully for the requirements of women and misses, the firm of Scott-Holmes have opened a second shop in Toronto at 228 Yonge St.

George Hawkins, founder of the Vanallen Shirt Co., Hamilton, Ont., died recently in that city at the age of 82. Mr. Hawkins had the distinction of being the first man to make the one-time popular hoop skirts in Hamilton.

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**CORRECT TYPE OF STOUTWEAR**

Miss Evelyn D. Hansen, in a series of lectures on women's dress, spoke on the correct type of clothing the stout woman should wear. The remarks were illustrated by the use of living models.

In her hints for decreasing size by means of dress and not by diet, Miss Hansen warned as follows: "Don't wear a costume of material with a sheen to it, such as satin. Avoid figured materials and light colors. Shun velvet, velour and duvetyn. Crepe, Poiret twill, tricotine, cashmere and chiffon are the stout woman's allies.

"A circle is the enemy of the stout woman and the triangle offers the same antagonism to the thin.

"An unbroken skirt line from the waist to hem adds to height.

"A stout person must keep bright colors away from the waistline.

"Kimono sleeves are only for the slender woman.

"The long skirt with the irregular hemline is good for the tall, heavy woman who has pretty ankles. If her ankles are unattractive let her adhere to the straight hemline.

"Narrow panels on a dress give height to the short, stout woman.

"Never select a hat while seated. Such an action makes possible a full length contour, suggestive perhaps of an open umbrella or a door and its knob.

"Sleeves pointing down toward the hands make the arms appear thinner."

# Novel Method of Inspiration

**Salespeople Told of Possibilities of Betterment Their Positions Hold**

How to get clerks to take a greater interest in their work; how to get them to be enthusiastic about ther jobs; how to get them to really try to sell goods —these are the problems that every merchant is up against. And so it will be of interest and probably of value to other merchants to learn of the way in which Eugene Frank, of the Frank Dry Goods Co., of Fort Wayne, Ind., has solved this problem.

"We formerly had a considerable lot of difficulty in getting our employees to take more than a casual interest in their jobs," said Mr. Frank. "As is the case in so many instances our employees looked on their jobs only as a means of earning a livelihood. They could see no reasons for particularly exerting themselves on their jobs and their enthusiasm for their work was nothing wonderful. Consequently they were, really, more like clerks than like salespeople.

"We pondered over this matter for some time. Then I got the idea of compiling a list of all the salespeople who have come up from the ranks in our establishment and become buyers and department heads and all who have gone from our store to other stores to assume responsible positions. And I also conceived the idea of compiling a list of the successful merchants in our city who have gotten to be owners of stores after beginning as clerks.

"When I started in on this self-appointed task I was surprised at the number of people who had advanced from their positions as salespeople in our store. And I was also surprised at the number of folks in our city who had started as clerks. When I had this material together I called the salespeople to a staff meeting and addressed them.

" 'You people who are behind the counters selling goods at this store have a splendid opportunity for gaining knowledge which will help you make a big success in life. I've got the definite, specific material here in my hand which will prove this to be a fact.

" 'Many people are of the opinion that a job as a salesperson in a department store leads nowhere. But such folks are very badly mistaken. A salesperson's job does lead somewhere—it leads to high executive positions or it leads to the ownership of stores of your own.

" 'The employees who have been in this store who have had a vision of the positions to which the knowledge gained here would lead them have all gone higher. I hold in my hand a list of 21 former salespeople in this store who are now buyers or department heads in this establishment or in other stores or who own stores of their own. And I also hold in my hand a list of 18 prominent local merchants who now own stores of their own who began their business careers as salespeople.

" 'Isn't this an incentive for you to get all you can out of your jobs? I'll be glad to show these lists to any of you who are interested and to talk to you about salesmanship.'

"Right away this made the salespeople sit up and take notice and it inspired at least a third of our employees to actually try to sell goods instead of just waiting on customers."

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## DYE INDUSTRIES STANDARDIZE COLORS

A review of the work accomplished in standardizing the colors used in the United States dye industry since 1914 has been issued by the Textile Color Card Association of the United States with headquarters at New York. Following the elimination of competition from Germany in that year, the United States dye interests felt the time opportune to restrict their output to a series of definite shades and tints, thus reducing expense and increasing profits. As the chief medium in this activity the association devised the Standard Color Card of America.

This card is a collection of 133 well known colors on fabric. Each color is given a name and number and wherever possible United States nomenclature is followed. These cards are now in use by upwards of fifty Canadian dye works.

# Seen at the St. Andrew's Dance

Montreal's smart set turned out in full force on the night of November the 30th to render homage to the patron saint of Scotland, St. Andrew, on the occasion of the annual ball held at the Windsor Hotel. This affair which is accounted the most brilliant social event of the season in Montreal was attended by over 700 guests and presenter a pageant of color seldom if ever seen at social gatherings of late years. Dancing took place in the new ball room recently opened, which was decorated with palms and flags. Jade and tangerine were the predominating hues noticeable among the gowns of the ladies present, with a wealth of chiffon velvets, elaborately draped, as well as metallic cloths of brilliant colorings as the leading materials chosen. Gold and silver cloths were likewise noticed in considerable numbers with many gorgeous effects in spangled and beaded tunics besides. Hairdresses favoured pearl bandeaux and metallic flowers and fruits and jewels were never more lavish and superb. Probably never was such attention given to the matter of footwear and hosiery as on this occasion and many a pair of slippers sparkled with rhinestone buckles or diamond clasps.

Owing to the fact that the majority of the men guests wore uniform the scene was still further enhanced by the brilliance of their scarlet jackets and the kilts.

A gathering of almost equal brilliance is anticipated on the 20th of this month when the management of the new Mount Royal Hotel will hold a formal ball in honour of the opening which occurs on that date.

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## OF INTEREST TO WOMEN CLERKS

Of one hundred and seventeen merchants who were asked whether women had the same opportunities open to them in the department store field as men, ninety-two replied with an unhesitating yes, thirteen of them with a qualified answer and only twelve with a definite negative.

There are probably few forms of business which offer the ambitious, untrained girl more chances for advancing herself than the large store with its many departments.

A department store has a variety of interesting jobs which women can handle; there are several highly-paid jobs in the merchandising section, and the girl who works as clerk or assistant buyer can gain a good knowledge of the type of thing her store carries. A good saleswoman who keeps her eyes open concerning the workings of her store, stands a good chance of working into a well-paid position in this department.

**The Advertising**

Then there is the whole advertising department, the section of a store which seems to appeal most to the girl with an imagination. There are positions for girls who can write clear and concise copy, positions that pay well, and are interesting. There are three jobs in the advertising department of the average department store which may be regarded as stepping stones to the position of copy writer and, thence upward; the first is that of stenographer or secretary—for the girl who seizes her occasional chances to do a bit of copy writing can impress her ability upon the people higher up. The second position is that of clerk in the department, and the third, that of statistician.

In the store service section are interesting jobs. The girl who starts as mesenger or clerk can work herself up, if she has enough ambition, to being the head of some department—the shopping, theatre-ticket, or something of the sort. The store restaurant, also, offers many opportunities; the woman who manages the restaurant earns a good salary.

---

A. Farquhar, of Thompson Lace and Veiling Company, Toronto, has left on a buying trip to Europe.

*Dry Goods Review*

*wishes you*

*A Merry Christmas*

*and*

*A Happy, Prosperous*

*New Year.*

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*THE INQUIRER'S CORNER*

You may want to know where a certain line of merchandise in the Dry Goods Trade can be procured; you may have on your hands a problem in connection with your business that is difficult to solve. Dry Goods Review can render you a service and will cheerfully do so if you will fill in this blank.

*INFORMATION WANTED*

*Dry Goods Review,*
*153 University Ave.,*
*Toronto, Ontario.*

*Date ..... 1922*

*Please tell me* .....

.....

.....

.....

*Name* .....

*Address* .....

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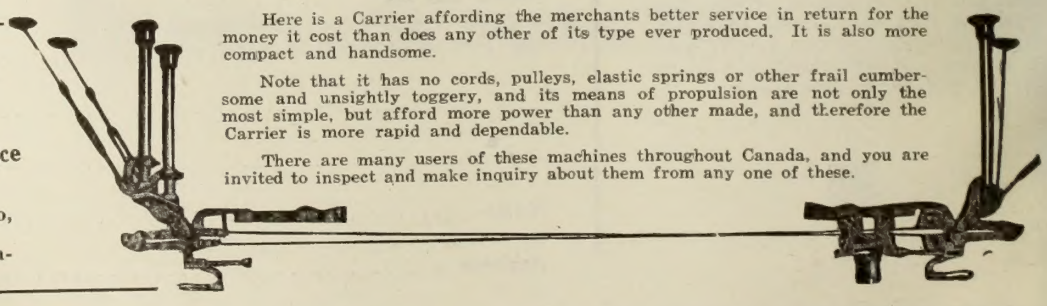
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Further information for the asking. All kinds of wire cash and parcel carriers and pneumatic tubes.

**Gipe-Hazard Store Service Co, Limited.**

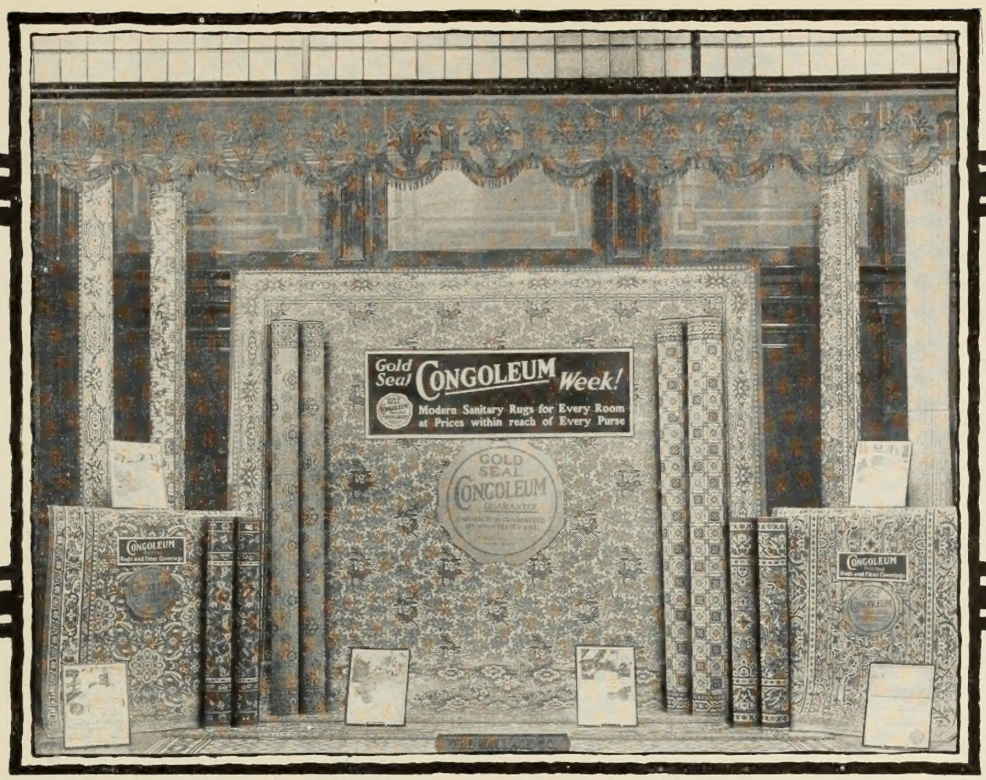
**113 Sumach St., Toronto, Ont.**
**Also 318 Homer St., Vancouver, B.C.**



Here is a Carrier affording the merchants better service in return for the money it cost than does any other of its type ever produced. It is also more compact and handsome.

Note that it has no cords, pulleys, elastic springs or other frail cumbersome and unsightly toggery, and its means of propulsion are not only the most simple, but afford more power than any other made, and therefore the Carrier is more rapid and dependable.

There are many users of these machines throughout Canada, and you are invited to inspect and make inquiry about them from any one of these.




# *Gold-Seal Congoleum Window Displays Are Sure-Fire Sales Winners*

That Congoleum displays pay, and pay big, is attested by the hundreds of letters we have received from our dealer friends.

A few quotations chosen at random will interest you:

"Congoleum sales are getting better all the time and our window displays help make this possible."

"We believe that fifty per cent of our sales for Congoleum Rugs during this week were brought in through our window display.

"I am mailing you a duplicate picture of my Congoleum window which more than tripled my sales."

"This window put across big sales."

"I counted over 100 people in front of the Congoleum window several times."

"The window has attracted more than unusual interest. Quite frequently have had to ask the people to move on owing to the congestion. Our sales to date have been more than satisfactory."

And so these letters run. Elaborate or difficult displays are not necessary, as is evidenced by the photo shown above.

Make the women who pass your store realize that they can buy in your store the rugs they have seen advertised—that your establishment is *Gold-Seal Congoleum Headquarters.*

And there's no better and quicker way to do this than by an attractive window display of *Gold-Seal* Congoleum Rugs. Congoleum displays make comers-in of passers-by.

We're always ready to help. Call on us for suggestions and free window display material. Among other things, we have display cards in both English and French. Our advertising department is always ready and willing to serve you.

**CONGOLEUM COMPANY OF CANADA, LIMITED**

1270 St. Patrick St., Montreal, Quebec

*Gold Seal*
**CONGOLEUM**
*ART-RUGS*
*Made in Canada*
*by Canadians —— for Canadians*


A VERY
MERRY
CHRISTMAS
TO ALL
OUR GOOD FRIENDS
Belding-Corticelli
Limited
MONTREAL ~ TORONTO
WINNIPEG ~~~ VANCOUVER